

Support the United Way

September 14, 2009

"Fly with us!" is the theme of the new United Way of Greater Stark County fundraiser, and it will take the community's help for it to soar.

A story last week documented the dire need of many area residents mired in economic doldrums. The United Way intends to combat this through a three-pronged initiative, focusing on education, family and financial stability, and health and basic needs.

To ensure that more donations go directly to this grassroots campaign to help our neighbors and friends, the United Way has streamlined its operations to be leaner and more efficient -- the same sort of trimming that has occurred at nearly every level of every private and government enterprise in the last year and a half.

Partner agencies rely on United Way funding to make essential services available, and the United Way in turn relies on business and individual donations to provide that funding. Whether you donate through a campaign at your job or pledge as an individual, rest assured that money given to the United Way is money well spent.

A successful United Way campaign allows thousands of county residents to stretch their wings in ways that wouldn't be possible without the generosity of the community. If you can help, please do.