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News Release



United Way of Wyandotte County, Inc. P.O. Box 17-1042, Kansas City, KS 66117-0242

FOR IMMEDIATE RELEASE

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United Way campaign grows from the ground up

KANSAS CITY, Kan. – This campaign season, every dollar counts; every dollar makes a difference. The needs in the community have increased the necessity for more donors. That's why United Way of Wyandotte County is asking the community to support this year's campaign in record numbers.

United Way of Wyandotte County's campaign kicks off Thursday, September 10, 2009, at the UAW Local 31 Union Hall at 500 Kindelberger Road in the Fairfax district of Kansas City, Kan. The luncheon will begin at 11:45 a.m. after the annual business meeting at 11 a.m. United Way supporters are encouraged to attend the kickoff. To make a reservation, call the United Way office at 913-371-3674; tickets are \$30 per person.

This year's special guest is NASCAR driver and Wyandotte Countian, Jennifer Jo Cobb. She will make a short presentation and sign autographs after the luncheon.

Campaign chairs Dr. Jill Shackelford, Superintendent of the Kansas City Kansas School District, and Jeff Manning, President of Local United Auto Workers 31, will announce the 2009 goal while presenting this year's strategy of increased engagement of the community.

The campaign's new focus this year is an outreach approach based on business' geographical location classified into "neighborhoods." Community volunteers will solicit businesses within these eight geographic neighborhoods: Rosedale; Armourdale; Argentine and Turner; Fairfax; Village West and Piper; Bonner Springs and Edwardsville; Eastern Wyandotte; and Western Wyandotte.

"Neighborhood-based campaigning will be a vital part to the campaign's overall success this year," Wendell Maddox, President and CEO of United Way of Wyandotte County, said. "We want to create a strong sense of connection and energy in the community at the grassroots level."

Another campaign change includes expanding United Way's top campaign division. The Kansas City Kansas School District and the University of Kansas Medical Center increased their contributions last year to join Board of Public Utilities, the General Motors assembly plant and Procter and Gamble, with each pledging more than \$100,000.

The Campaign will conclude with the Celebration luncheon on Wednesday, November 18.

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About United Way of Wyandotte County

United Way of Wyandotte County, a non-profit human service organization founded in 1921, is dedicated to increasing the community's understanding of human needs and mobilizing resources to meet those needs. Through its annual community campaign, United Way supports 53 social service programs provided by 29 Wyandotte County and area agencies.

LIVE UNITED is a call to action to give, advocate and volunteer in our community in order to improve the common good in three key areas: education, income and health. To learn more about United Way and how to LIVE UNITED, visit [United Way of Wyandotte County's website](#), [Facebook](#) and [YouTube](#) pages.