

United Way of Tompkins County

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FOR IMMEDIATE RELEASE
October 5, 2023

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Interviews and photos available upon request

United Way of Tompkins County Kicks Off Their '23-'24 Community Campaign

Ithaca, NY – United Way of Tompkins County (UWTC) kicked off their '23-'24 Community Campaign on Friday, September 22nd at Cass Park in downtown Ithaca. This spirited event saw the announcement of this year's fundraising goal of \$1.8 million. The United Way staff was joined by many community volunteers, leaders, and donors to celebrate the start of the new campaign with the theme "**United in Action. Engage Organize. Transform.**"

This year's Campaign Kickoff was led by co-chairs Cal Walker and Alex Adelewitz who are ready to collaborate closely with UWTC and the community to achieve their target and make a profound impact in Tompkins County. Walker shared, "My passion for continuing to be involved with United Way is that United Way's work is helping to support so many committed organizations throughout this community whose direct programs and services are positively and sustainably impacting people's lives. United Way is committed to listening and acting in a variety of focus areas including **hunger and food security, housing, health, and direct support for working families.**"

Adelewitz added, "Rising food costs, access to childcare, economic stability, and the right to healthcare are staring our community in the face every single day. We're fortunate to live in a place enriched by so many organizations committing to take action and face these challenges head on. We're there to lead, facilitate, and create opportunity where opportunity may not exist. We do this by building relationships and being advocates for the people that we serve. Together, we are **United in Action. Engaging** our community and serving those who need us, **organizing** the energy of Tompkins County, to collectively **transform** the landscape so that we can commit to nobody walking alone. "

Community members can visit www.uwtc.org/give, email campaign@uwtc.org, or call (607) 500-GIVE to pledge or give a gift for this year's campaign. Businesses and organizations can also hold a campaign in their network by contacting UWTC. The progress of UWTC's campaign can be tracked throughout the year on the campaign thermometer displayed on the porch of UWTC's offices, situated at 313 N. Aurora St in Ithaca.

United Way of Tompkins County works closely with donors, community volunteers, and impact partners to empower individuals in their pursuit of self-sufficiency and thriving. The organization is committed to building a stronger, healthier community for Tompkins County through programming centered around addressing basic human needs and economic insecurity.

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