



Sioux Empire United Way

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United Way Sets \$9.5 Million Goal

Sioux Falls, SD – The Sioux Empire United Way announced a goal of \$9,576,196 at the 2011 Campaign Kickoff. More than 600 attendees learned of the goal, while also hearing more about two of United Way’s partner programs, Connecting Kids and the Backpack Program.

Wearing a pink backpack, 2011 Campaign Chair Tom Simmons challenged the crowd to use United Way as their opportunity to make a significant impact in the Sioux Empire. “There are needs in the community to be met. Support of United Way ensures our more than 90 partner programs can continue their service, while also providing funds to our new partner program, the Backpack Program.” said Simmons.

During the event, attendees learned that more than 40% of local elementary students rely on free or reduced fee lunch at the school for their daily nutritional needs. Carrie Aaron, with Memorial Middle School, shared that her school sees students who benefit from the program. Her students are more alert and ready to learn on Monday mornings, and have built better relationships with the school staff.

“Sioux Empire United Way’s partnership with the Backpack Program will ensure that more than 2,900 students are able to receive food packages for the weekends. Without this program, many of these students would not have the right amount or right types of food to eat when they’re not in school,” explained Simmons.

To learn more about this year’s campaign or how you can become involved please visit www.seuw.org.

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