



**NEWS RELEASE**  
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### **United Way of Racine County achieves \$5.25 million campaign**

**Racine, Wisconsin (December 7, 2011)** – More than 320 people attended the United Way Victory Celebration on Wednesday evening at Roma Lodge where the 2011 campaign results were announced by Christopher Ruud, president of Ruud Lighting and United Way Campaign Chair. Thanks to the support of hundreds of companies, organizations and an estimated 10,000 individuals, a projected total of \$5,250,000 was raised during this year's United Way campaign efforts throughout Racine County.

Ruud led this year's campaign with the help of more than 20 community leaders in his Campaign Cabinet and ten Loaned Employees. In addition, hundreds of people volunteered in workplace campaigns with many of these volunteers attending Wednesday. Ruud was pleased by the positive response shown by the community. "This event is the celebration of the generosity of so many people despite the challenging economic times. These dollars will make a meaningful and measurable change in the lives of thousands across Racine County."

During the evening, campaign success stories were shared with examples of innovative approaches companies had taken. At Andis, more than 20 employees volunteered to get a Mohawk haircut along with company president Matt Andis if they reached their own 2011 goal. Andis not only met that goal, but exceeded their past year's total by 22 percent. They have increased their campaign by 200 percent in the last four years.

CNH is one of the largest of the local campaigns wrapping up their 2011 campaign. To-date, CNH is already 20 percent (\$120,000) ahead of last year as a result of engaging leadership from across the divisions and locations and doing a multitude of successful special events.

Small businesses can also mean big impact. The CEOs of Alliant Physical Therapy Group, Carpetland, David Insurance, Express Employment Professionals, and Image Management all participated in a Klement's Sausage Race. The event was held at David Insurance and included a fundraising cookout. These companies also partnered with RAMAC and Piggly Wiggly – Washington on a Halloween party and two Packers parties.

For communities in western Racine County, the new Action Committee increased awareness of United Way presence and campaign efforts in the communities of Burlington, Waterford and Union Grove. Committee member Pat Hoffman, shared, “Many people don’t acknowledge the reach of United Way and the impact *all* across the county. Spreading the word in our local communities is helping lay the groundwork for United Way to accomplish even more in western Racine County.”

Special fundraising efforts in support of the expansion of United Way’s community impact initiative, Advancing Family Assets, resulted in significant contributions from key community leaders, above and beyond their regular workplace campaign commitments, due to their particular interests in employment and financial stability of low-wage working families.

The \$5.25 million campaign total announced on December 7 includes projections on companies, individual donors, national accounts and designations from other regional United Ways that will be received locally throughout the first quarter of 2012.

### **About United Way of Racine County**

United Way of Racine County advances the common good by focusing on education, income and health: the building blocks for a good life. United Way funds more than 60 programs and special projects, while also initiating and facilitating systems-wide initiatives to create long-lasting change. United Way works in partnership with other individuals and organizations throughout Racine County who bring the passion, resources and expertise to address the community’s most critical issues. For more information, visit [www.unitedwayracine.org](http://www.unitedwayracine.org) or call 262-898-2240.

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