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### **2007 UNITED WAY CAMPAIGN HAS 5% INCREASE**

United Way officials today announced that they have met their 2007 fundraising goal of \$36,250,000 and exceeded it by raising \$36,650,000, a 5.2% increase over the amount raised last year. This amount includes pledge estimates from some companies that are just concluding their campaigns and will report their final results at a later time.

"From the very beginning until the end of this year's campaign, I have been tremendously impressed by the sincere desire of everyone I have encountered to improve our community and help other people", said Jim Gorrie 2007 Campaign Chairman. "The generosity in our community, which has been very strong over a long period of time, is truly unique and one of the reasons our community is such a wonderful place to live".

#### 2007 Campaign Highlights Included:

- 64 Loaned Executive Volunteers from over 60 area companies who worked 13 weeks calling on accounts
- 51 volunteer members serving on the Campaign Cabinet
- 167 new Tocqueville Members (contributions of \$10,000 or more) 56 more new members than 2006
- A successful Pacesetter Campaign (summer) with 29 companies raising \$8,265,000. (companies participated in this summer campaign).

Special awards were presented for exceptional volunteer service during the campaign. The Mervyn H. Sterne Award went to Lissa and Marc Tyson for leading the Tocqueville Division to recruit 167 new members. Bobby Dubose, Alabama Gas Company, was elected by the other Loaned Executives as the Crawford T. Johnson Loaned Executive of the Year.

A team of community volunteers will meet at United Way tomorrow to allocate the \$36,650,000 based on agency requests and input from over 600 volunteers.

United Way of Central Alabama, Inc. supports over 80 health and human service programs and initiatives that provide solutions for the most important needs in the community. Our business is to improve lives and community conditions by building and mobilizing resources. For more information about United Way of Central Alabama, visit [www.uwca.org](http://www.uwca.org). To find or give help dial 2.1.1.

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