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United Way of Broome County Campaign Reaches 38% of \$3.725 Million Goal

(Binghamton, NY)—As the 2010 Campaign of United Way of Broome County enters its second month, the annual fund drive has reached the 38 percent mark on the way toward its goal of \$3.725 million.

David Niefer, campaign chair for the United Way of Broome County's 2010 Campaign, announced today that pledges totaling \$1,400,000 have been received thus far in this year's Campaign, which is 38 percent of the goal. The announcement was made at the luncheon meeting of the Binghamton Rotary Club #64, held today [Tuesday, October 19] at Terra Cotta. The Campaign is scheduled to end on Friday, November 12.

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“Traditionally, many Campaign progress reports do not arrive until late in the Campaign,” said Niefer, “but the information we have received from those organizations with campaigns that are completed, such as Broome County government employees and local school districts, is very encouraging.”

A new initiative added to this year’s campaign is the STEP UP program. It is a series of weekly drawings open to new donors of \$1 or more a week and loyal donors that increase their giving by \$1 or more a week. The drawings are held each Friday. Each prize has a value of at least \$100. Once a donor enters the drawing he or she is eligible for all the remaining drawings and therefore has a chance of becoming a multiple winner. After only three weeks, more than 1,200 STEP UP entries have been received.

Another new addition to this year’s campaign is the Battle of the Bands, which is being organized by Clear Channel Radio with the United Way as the beneficiary. It will be held on Saturday, November 6, at the Hideout in Kirkwood, with six bands competing for a local recording contract and other prizes.

The funds raised in the United Way campaign support more than 70 health and human service programs at United Way’s 30 local partner agencies. Thousands of individuals and families in our community benefit from these programs that include child care and after school services for more than 500 youth on a weekly basis; hundreds of families that rely on local food pantries every week; and hundreds of seniors that rely on United Way funded programs that keep them active and independent.

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Five donors to United Way's 2010 Campaign will win one of these incentive prizes: a room full of furniture with a value of up to \$3,000 from Olum's; a \$1,500 Valero gasoline gift card from Manley's Mighty Marts; and three \$1,000 grocery gift cards donated by Wegmans.

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