

Contact: Barry Waldman
Phone: (843) 740-9000, x241
(843) 860-4845 (cell)

For Release: IMMEDIATE
E-mail: barryw@tuw.org
DATE: Feb. 11, 2010

Nationwide Philanthropy Decreases; Trident United Way Surpasses Goal

2009 Fundraising Campaign Nets A Record \$10 Million

Charleston – United Way Worldwide projects that United Ways nationwide raised five percent less this year than last. Many local charities have fared much worse.

In contrast, Trident United Way met its fundraising goal and raised \$200,000 more than in 2008.

This is the **12th consecutive record campaign** for our tri-county region, making our local United Way one of the fastest growing in the nation.

"I am positively blown away by the generosity of our community," said **David Schools, CEO of Piggly Wiggly Carolina Co.** and chair of the 2009

fundraising campaign. "I think that many of us saw increasing need, particularly among hard-working people who had previously been employed, and gave more than in the past out of gratitude for our own good fortune."

"The more the need, the more our donors are looking to make charitable investments that deliver high returns," said Christopher Kerrigan, president and CEO of Trident United Way. "Our focus on **education, income and health** has really reverberated with contributors."

Trident United Way works to create long-lasting, systemic, community change in the areas of education, income and health. For example, its Links to Success initiative, now in 10 low-performing schools across our three counties, brings together multiple partners to deliver academic and non-academic support for children. Several schools have reported marked improvements in attendance, behavior, grades and test scores since the initiative began.

Reaching the fundraising goal is particularly noteworthy in a year when 13,000 more people are unemployed than in January of 2008. That translates to about **\$1 million in lost pledges even before the campaign began.**

The largest overall campaign was at Santee Cooper. Under the leadership of CEO Lonnie Carter, employee contributions and corporate gift added up to \$560,000.

The largest employee contributions came from Roper St. Francis Healthcare, led by CEO David Dunlap, who is also the board chair for Trident United Way. Employees at RSFH pledged \$478,000. Employees of The InterTech Group, Inc. pledged the most per person, at more than \$4,000. CEO Anita Zucker has been one of Trident United Way's most generous supporters for years.

Trident United Way's fundraising campaign kicked off with the Day of Caring on Sept. 11 and ran through the end of the year.

-- 30 --

Trident United Way strengthens our tri-county community by focusing on the building blocks of a good life – education, income and health.

Charleston Headquarters; 6296 Rivers Avenue, North Charleston, SC; (843) 740-9000
Berkeley Service Center; 325 E. Main Street, Moncks Corner, SC; (843) 851-4155
Dorchester Service Center; 117 S. Main Street, Summerville, SC; (843) 821-5000

www.tuw.org

Dial 2-1-1 to give or get help.