



United Way  
of Rockingham County

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# PRESS RELEASE

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## UNITED WAY ANNOUNCES 2005 CAMPAIGN GOAL

WENTWORTH, NC, SEPTEMBER 21, 2005: United Way of Rockingham County announced its goal of \$1.1 million dollars to fund 21 partner agencies who offer assistance to more than 30,000 Rockingham County citizens. As an added incentive, United Way is conducting a car giveaway with the help of four local dealerships.

United Way volunteers are urging the community to continue supporting local agencies through United Way of Rockingham County in addition to relief aid that the community has already given in response to Hurricane Katrina. The 2005 Campaign Chairman Dr. Bob Shackelford says, "We are not competing against the efforts to raise donations for the victims of Katrina. In fact, we are a part of that effort." According to Dr. Shackelford, "We can help the victims of Katrina *and* restock the empty pantry shelves in some of our helping agencies right here in Rockingham County. This is not a competition."

United Way kicked off its 2005 campaign at the Whitcomb Student Center on the campus of Rockingham Community College. United Way Executive Director Richard K. Hurley said that

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United Way has been assisting nationally as well as locally by donating \$10,000 of reserve funds to the American Red Cross Hurricane Katrina Fund in addition to the annual funding already in place for the Rockingham County chapter of the American Red Cross. “We have all seen how important the basic needs of food, shelter, clothing, and power are to the displaced survivors of Hurricane Katrina, but we have quiet crises right here in Rockingham County,” Hurley said.

Hurley related five stories which illustrate how United Way funded agencies help change lives. Luther and Tina Harrelson lost their home to a fire in August of this year and received vouchers from the Rockingham County chapter of the American Red Cross to provide for their basic needs. When Yvonne Freeman became the victim of domestic violence, Help, Inc. assisted in ensuring her safety. After losing her job to layoffs, Laura Hopper received child care through the Madison-Mayodan Recreation Commission so she could return to school. “Mrs. Jones,” whose name was changed to protect her privacy, received over \$20,000 worth of services to assist with her terminal illness through Hospice of Rockingham County. Glaudia Stiedham, an older adult who struggles with daily tasks, is helped with transportation to medical and other appointments by Caretakers of Rockingham County, allowing her to remain independent and live at home.

Campaign Chairman Dr. Bob Shackleford said the fund-raising goal will be \$1,100,000. “We have a goal this year that is both challenging and reachable,” Shackleford said. “This county is full of people who care, and I am confident we will have a successful campaign.”

Though the official campaign kickoff was today, several area employers have already begun their “pacesetter” campaigns. Annie Penn Hospital reported that \$38,000 has already been pledged by its employees. Miller Brewing Company reported that a corporate gift of \$20,000, combined with an employee gift of \$31,000, comes to \$51,000 pledged to date. Morehead Memorial Hospital employees have already pledged \$30,124 to United Way so far. This, combined with other early corporate gifts, means that \$146,771—or more than ten percent of the goal—has been reached through the pledges of pacesetters alone.

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For the fourth year in a row, Subway is offering a free six-inch sub sandwich to anyone who makes a contribution to United Way of Rockingham County. According to Subway officials Mark Overby and Andy Strand, Subway has contributed more than \$40,000 worth of free sandwiches since starting the incentive.

United Way of Rockingham County announced it will be giving away a car donated by local dealerships, including Barber-Pauley Chevrolet, Ralph Barrow Automobiles (Car County USA), Smith Stokes Chrysler and GM Central, and Tri-City Automotive Group. Each gift of \$52 or more will make the donor eligible for one entry in each of four drawings. A gift of \$104 or more qualifies for up to two chances to win. The winner will be chosen November 9.

Shackleford added, “I hope that residents of Rockingham County will express their appreciation by remembering the generosity of these dealers when they buy their next car.”

In closing, Shackleford reminded attendees at the kickoff that, “When you give \$52 to United Way of Rockingham County, you get one chance to win a car, and you can change the life of one of your neighbors. When you give \$104 or more, you get two chances to win a car, and you could help change the life of two of our neighbors.”

United Way of Rockingham County is an IRS 501(c)(3) non-profit organization based in the county seat of Wentworth, NC and seeks to build financial as well as organizational support for the 21 member agencies serving the Rockingham County community. For more information, contact UWRC at (336) 342-7768 or on the web at [www.uwrockingham.org](http://www.uwrockingham.org).

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