

FOR IMMEDIATE RELEASE

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**Council of United Way Agencies stands strong
for United Way**

WHAT: The Council of United Way Agencies (CUWA) will present a check to United Way for the Greater New Orleans Area to help with the organization's "March to the Finish" – a campaign to close the gap in its annual fundraising goal.

WHEN: Tuesday, March 23rd
10:00 am

WHERE: American Red Cross Southeast Louisiana Chapter
2640 Canal Street

During its day-long retreat on Tuesday, the Council of United Way Agencies (CUWA) will present UWGNOA with a check as part of its "March to the Finish" campaign, a month-long effort to close the gap in United Way's annual fundraising goal. Currently, UWGNOA is projecting a \$500,000 shortfall in its 2009-10 campaign total.

With current, and still anticipated, cuts to state funding for many area non-profits and the continued challenges in raising unrestricted revenue to cover critically needed operating expenses, CUWA agreed that it was time to come together for a retreat and discuss these issues and challenges. The Executive Council of CUWA also agreed that one of the best ways to safeguard for the future of all member agencies was to support United Way's campaign.

"I see firsthand the considerable impact United Way for the Greater New Orleans Area has on our community," says Kay Wilkins, CEO of the American Red Cross Southeast Louisiana Chapter and President of CUWA in New Orleans. "We as agencies are committed to making New Orleans and the surrounding metro area a better place to live, work and raise our families."

United Way supports 129 programs within 87 agencies in the seven parish region of Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington.

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