

United Way kicks off annual campaign

Written by Deb Egenberger
Thursday, 15 October 2009 21:36 -



Luncheon set for Oct. 18.

Money is tight all over.

It's not just personal bank accounts that have felt the crunch from the country's recession.

With government funding falling short and grant dollars continuing to drop, non-profit agencies are forced to be more frugal than ever just to continue services.

People in Gothenburg have always been quite generous to those in need and United Way volunteers are hoping that kindness continues.

"We've had wonderful support from individuals and businesses in the community," said United Way president Karla Blase.

The 10 agencies supported by United Way are grateful as well.

The Gothenburg Senior Center's allocation from United Way helps pay for gas and maintenance on the center's bus.

Without it, the Senior Center likely couldn't afford to transport residents to and from center activities and meals, as well as to medical appointments and shopping.

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Last year's United Way allocation to Building Blocks Child Care Center and Preschool in Gothenburg was used to purchase a new computer. This year's funding will likely be used for playground improvements.

The Gothenburg/Brady Ministerial Association helps families in need through assistance paying for utilities, rent, food and medical care. Each United Way dollar makes a difference for another disadvantaged resident.



"It's all about people helping people," Blase said.

The Gothenburg United Way will kick off its annual fund-raising campaign with a freewill donation dinner at the Senior Center from 11 a.m. to 1 p.m. on Sunday.

The 2009-10 goal is \$24,000, up slightly from last year's goal of \$23,800.

"The goal is up only a little bit," Blase said, "but because of the economy, it's still going to be difficult to reach it."

Residents unable to attend the kickoff dinner are still encouraged to donate using a brochure mailed to each home.

Following the individual mail portion of the campaign, United Way will have a business drive.

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“I know the businesses are continuously getting hit up for one thing or another,” she said. “We are very appreciative for all they do for us.”

Each United Way across the country conducts its own fund-raisers. Blase said she hopes prevalent national advertising that is airing right now will help Gothenburg’s efforts.

“With all of the cutbacks all over the place, it’s important to do what we can,”

For additional information about United Way, contact Blase at 537-3693. Donations may be mailed to the Gothenburg United Way Inc., P.O. Box 494, Gothenburg, NE 69138.