

**FOR IMMEDIATE RELEASE
CONTACT INFORMATION**

United Way of Door County
Amy Kohnle, Executive Director
920-746-9645
amy@unitedwaydc.com

United Way Endowment Fund Challenge Grant Update

On July 1, 2008, United Way of Door County announced a very special donation to its endowment fund in the form of a challenge gift. An anonymous donor has pledged \$10,000 to the Endowment Fund, with the stipulation that it be matched by donations from the community by July 31, 2008. Donations received thus far are a little over half, or \$5,100. An additional \$4,900.00 is needed by July 31st in order to receive the entire \$10,000 grant posed by the challenge donors.

The request for endowment funds differs from the annual campaign solicitation. Annual campaign funding addresses the short term needs of the community identified during the annual planning process. Endowment moneys are intended to be longer term in nature. As a result of the ability to invest these funds and generate interest, ongoing financial stability is maintained. Endowment Funds help to cover the operating costs of the organization, enabling it to maintain its outward focus.

“We are grateful for the generosity already demonstrated, but our work is still ahead of us,” said Executive Director, Amy Kohnle. “We need other donors to step up and help our United Way successfully complete this challenge by the end of the month,” she added.

For more information regarding pledges to the United Way in response to the Endowment Fund Challenge or to any of its charitable giving programs, contact United Way of Door County at (920) 746-9645 or amy@unitedwaydc.com.

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