

FOR IMMEDIATE RELEASE

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Campaign Goal Announced

On Tuesday, August 23, 2011, at The Lodge at Leathem Smith in Sturgeon Bay, United Way of Door County held their Annual Kickoff Event. Guests socialized over appetizers and listened to live music provided by Mike & Bob Starr of Cover League before learning about this year's United Way campaign. The sponsors for this year's event were Associated Bank, Brooks & Kase, ERA Starr Realty, and fm106.9 The Lodge.

Board President, Paul Kok, talked about United Way's new impact areas and the measurable results that he hopes will be achieved over the next few years. He reminded us of the ripple effect that we can have by LIVING UNITED. The impact can be huge.

Heather Powell, the CPO of the Boys and Girls Club of Door County spoke to the crowd of over 100 about the needs that she sees daily among some of the children who live here in Door County. Her stories were moving and helped the guests better understand the true needs of Door County, especially in United Way's Basic Needs Impact Area.

Executive Director Amy Kohnle had the honor of announcing the campaign results from the Pacesetter Companies. The following companies all reported an increase in giving Target, Sunshine House, Younkers, and United Way of Door County. Ministry Door County Medical Center reported that within a month they will achieve their goal of \$20,000. The big news of the night was that Baylake Bank achieved their goal by raising \$20,025 towards this year's campaign.

Kohnle commented, "This is the first time in my twelve year tenure that not only one but two companies have contributed over \$20,000 to the campaign. The support of this community continues to amaze me. Thank you to each of you for helping to make this possible."

Also announced at the event is United Way of Door County's Campaign Goal for the 2011 Campaign. The board decided to set a conservative, yet challenging goal of \$457,118. This represents a 10% increase over what the community contributed to United Way of Door County in 2010. As of today, they are at 20%.

For more information on how you can help with this year's campaign, please contact United Way of Door County at (920) 746-9645 or info@unitedwaydc.com.