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United Way Sets \$3.85 Million as 2009 Campaign Goal

(Binghamton, NY)—The goal for the 2009 Annual Campaign of United Way of Broome County is \$3,850,000. This was announced this morning [Wednesday, September 16] at the kickoff of United Way’s annual fund drive held at the Johnson City Senior Citizen Center. Campaign Chair Mike Mercincavage, a professional staff member of Binghamton University, made the announcement.

“There is no question that in the current economic environment, this goal, which is the same amount raised in the 2008 Campaign, is challenging,” said Mercincavage. “While as recently as yesterday, some experts are saying the recession is over, employment—which is a key indicator of the possible results of the Campaign—is still lagging. However, the United Way staff and the Campaign Cabinet have developed a comprehensive plan to take maximum advantage of those opportunities we believe are available.”

The 2009 United Way Campaign begins today and will run through mid November. The funds raised will be distributed to local partner agencies and services, as well as grant recipients, in 2010.

Mercincavage concluded the meeting by reminding everyone, “Together, as we Live United, we can inspire hope and create opportunities for a better tomorrow for all of us.”

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