



**United Way of  
Indian River County**

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**For Immediate Release**

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## **Media Release**

### **United Way Recognizes Life Long Givers Through New Loyal Contributors Program**

*Vero Beach, FL:* United Way of Indian River County (UWIRC) today announced the launch of the **Loyal Contributors Program** an initiative designed to recognize and acknowledge donors for their long-time support of United Way. As established in partnership with United Way of America and other local United Ways across the country, a Loyal Contributor is someone who has been giving to ANY United Way for 10 or more years and their support does not have to be continuous.

The program, which will be launched formally at an event on March 17, 2010 is spearheaded by volunteer chair Dace Brown Stubbs and the United Way Foundation and has already identified over 250 donors who have given to United Way for more than ten years. Dace Brown Stubbs, a 40 year Loyal Contributor herself, serves on the board of directors of Brown-Forman Corporation in Louisville, Kentucky. The volunteer boards she sits on are Impact 100, Indian River community Foundation, Treasure Coast Wine Festival and McKee Botanical Gardens.. “It’s given me great pleasure to serve as the Loyal Contributors Chair. When United Way first asked me to do this, I thought the idea of celebrating donors for their long-term commitment to the organization, to helping those less fortunate, was a fantastic idea. We’ve been overwhelmed by the response and I would like to add my special thanks to all those that have made United Way’s work possible over the years.”

As part of the 2009-10 Annual Campaign, United Way has begun to recognize Loyal Contributors at its major events and in its annual report that will be published online February 5<sup>th</sup> at [www.unitedwayirc.org](http://www.unitedwayirc.org). “Loyal Contributors can also opt to receive a quarterly newsletter and other

information on how their donations are at work helping people here in Indian River County,” added Michelle Malyn.

Donors are invited to self-identify as a Loyal Contributor by filling out a form available at [www.unitedwayirc.org](http://www.unitedwayirc.org) and sending it back to our local United Way.

For more information on the Loyal Contributors program, please contact Michelle Malyn at [michelle.malyn@unitedwayirc.org](mailto:michelle.malyn@unitedwayirc.org) or at 567-8900 ext. 14.

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### **Am I a Loyal Contributor?**

Have you been giving to any United Way for 10 years or more?

If so, you are a Loyal Contributor and we would like to thank and recognize you for illustrating what it means to LIVE UNITED. You are providing the foundation upon which United Way can invest in meaningful, measurable change in our communities.

#### **Benefits**

- Recognition in our Donor Appreciation Book;
- Invitations to Loyal Contributor Luncheons;
- A thank you from a United Way staff person; and
- Periodic updates about United Way’s work in the community

### **United Way Thanks Loyal Contributors**

Over time, United Way has raised billions of dollars to change lives in communities across the country. Over time Loyal Contributors generous contributions have helped us to build and support a network of more than 30 independent human services agencies committed to United Way’s long-range community goals.