

United Way of Broome County, Inc.  
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United Way  
of Broome County

## NEWS MEDIA RELEASE

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### UNITED WAY OF BROOME COUNTY ANNOUNCES THE SAFETY NET CHALLENGE MATCH June 1 – June 30, 2020

(VESTAL, NY) - United Way of Broome County is excited to announce that community leader, IBM Endicott, has joined forces with United Way to create the Safety Net Challenge Match. **Individual and corporate donations to this challenge grant will be matched dollar-for-dollar, up to \$25,000, for the entire month of June 2020.**

IBM Endicott supports United Way of Broome County's community vision of ensuring basic needs such as food, shelter, and safety. Securing these basic needs is the first step to identifying the complex, long-term issues individuals and families face. Together, we can provide basic needs and work on collaborative solutions to success. "Our nonprofit community is the heart and soul of Broome County," shared Mary O'Malley Trumble, IBM Endicott Senior Location Executive. "Joining with United Way of Broome County to support the basic needs of our community maximizes our funding abilities to have the most impact for the most people."

Through their sponsorship of the Safety Net Challenge Match, every investment made to the United Way of Broome County Annual Community Campaign in the month of June will support the Basic Needs of Broome County residents. These investments support those ever-present situations that our community faces daily - a house fire, a flood, the need for shelter and food, and the un-ignorable fallout from the COVID-19 pandemic many face. "IBM Endicott is a shining example of corporate citizenship and caring," said LoriAnne Welch, Executive Director, United Way of Broome County. "They're going to great lengths to help people all over Broome County, and their creation of the Safety Net Challenge Match is just one way they're making a significant impact."

100% of every investment and its match will go back into community projects and programs to help our friends and neighbors most in need. During these unprecedented times, please consider this unique opportunity. Because of the Safety Net Challenge Match sponsors' generosity, gifts to the United Way Campaign can double in value and help more people in need. No donation is too small and every donation makes an impact.

For more information and to make a gift online, please go to [uwbroome.org](http://uwbroome.org) and click on the Safety Net Challenge Match. Checks made payable to *United Way of Broome County* can be mailed to:

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For more information on the Safety Net Challenge Match, please call (607) 342-4826.

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#### **About United Way of Broome County**

*United Way of Broome County unites donors, volunteers and community organizations in a common mission to drive change that will have a positive impact on the critical needs of our community by strategically leveraging the collective resources of community partners. Our focus is on Basic Needs, Health, Education, and Financial Stability. These are the building blocks for a good life and the cornerstones of a strong community. By combining contributions from individuals and organizations, United Way generates a larger pool of dollars and expertise to tackle the issues that matter most, to help those who need it the most, in ways that achieve the greatest impact. Our work is personal enough to change lives and powerful enough to improve conditions across the community we serve. United Way invites people to come together, LIVE UNITED and create the change we want to see.*

#### **About IBM Endicott**

*With roots tracing back to the early 1900's, Endicott proudly carries the title, "Birthplace of IBM."*

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