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United Way Raises Highest Amount to Date

Volunteers Recognized and Thanked at Event

Vero Beach, FL, April 4, 2017 – Actual service recipients expressed their appreciation for United Way, sharing their experiences and holding up numbers demonstrating the \$3,051,063 raised through this year’s annual campaign at an event for volunteers and donors held at Grand Harbor Club, Wednesday, March 30, 2017.

“We call this a generational campaign,” explained Campaign Co-chair Debbie Morgan, “when we help a person, we help a family, when we help a family, we help a community.” United Way continues to emphasize its focus on community impact, making a measurable difference for Indian River County residents in the areas of education, financial stability and health.

Susan Adams, United Way Board Chair, welcomed and thanked guests, then introduced Andrew Weintraub, representing HealthFirst Health Plans, the evening’s sponsor. “It’s an honor to continue our relationship and support this event,” explained Weintraub.

Michael Kint, United Way CEO, thanked nonprofit partners for their “work in the trenches” as well as their support of the community-wide United Way campaign. Kint went on to thank groups of volunteers that work on evaluating community human service needs, examining existing services, and studying best practices for United Way’s work in Community Impact.

Tom Manwaring, longtime United Way volunteer, shared his history filling several different volunteer roles in order to serve Indian River County through the work of United Way. He carried on the theme shared by all presenters by thanking those in attendance.

Kint came back to the podium to recognize Day of Caring, Volunteer Income Tax, and Jackie Robinson Celebration Game volunteers along with the United Way Board of Directors.

Kyle and Debbie Morgan, 2016-2017 Campaign Co-chairs, stepped up to recognize the hundreds of people involved in this annual fundraising campaign. Groups mentioned include Campaign Cabinet; Loaned Executives; Employee Campaign Coordinators; Torchbearers; Elite Campaign Sponsors; Workplace Partners; and Direct Mail Volunteers.

Publix was thanked for the largest single check ever received for any annual campaign, \$251,300 from Publix Super Market Charities, which doesn't include Publix employee pledges and contributions. "Bless you, Publix, and all your associates," said Kyle.

"We know that most of us in this room make donations to United Way, as well as donating our time to keep the work going. So . . .

- to every employee who gifted through their workplace payroll deduction;
- to the small business and local professionals who supported the United Way cause;
- to the individuals in our Leadership Investment Association, our ever-growing Alexis de Tocqueville Society and, of course, our Loyal Contributors;
- to ALL of our donors, regardless of the size of your contribution;

Debbie and I offer a heartfelt thank you for LIVING UNITED."

At this time, people served through United Way partner agencies including Big Brothers Big Sisters, Children's Home Society, Healthy Start Coalition, Literacy Services and Youth Guidance, joined together to share their thanks and hold up numbers revealing the amount raised, \$3,051,063, the largest amount raised to date by an Indian River County United Way campaign.

Tracey Segal, United Way Campaign Director, presented the traveling trophy known as the "Heart Cup" which names all campaign chairs in United Way of Indian River County history, and the amounts raised in each campaign. The cup will stay with Morgans for one year.

Kyle and Debbie Morgan came back to the microphone to introduce the 2017-2018 Campaign Chair Bill Penney, President, CEO and Board Chair of Marine Bank & Trust. Penney, along with some of his staff, are already becoming known as "Team Marine".

United Way of Indian River County invites people to get involved by helping others. Go to www.VolunteeIndianRiverCounty.org to learn about local opportunities for service. For more information about United Way or to give online, visit www.UnitedWayIRC.org.

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