



United Way of the Great Basin

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F O R I M M E D I A T E R E L E A S E

United Way Campaign at 10% of Goal

(ELKO, NV) January 5, 2010 — United Way of the Great Basin's Executive Director, Carol Huether, reported this year's annual fundraising campaign goal is \$1.6 million. Unfortunately, pledges and donations to date total about \$150,000 or only 10% of their goal.

According to Huether, "We are usually done with our annual campaign by year end, but this has been an unusual year." Newmont Mining Corporation has been the United Way's primary donor for the past several years, and is typically one of the first companies to conduct a workplace campaign. "We planned to start Newmont's workplace campaign in September as usual, but it has been postponed repeatedly, and now appears that, if Newmont does a campaign, it will be in next year's campaign which begins March 1," explained Huether.

For the past several years, Newmont Mining Corporation matched their employees' donations dollar for dollar. Last year, employees pledged \$745,000, and Newmont matched that number. Huether believes this is the largest single company contribution to any United Way in the state of Nevada. She said, "We have been very grateful for Newmont's incredibly generous support and that of their employees. We hope to continue to meet the company's philanthropic needs."

The United Way of the Great Basin serves the five counties in northeastern Nevada of Elko, Eureka, White Pine, Lander and Humboldt. When Huether started, nearly three years ago, the organization recognized the need to broaden its base of support, and not be so dependent on one corporation for such a large portion of its total support, but pledge growth outside of Newmont has been eclipsed by a 34% increase in giving from Newmont from 2006 to 2008.

Huether requests individuals and companies interested in contributing contact the United Way. "We desperately need help raising the funds necessary to support 60 different programs that provide critical health and human services for our most vulnerable residents. Please consider making a donation according to your ability to give. The need has never been more critical." Contributions can be made directly to the United Way at 249 3rd Street, Elko, NV 89801, or by credit card on their web site at www.UnitedWayGreatBasin.org.

Those 60 programs are operated by 27 different non-profit 501(c)3 organizations who receive grant funding from the United Way. "All 27 of our partner agencies are dependent upon funding from United Way to continue to provide vital services. Without these funds, most will be forced to make significant changes," said Huether. It is estimated that nearly one in four families in the five-county area benefits from one or more United Way-funded programs every year.

All contributions to the United Way's Community Fund stay in the donor's zip code to support programs in that zip code through the grant processes. Last year, a total of \$1.4 million was disbursed through United Way of the Great Basin. Just over \$1 million was distributed through grants, and the remaining \$385,000 was designated by

donors to specific agencies, and simply passed through the United Way. Information about programs and agencies funded by United Way is available online at www.UnitedWayGreatBasin.org.

The United Way of the Great Basin is a stand-alone, non-profit corporation serving Elko, Eureka, White Pine, Lander, and Humboldt Counties. United Way is supported by donations from both corporations and individuals; the annual Community Investment Campaign includes workplace giving through payroll deduction and/or fund-raising activities, corporate matching and/or gifts, and individual gifts on a one-time or recurring basis. All donations are tracked by home ZIP code and remain the in the donors' respective communities unless requested otherwise. UWGB is governed by a board of directors comprised of local residents from each community served; funding decisions are made annual by community volunteers. If you would like to help the United Way help your friends and neighbors, either through work place giving or individual contribution, please contact 775-738-7878 or go to www.UnitedWayGreatBasin.org.

For More Information, Please Contact:

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