FOR IMMEDIATE RELEASE:
United Way making Goal in Tough Times

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United Way of Kent County is cautiously optimistic that it will achieve its goal for its annual fund raising drive at the end of its fiscal year in August, 2011. Barrie Frazier, Executive Director of the local United Way, announced that revenue during the first four months of the campaign added up to about 90% of its annual campaign goal.

Frazier cautioned that “contributions typically tail off after the December 31st deadline for income tax charitable deductions. The bulk of receipts from this point on will come from Kent County supporters who contribute to United Way through payroll deduction plans”.

Tom Beckett, United Way President noted that “We are deeply gratified that the people and businesses that support our local United Way are contributing more to assist their less fortunate neighbors, in spite of the poor economic climate.”

“When we locked in our fiscal year budget for 2010-2011 late last spring, we alerted our 19 Member Agencies that United Way would have to trim support for their work this year,” continued Beckett. “Unfortunately, this cutback coincided with unprecedented demands for food, shelter and other critical services in Kent County.

“Our United Way board decided to reduce expenses and emphasize funding of critical services, particularly those that are more dependent on community support and more heavily impacted by the effects of the recession”, explained Beckett. “However, the United Way board plans to allocate additional funds to our member agencies if the generous donations continue in 2011.

To donate or to learn more about United Way and its member agencies, visit
http://www.unitedwayofkentcounty.org/ or send your contribution to:
United Way of Kent County
P.O. Box 594
819 High Street, Chestertown, MD 21620.

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United Way of Kent County