



MERRILL AREA UNITED WAY, INC.

Foto News Article

November, 2017

In the world of the Merrill Area United Way, we are at our peak time of year trying to wrap up the annual fall campaign, receiving allocation applications, preparing packets for the Allocation Teams to review all 2018 applications for funding and we also concluded our annual Audit.

The 2017-2018 Merrill Area United Way Campaign has been fairly successful, yet we have not quite hit our target. United Way remains hopeful that we can get close to doing that by November 30th, but we may have support dollars trickling in through year-end. While the Church Mutual Insurance Company campaign was above goal, two other company campaigns were below last year's giving level and another dropped the campaign all together. In addition the campaign is currently at about 65% in our individual/retiree giving. It is our intention to do an additional mailing to prior donors in hopes of receiving the other 35%. This has a definite impact on how many dollars can be allocated to our agencies and programs that impact people in the areas of health education and basic needs. We have had one new additional funding request added to the list for next year's funding.

The success of our campaign, and the financial support we provide to the 20 funded agencies relies on you. **If you haven't provided a contribution to the campaign; now would be a great time to do so.** All dollars support local programs. United Way has prided itself on holding down cost to ensure that our Administrative cost are at about 10% each year. That's because we believe the dollars given by donors should definitely be used to support the initiatives of impact programs. Please consider sending your check to Merrill Area United Way today to P.O. Box 813, Merrill, WI 54452. Remember all dollars have the oversight of the Board of Directors made up of 21 local community and business people who believe in our mission. MAUW believes in creating a community where everyone has an opportunity to thrive.

Donations are tax deductible and the dollars stay local helping our community, our families, our friends, and our neighbors, The Merrill Area United Way is always grateful for the ongoing support we receive from our giving community.

Additionally, with Thanksgiving and Christmas right around the corner, there are many other local initiatives to help families through this season with food, clothing, housing and gifts for children. The Christmas Spirit Appeal, Toys for Tots, Donation Trees, the Mitten Tree, the area food pantries are just a few such opportunities. Catch the spirit of the holidays and be sure to remember others this time of year.

For more information about the Merrill Area United Way visit us on Facebook or our website at merrillareaunitedway.org or contact us at P. O. Box 813, Merrill, or email united813@frontier.com.