

**United Way
Of Southwestern Indiana**
unitedwayswi.org



Fighting for the health, education and financial stability for every person in Vanderburgh, Warrick and Spencer Counties

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United Way of Southwestern Indiana Annual Campaign to Kickoff During Virtual “Day of Sharing”

United Way of Southwestern Indiana kicks off their annual fundraising campaign on Facebook at 9 a.m. Friday, September 18th, during their “reimagined” Day of Sharing. Previously, the campaign was announced during the annual Day of Caring – the largest in-person volunteer breakfast and blitz in Southwestern Indiana. Because of the pandemic, the event was revised to be a social media “Day of Sharing” to highlight the past 26 years of community impact through volunteerism.

The virtual kickoff will include comments from Evansville Mayor Lloyd Winnecke, the presentation of the McGary Jones Volunteer Award and messages from both United Way CEO/President Amy Canterbury and Old National Bank Community Banking President, Sara Miller. This year’s theme, “What we do together today, determines tomorrow. Now, more than ever, Live United,” is a call to help our neighbors in need rebuild a brighter tomorrow. Miller, this year’s campaign chairperson, stated, “As we continue to address the ever-changing needs in our local communities, United Way is the resource that combines the collective strengths of many agencies in Southwestern Indiana. We are steadfast in supporting each other through these unprecedented times and I’m proud to chair a campaign that encourages investment into programs that will shape the future of thousands of people in our local communities.”

Friday’s Day of Sharing will emphasize the social media posts of previous volunteers, host organizations, and partner companies featuring pictures, videos, favorite Kickoff moments, and inspirational stories from past Days of Caring. United Way is awarding prizes for posts that include the oldest Day of Caring picture, the oldest Day of Caring shirt, the biggest Day of Caring t-shirt stash and the most inspirational story.

If you would like to talk with a United Way partner agency about the importance and impact of community volunteerism, please contact Angie Richards Cheek at Ark Crisis Children’s Center at 812-423-9425.

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About United Way of Southwestern Indiana

United Way fights for the health, education, and financial stability of every individual in our community. The 501(c) 3 organization serves at the center of a network of partner agencies and programs that address immediate issues facing thousands of people in Vanderburgh, Warrick and Spencer Counties. To learn more about United Way’s work in the community, please visit unitedwayswi.org.