



Sioux Empire United Way

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For Immediate Release

United Way Sets \$9.6 Million Goal

Sioux Falls, SD – Sioux Empire United Way announced a goal of \$9,682,054 at the 2012 Campaign Kickoff. More than 600 attendees learned of the goal, while also hearing more about two of United Way's partner programs, Dolly Parton's Imagination Library and USucceed.

The message at this year's event was clear from the start, there are needs in our community to be met. From the beginning performance by Up With People, until the announcement of the campaign goal, the energy-level in the room was high and the focus was on the good being done in the community.

2012 Campaign Chair Fred Slunecka noted Sioux Empire United Way's tradition of meeting needs, as well as their history of successful campaigns. "Our community has a history of meeting needs and this year I am confident we will once again answer our community's call," said Slunecka before announcing this year's campaign goal.

During the event, attendees celebrated the 10th Anniversary of Sioux Empire United Way's partnership with Dolly Parton's Imagination Library. The program locally now mails nearly 10,000 books each month to area children under the age of five. Later this fall, the program will deliver its 1,000,000 book since the program began.

Joe Bunkers, a volunteer mentor to a local high school student, shared his thoughts on United Way's newest initiative, "The USucceed program is exactly what I was looking for three years ago. It will help us as mentors better focus our time and energy with the student as well as help the students navigate the challenges of high school."

More than 800 volunteers will now go to work on the 2012 Campaign, reaching out to 700 local businesses and more than 30,000 givers. Campaign organizers hope to wrap up this year's effort by the beginning of 2012.

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