



United Way  
of Broome County

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## **United Way Has Quiet Kickoff to Annual Campaign**

(Vestal, NY)— United Way of Broome County’s annual community campaign was launched on Thursday October 6, 2011. The goal for this year’s Campaign is \$3,701,440.

The mission of United Way of Broome County focuses on the improvement of the lives of the residents in our community. The impact of the flood delayed the start, originally scheduled for mid-September, of the 2011 Campaign and redirected United Way’s efforts to work on recovery for the people displaced by this disaster.

United Way’s responsibility in the community is two-fold. The first is immediate and directed towards working with the community to address and manage restoring the lives of the flood-impacted residents to some sense of normalcy. Second, the ongoing role of United Way of Broome County is to allocate funds from the annual Campaign to help children in their efforts to succeed; assist families in meeting basic needs and financial stability; and help the community residents lead healthy lives.

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The United Way's annual Campaign is separate from the donations it has been receiving for flood relief. Through the caring power of the people of our community, the health and human services needs of the community will continue to improve through their investment to the United Way's annual Campaign. United Way has been designated as the lead agency to collect money for flood relief. The funds collected will be used exclusively to help the residents of our community recover from the September flood. Giving to the United Way's annual Campaign is critical in helping it address the long term needs of Broome County as we strive to LIVE UNITED.

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