

Improving lives in Vanderburgh, Warrick & Spencer Counties

NEWS RELEASE

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United Way of Southwestern Indiana Announces 2015 Campaign Goal and Campaign Events

United Way of Southwestern Indiana kicked off the 2015 Pacesetter Campaign today with five companies, the City of Evansville, United Way's Keel Club and the United Way Staff and Partner Agencies leading the way for the 2015 United Way Campaign. Pacesetter organizations set the pace for the Fall Campaign by conducting their campaigns during the month of August. Pacesetter organizations agree to use "best practices" for a successful campaign and are setting a goal of a 10% increase over last year.

The 2015 Pacesetters are: Vectren Corporation, Old National Bank, the City of Evansville, Koch Enterprises, Harding, Shyman-ski & Company, Uniseal, Inc., New Keel Club Member Donations and the United Way Staff and Partner Agencies. The Pacesetters will be recognized at the United Way Kick-off Breakfast and Day of Caring on September 11 at the Old National Bank Events Plaza. Pacesetters have the potential to raise over \$1.5 million to get the Campaign off to a strong start.

"We have a diverse and committed group of organizations that have stepped up to lead the way for the 2015 United Way Campaign. We are confident they will set a positive tone for the upcoming Campaign," said Carl Chapman of Team Vectren, the 2015 United Way Campaign Chair.

United Way also announced the 2015 Campaign goal of \$4.5 million. "United Way hopes to continue the positive trend coming out of the 2014 Campaign's success. We continue to see signs of recovery and growth in the business environment, and we feel good about our goal of a 10% increase," Chapman continued. "We've experienced how generous our community is in supporting United Way and caring for people in our area."

United Way of Southwestern Indiana is focusing on self-sufficiency and has released the A.L.I.C.E. report (Asset Limited, Income Constrained, Employed), a study on the status of hard-working individuals who do not earn enough to meet their basic needs. The A.L.I.C.E. report helps put a face on that segment of the population that United Way is focusing on to help become self-sufficient.

"This year, United Way is focused on telling and changing the story. This includes the story of what United Way does and of how United Way of Southwestern Indiana is focused on changing the story for so many hard working individuals and families in United Way's service area of Spencer, Warrick and Vanderburgh counties" stated Jeff Whiteside from Vectren.

The results of the 2015 will be announced on December 11 at a special celebration event. More details will be released as the plans for the event are finalized.

“United Way will launch Kick-off week and the 22nd Annual Day of Caring on September 8th , and continuing until Friday, September 11th with a LIVE UNITED Community Challenge in which United Way of Southwestern Indiana challenges companies, agencies, schools, and individuals to perform random acts of kindness, record or take photos of them, and share them with United Way to be posted on social media”, Carol Braden-Clarke, President of United Way of Southwestern Indiana announced. “United Way also encourages all organizations to challenge each other to do participate in this sharing of random acts of kindness... All this is intended to demonstrate how great things really do happen when we LIVE UNITED”, Braden-Clarke continued.