

**United Way  
of the Quad Cities Area**

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## News Release

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FOR IMMEDIATE RELEASE

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### United Way Announces Community Investment Decisions

United Way of the Quad Cities Area announced today that over \$6 Million is being invested in the Quad Cities community as a result of the 2007 Annual Campaign.

“The people of the Quad Cities came together again to help ensure the health of our community,” said Scott Crane, president of United Way of the Quad Cities Area. “Thanks to our donors more children will receive affordable childcare. Seniors will maintain the ability to function safely in their homes. People will move from crisis situations to safety and security. Our area youth will gain more of the developmental assets necessary to be successful in life. Our community will be strengthened in many ways.”

Every two years, volunteers from the area come together to begin the Community Investment process. These volunteers review agency programs and recommend a percentage of the United Way Fund dollars that will be allocated to each program. These decisions are based on both the need and effectiveness of the programs, as well as the agency’s efficiency. Those recommendations are reviewed by the Resource Investment Committee, and finally reported to the United Way Board of Directors for final approval. This three-tier process assures that donor dollars are used in the most efficient way possible. These funding decisions are in place for that year and the following year’s campaign. This year, \$4.19 Million dollars were allocated based on the decisions of last year’s volunteers.

“One of the unique aspects of the United Way campaign is the level of choice we offer our donors,” stated Crane. “People donating to our campaign are give the opportunity to direct their dollars to be used to help the community as a whole, but they also have the choice to focus all or part of their donation towards programs helping youth succeed, or even directly impact a favorite agency.” This year, an additional \$187,000 will be given to programs focused on successful children and youth thanks to donors designating that their gift be used in that way. \$135,000 will be given to the American Cross of the Quad Cities Area to pay part of their Chapter Assessment. \$85,000 will be donated to local agencies through the Community Partnership Grants Fund. The balance of the dollars will be paid directly to area non-profit health and human service agencies at the request of the donors.

A copy of the FY09 investment decisions can be found at [www.unitedwayqc.org](http://www.unitedwayqc.org).