

Our mission is to improve lives and our community by engaging people to give, advocate and volunteer.

FOR IMMEDIATE RELEASE:

Metro United Way Celebrates Record Breaking 100th Anniversary Campaign

Exceeds goal of \$36 Million in one year and \$1 Billion over 100 years

Louisville, KY (January 19, 2018) – Members of the nonprofit, business and civic communities gathered Thursday evening to celebrate the conclusion of Metro United Way’s historic 100th anniversary community campaign.

The event, hosted by 2017 Campaign Chair and Thorntons’ CEO Matt Thornton of Thorntons’ Inc., focused on recognizing the donors, volunteers and advocates who joined Metro United Way during their landmark year to make a difference for generations to come. The evening also highlighted the final results of Metro United Way’s boldest anniversary effort—raising \$36 million.

“We set this ambitious goal in order to address the needs of today and ensure that we can continue to support our community for the next 100 years,” said Metro United Way President and CEO Theresa Reno-Weber. “In my first year with Metro United Way, I have been overwhelmed with the support of our community and am thrilled to announce that because of the dedication of the businesses and individuals in our seven-counties, we met and exceeded our goal with a total of **\$36,017,655!**”

With Reno-Weber’s announcement, Metro United Way officially crossed the finish line of its 2017 campaign, dubbed the *Race to \$1 Billion*. Through Metro United Way’s first 99 years, the organization brought in \$964,000,000 to fight for the education, financial stability and health of every person in our community. The new campaign total means that Metro United Way has now raised more than \$1 billion dollars to help change the odds for generations of individuals in Kentuckiana.

The campaign reflects a **45.8% increase** from the amount raised in 2016. Several donors stepped up their giving to invest in Metro United Way’s endowment and a needed technology fund that will help upgrade outdated infrastructure for the organization and the non-profit partners it serves.

Last year alone Metro United Way provided financial resources, training and technical assistance to 99 community agencies that manage more than 150 programs, collectively touching the lives of 1 in 3 people across its seven-county region. This collaboration connects people and resources in order to tackle the toughest challenges and issues throughout Kentuckiana so that every individual, child and family can achieve their full potential. Campaign Chair Thornton said that this year’s campaign ensures the journey to achieve that vision continues.

“I was excited and honored to lead Metro United Way’s annual campaign alongside their dedicated staff and volunteers during their 100th anniversary,” said Thornton. “We issued a challenge to our community, and I have been impressed with how many business leaders and individuals have stepped up and contributed so that Metro United Way can continue to make change for the better, both today and tomorrow.”

During the event, Metro United Way recognized UPS, Brown-Forman, Humana, GE Appliances, and LG&E KU Energy as their top five corporate partners and presented the third annual Sullivan Service Award to David Christopher, Executive Director of The Academy of Music Production Education and Development (AMPED).

ABOUT METRO UNITED WAY

For more than 100 years, Metro United Way has been dedicated to improving lives in our community and that will never change. We are committed to reach our vision that every one achieves their full potential, and we know that the ultimate measure of our success is in the ways we impact the quality of life for all of us. A community of connected people, all people, united and working together for the benefit of all is at the heart of what Metro United Way represents. We bring together the people and organizations who have the passion, expertise and resources needed to accomplish our goals and get things done. Together, we fight for the education, health and financial stability of every person in Bullitt, Jefferson, Oldham and Shelby counties in Kentucky and Clark, Floyd and Harrison counties in Indiana.

For more information, please visit www.metrounitedway.org or call 502-583-2821. We invite you to be a part of changing generations; you can give, advocate and volunteer. United We Fight! United We Stand!

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