

News Release

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For More Information, Contact:

Gina Edwards, 309/674-5181, ext. 234

Changing Lives Together - Central Illinois Steps Up to Support their Community through Heart of Illinois United Way's Annual Campaign

On Thursday, January 28, 2010 at the Community Campaign Celebration, the Heart of Illinois United Way announced the results of its 2009 Campaign. Campaign Chairs, Jim McConoughey of the Heartland Partnership and Gina McConoughey of Bradley University, proudly announced that the 2009 campaign raised a total of \$8,611,068.

“With economic challenges impacting everyone, especially the most vulnerable, the people of central Illinois continue to show that we are a very caring and compassionate community. ‘Live United’ is more than just a tagline – it captures what it means to live in a community that supports and helps each other in times of need. We are extremely pleased with the success of our campaign,” Michael Stephan, Heart of Illinois President, said.

Heart of Illinois United Way volunteers worked tirelessly to motivate and engage employees and residents of central Illinois to support this critical campaign. In 2009, United Way’s base of support increased with more than 65 new employee campaigns and corporate gifts. In addition, 79 organizations increased their contributions by more than 10 percent.

With 47 partner agencies, the Heart of Illinois United Way supports local programs and services that address critical health and human care needs in our community – helping more than 1,100 people every day throughout Peoria, Tazewell, Woodford, Marshall, Stark and Putnam counties.

At the Community Campaign Celebration, a few of these individuals shared their personal stories of how the United Way has helped impact their lives. Programs highlighted included the Boy Scouts outreach program that provides scouting opportunities for at-risk youth in Peoria and Tazewell counties, the Arthritis Foundation’s program which provides therapy and support for families with children suffering from arthritis, TCRC’s



**Heart of Illinois
United Way**

**509 W. High Street
Peoria, Illinois 61606-1994**

Phone: (309) 674-5181
Fax: (309) 674-1056
Online: hoiunitedway.org

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2009 Heart of Illinois United Way Campaign Continued . . .

residential program that assists people with disabilities so they can live independently, and disaster services by the American Red Cross which assisted more than 200 families with house fires this past year.

“We tremendously appreciate the thousands of volunteers and donors who were a part of the 2009 campaign. Their support ensures vital programs and services will remain available in our community. By working together, the people of central Illinois truly demonstrated just how strong we are at facing challenges and ultimately, being a part of the solution,” Michael Stephan, Heart of Illinois President, added.

In 2010, Mark Spenny of CEFCU and Renee Spenny will chair the Heart of Illinois United Way Campaign.

For more information, or to arrange interview(s), about the 2009 Heart of Illinois United Way Campaign, please contact, Gina Edwards, Vice President of Marketing and Communications at 309/674-5181, ext. 234.

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