

2010 United Way gifts based on close to \$1 million less than goal

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Women and children who are victims of domestic violence, people who have lost their jobs or homes, those entering or re-entering the work force who need child care and children who are behind in the academic process of getting ready for kindergarten. These are just a few in the greater Alliance area who will continue to benefit the rest of this year and in the beginning of 2011 from donations made to United Way for its "neighbors helping neighbors" mission.

On Thursday afternoon, United Way of Greater Stark County announced the second-year gifts in its two-year allocation cycle, which are based on donations received during the 2009 fundraising campaign. The first fiscal year in the cycle ends March 31, and the second year in the cycle will begin then and end March 31, 2011.

The fundraising goal established for 2009 was \$7.5 million, with the current campaign projection reaching \$6.72 million at its March 31 close. Heege noted the organization tried to keep the impact on the community to a minimum despite the nearly \$1 million less United Way received in 2009 than it had hoped for. United Way also collected more than \$500,000 less than goal the previous year of 2008.

"Of the money collected in 2009, the board approved allocations of \$4,555,033 to service providers," Heege said, "and with the other expenses figured in, the total for 2010-2011 giving will equal \$7.2 million, which is \$480,000 less than what was collected during the 2009 fundraising campaign. We can do this because we also have grants, investments and interest income to add into the total revenue."

Because of this added income, a relatively small impact will be noted by communities in relation to their allocations, Maria Heege, United Way president and CEO, and James Pennetti, vice president of community impact, reported on Thursday morning.

In the Alliance area, the only agency receiving less in this second year of the two-year cycle is the Alliance-Minerva Area American Red Cross Chapter. The funding for that local agency was already reduced last year and has been completely diminished this year. All other Alliance agencies are receiving the same allocations as last year.

"Fund distribution is our core business, but we also provide assistance by putting money back into the community through our 211 and other community programs," Heege stated. "We strive to maintain a neighbor-to-neighbor, community-to-community personal touch and we continue to work with local schools, companies and community leaders to do this, which our allocations illustrate."

In the Alliance area, the following organizations are slated to receive funds as noted below:

n Alliance Area Domestic Violence Shelter, direct services, \$44,540 in 2009-10 and \$44,540 in 2011-12.

n Alliance Neighborhood Center, Appleseed Program, \$24,300 in 2009-10 and \$24,300 in 2011-12.

n Alliance-Minerva Area Chapter of the American Red Cross, armed forces, \$5,000 in 2009-10 and \$0 in 2010-11, and emergency services, disaster services, \$16,595 in 2009-10 and \$0 in 2010-11.

n Early Childhood Education Alliance, SPARK school readiness program for children age 3 to 4 years, \$46,075 in 2009-10 and \$46,075 in 2011-11.

n Interfaith Child Development Center, affordable childcare services for children and families at risk, \$50,000 in 2009-10 and \$50,000 in 2010-11.

n Trillium Family Solutions, family involvement Alliance City Schools, family counseling, education programs, HIV/AIDS services, \$445,171 in 2009-10 and \$445,171 in 2010-11.

n YMCA of Alliance, before- and after-school programs, skills program, youth sports, summer extended care program, \$35,900 in 2009-10 and \$35,900 in 2010-11.

n YMCA of Minerva, preschool, \$6,000 in 2009-10 and \$6,000 in 2010-11.

n YWCA of Alliance, Between Kids program, Meals on Wheels, WOW (Women Off Welfare) program, \$51,000 in 2009-10 and \$51,000 in 2010-11.

In addition, allocations are scheduled to go out to many county agencies that serve Alliance area individuals and families, some of which include the following:

ARC of Stark County; Boys Scouts of America; Canton Jewish Community Center; Child and Adolescent Service Center; Girl Scouts of Northeast Ohio; Goodwill Industries; J.R. Coleman Family Services; Mental Health and Recovery Services Board of Stark County; Pathway Caring for Children; Planned Parenthood of Stark County; Quest Recovery Services; Salvation Army of Sebring; Stark State College of Technology (FAME, Focus on African-American Males in Education); The ARC of Stark County; and Walsh University.