



Release
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\$9.5 Million Raised by United Way

Sioux Falls, SD – Sioux Empire United Way met and exceeded their fundraising goal this year, raising a total of \$9,593,720. The results of the campaign were announced this morning at a gathering of more than 100 people.

The goal of \$9.5 million was set after volunteers thoroughly reviewed needs, analyzed budgets and allocated dollars for 2011. Sioux Empire United Way's 95 partner programs will use the funds in 2011 to serve one in three people in the Sioux Empire.

"To be able to raise \$9.5 million is a wonderful thing," explained Tom Simmons, 2011 Campaign Chair. "What those dollars are going to go to do in our community is even better. Meeting our goal means that we will be able to continue our support of 95 different programs, including the Backpack Program."

More than 30,000 people and 700 businesses participated in this year's campaign. Sioux Empire United Way's 11 staff members helped to organize more than 1,000 volunteers for the annual fundraising drive.

For more information about this year's campaign please contact the United Way office at 336-2095.

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Information:

Facts: Sioux Empire United Way Campaign Announcement
Over 30,000 individuals and 700 businesses contributed.
1 in 3 people will be directly affected by a United Way partner program this year.
Dollars will be utilized by 95 partner programs.
Reach of impact will be across Lincoln, McCook, Minnehaha and Turner Counties.

Story Ideas: United Way's impact on the community.
What does meeting the goal mean to the community?
What the dollars translate to in services.

Possible Interviews:**Available to help set up all interviews:**

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Campaign/Goal Information

Tom Simmons

2011 Campaign Chair, Midcontinent Communications

Available for interviews immediately following event and throughout day on January 18.

Possible programs/story features:

Below programs are options to show the impact of Sioux Empire United Way. Interviews are available with clients, volunteers and staff of below programs.

Feeding South Dakota, BackPack Program

Staff interviews are available.

Need: In Sioux Falls, 40% of elementary students and 35% of middle school students rely on free or reduced cost school meals.

Results: More than 3,000 students in Sioux Falls and surrounding communities receive a package of food each weekend during the school year.

SF Housing & Redevelopment Commission, Family Self-Sufficiency

Client or staff interviews are available.

Need: More than 3,000 households are on the waiting list for housing assistance.

Results: Participants who receive housing assistance are given opportunities to obtain an education and employment, moving them towards self-sufficiency

SD Achieve, Supported Living & Supported Employment

Client or staff interviews are available.

Need: There are more than 18,000 individuals in the Sioux Empire with some sort of disability.

Results: More than 100 individuals are provided with support to gain or maintain independent or semi-independent living.