



United Way
of Broome County

United Way of Broome County, Inc.
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NEWS MEDIA RELEASE

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United Way of Broome County Joins the Global #GivingTuesday Movement

Vestal, NY - United Way of Broome County has joined #GivingTuesday, a global day of giving that harnesses individuals, communities, and organizations' collective power to encourage philanthropy and celebrates generosity worldwide. Occurring this year on November 30, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the US) and the widely recognized shopping events, Black Friday and Cyber Monday. The day is intended to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

This year, United Way will be an active #GivingTuesday advocate and participant. United Way staff will be supporting #GivingTuesday in Broome County by creating a series of holiday-inspired gifts, including 200 handwritten holiday cards to be distributed to area nursing homes. In addition, the team is working towards creating 200 care packages for individuals facing homelessness. These care packages will include personal care products, healthy snacks, and more; these will be distributed to area shelters.

"We have been incredibly inspired by the generosity in time, efforts, and ideas that the United Way staff has contributed to getting this event off the ground," said LoriAnne Welch, Executive Director, United Way of Broome County. "Seeing an opportunity to channel the generous spirit of the holiday season to inspire action around charitable giving of one's time, talent and resources celebrate the tradition of giving."

To learn more follow us on Facebook at www.facebook.com/unitedwaybroome/

If you are interested in making a monetary donation for #GivingTuesday, please call 607-240-2000 or visit our website at www.uwbroome.org.

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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.

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