



Sioux Empire United Way

**News Release**  
September 11, 2009

**Brandi Miller**

Marketing Director  
1000 North West Avenue, Suite 120  
Sioux Falls, SD 57104  
336-2095  
brandi@seuw.org

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**For Immediate Release**

## **A Call to Live United**

Sioux Falls, SD – The Convention Center was filled with a sea of white Live United shirts Friday morning, as over 600 community leaders kicked off the 2010 Sioux Empire United Way Campaign.

This year's campaign goal has been set at \$9,427,450. "This year, like every year, we have reviewed the needs of the Sioux Empire to ensure our campaign dollars will be available to meet the needs of the Sioux Empire," said Scott Lawrence, 2010 Campaign Chair while announcing this year's goal. "We are calling on the community to Live United, to come together and create opportunities for a better tomorrow."

During the event, attendees were energized to learn that our local United Way is one of the strongest in the nation. Sioux Empire United Way is ranked 2<sup>nd</sup> in the nation in per capita giving and has one of the lowest administrative costs of all United Ways raising more than \$1 million.

"The dollars raised this year will truly meet the needs of the Sioux Empire," continued Lawrence. "And that includes very basic needs like food, clothing, and shelter."

At the event, the attendees also learned more about United Way's newest program, Genesis, which assists homeless families. Over 1,000 children were identified as homeless by the Sioux Falls School District last year. Genesis matches families who are homeless or at-risk of becoming homeless with volunteer mentors. The program's goal is to create opportunities for families to achieve safe and permanent housing. Genesis is just one of 98 local programs that will receive funds from Sioux Empire United Way in 2010.

To learn more about this year's campaign or how you can become involved please visit [www.seuw.org](http://www.seuw.org).

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