

NEWS RELEASE

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United Way of Rhode Island Launches LIVE UNITED Campaign; sets 2008 Campaign Goal at \$16.1 Million

United Way anticipates donors will direct \$7.6 million to support Community Impact

Providence, RI (September 24, 2008) – United Way of Rhode Island (UWRI) launched its 2008 LIVE UNITED Campaign today and announced that its goal is to raise \$16.1 million with \$7.6 million going to support United Way’s Community Impact Fund. Impact Fund contributions support UWRI’s goal to address Rhode Island’s most pressing social needs and to create long-term, positive changes to benefit future generations of Rhode Islanders.

UWRI’s campaign theme, LIVE UNITED, challenges people to become involved by giving of their financial resources, advocating through United Way for the causes in which they believe, and volunteering of their time, talents and energy to advance the common good.

The campaign will be supported by an aggressive marketing and communications plan and robust workplace solicitation effort designed to encourage the engagement of an ever growing, broader audience in the work of United Way. Elements include redesigned marketing collateral, a new campaign video and the participation of many well known Rhode Islanders who have lent their images and testimonials to the campaign. Among them are Senator Jack Reed, Greater Providence Chamber of Commerce President Laurie White, retired Rhode Island College President John Nazarian and Karen Adams, WPRI 12 News Anchor. All four are pictured with others on the UWRI completely redesigned website and in print advertising to appear throughout the fall.

“We anticipate that the fundraising environment will be very challenging this year. The economic picture is less than bright, discretionary spending is down, and many people are tightening their belts just to make ends meet. It’s in times like these when demand for social services increases and more people rely on the help of United Way,” said Anthony Maione, UWRI President and CEO. “We hope that all who are able will continue to contribute, because their help is needed now, more than ever.”

“We understand these are difficult times for everyone and we’ll be pleased if we can raise an amount comparable to last year,” said William Hatfield, Rhode Island President of Bank of America and this year’s United Way Campaign Chairman. “But we’ll only get there if the entire community rallies and LIVES UNITED.”

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Contributions to UWRI's Community Impact Fund are invested to attack the issues Rhode Islanders care about most. What's more, it's not only about helping people with immediate needs, but more about facilitating longer term solutions to head-off problems before they occur. UWRI engages subject matter experts and stakeholders from government and the business and social service communities to develop innovative initiatives that stimulate the production of affordable housing and reduce homelessness, create job training and employment opportunities for low skilled workers and provide opportunities for parents to participate in their kid's success in school and life. During the 2007 campaign, United Way's fundraising efforts generated over \$16 million, of which donors designated \$7.6 million to the Community Impact Fund.

United Way enjoys broad-based financial support from business, organized labor and individual donors. Last year, 440 Rhode Island based companies conducted United Way campaigns. In addition, some 230 faithfully committed donors each contributed \$10,000 or more to the annual campaign, while another 2,005 each contributed between \$1,000 and \$10,000. The combined gifts of these individual donors aggregated to nearly \$8.7 million.

About United Way of Rhode Island

United Way of Rhode Island has been working to improve the quality of life in Rhode Island communities for over 80 years. UWRI's mission is to mobilize the caring power of the community to improve the lives of people in need and address the issues Rhode Islanders care most about. United Way's goal is to create long-lasting changes that prevent problems from happening in the first place. We believe that all Rhode Islanders deserve the opportunity to have a better life, as when any one of us succeeds, we all succeed. At United Way, we refer to this as advancing the common good. For more information, visit www.liveunitedri.org

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