

LIVE UNITED™



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LOCAL HEALTH SYSTEMS BEGIN COMPETITION TO BENEFIT UNITED WAY Friendly Competition Encourages Employee Donations

(Rockford, IL) October 19, 2009 – Rockford Health System and Swedish American Health System today announced a unique competition aimed at helping United Way of Rock River Valley achieve its fundraising goal for vital community organizations and programs. The employees of both health systems have made a commitment to increase participation in their workplace campaign. The health system that has the highest percent of employees participating in the campaign will be declared the winner.

For the team that doesn't win, executives will wear shirts from the opposing health system for a day. The friendly competition is designed to increase donations and include more people in the United Way campaign. United Way announced a fundraising goal of \$4.5 million in August, but in addition, United Way hopes to increase its number of donors from 16,400 to 20,000. "Increasing the number of donors is critical to the success of the campaign," said Paul Logli, United Way President and CEO. "The more resources we can mobilize, the more people we can help in our community."

United Way provides funding for nearly 100 programs and services at 48 agencies that serve a cross-section of the community, from the homeless and hungry to the developmentally disabled. With the current economic challenges and gaps in state funding, United Way's financial contribution to these agencies is even more crucial to continuing services and programs.

"We see the demand for services and programs increasing," Paul Logli said. "In times like this, we have to convince people not to back off donations, but rather, bring more people on board, because the demand for our services is so much greater than it was 12 months ago."

Donations can also be made online at www.unitedwayrrv.org.

About United Way of Rock River Valley

The mission of United Way of Rock River Valley is to improve lives and strengthen communities in the Rock River Valley by mobilizing and focusing the caring power of our residents. For more information, go to www.unitedwayrrv.org or call 815- 968-5400.

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