

United Way campaign grows from the ground up

The United Way of Wyandotte County launches its annual campaign Sept. 10 with a guest appearance by race car driver Jennifer Jo Cobb and a new emphasis on neighborhoods.

As the campaign begins, United Way officials said more donors and more dollars are needed. Needs are greater this year in the community.

"We need each other now more than ever," said Adam MacDonald, spokesman for the United Way.

The campaign's opening luncheon begins at 11:45 a.m. Sept. 10 at the UAW Local 31 Union Hall at 500 Kindelberger Road in the Fairfax district of Kansas City, Kansas. The annual business meeting will be 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.

Cobb, a Wyandotte Countian who has raced at the Kansas Speedway and at other NASCAR events, will give a short presentation and sign autographs.

Campaign chairs 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.