



United Way  
of Broome County

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**For immediate release**  
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### **United Way Sets \$3.725 Million as 2010 Campaign Goal; Outlines Changes in Program Funding**

(Binghamton, NY)—The goal for the 2010 Annual Campaign of United Way of Broome County is \$3,725,000, which is an increase of \$23,000 over the 2009 Campaign results. This was announced this morning [Thursday, September 16] at the kickoff of United Way’s annual fund drive held at the Boys and Girls Club of Binghamton. Campaign Chair David Niefer, of Gitto & Niefer, L.L.P., made the announcement.

“This goal is a stretch, and many things will have to fall into place to achieve it,” said Niefer. “But community families continue to need your support as they are trying to cope with the impact of a struggling local and national economy,” he continued.

The 2010 United Way Campaign begins today and will run through November 19. The results are scheduled to be announced in early January and the funds raised will be distributed to local partner agencies and services, as well as grant recipients, in 2011.

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Quoting from United Way's Investment Strategy Report for 2010-2012, Niefer said, "A national recession, a state fiscal crisis, and ever increasing demand for social service programs continue to push the limits of our community's charitable institutions. While many would look at the current situation and see despair, the United Way sees opportunity. The opportunity to re-think our approach and develop new and innovative strategies to improve the lives of Broome County residents by living united."

Continuing, Niefer said, "Our new direction will be changing the focus of our allocation process to allocate donor-contributed funds to support programs that promise to have more 'bang for the buck', by attacking the problems that are creating the social services needs in our community."

He said this is based on a model of community development called Community Capacity Building, which moves away from the traditional social service model by emphasizing the need to target programs for support that prevent community health and human service problems before they require more costly intervention and treatment.

Niefer added that the change will take a few years to accomplish, to insure that United Way continues to meet the community's direct service needs during the transition. He said the bulk of the programs United Way funded for 2010 were of the direct service category, but that support for community impact programs will begin in the 2011 program allocations.

Niefer also said there would be a "new focus on three fundamental areas that are key to a good life for Broome County residents: education, income, and health." He added that this year there will be a restructuring "to coincide with education, income, and health, to be better positioned to address program areas that will have the community impact potential that is the focus of the new overall direction."

The bottom line message, according to Niefer, is that "United Way is well underway in a new direction that promises to have a major impact through the focus on eliminating the causes behind the social needs affecting our community."