

UW campaign on solid ground

Despite slow economy, local goal within reach

By STEVE SNYDER
Staff Writer

Despite the sputtering economy, the United Way of Lebanon County is just slightly behind its pace of a year ago.

At yesterday's second monthly report meeting, Chairman Dan Logar announced the campaign had raised \$1,015,026 toward its goal of \$2,050,000. That's a hair under 50 percent; a year ago at the same time, the campaign had reached 53 percent of its \$2 million goal.

Several significant success stories were reported yesterday:

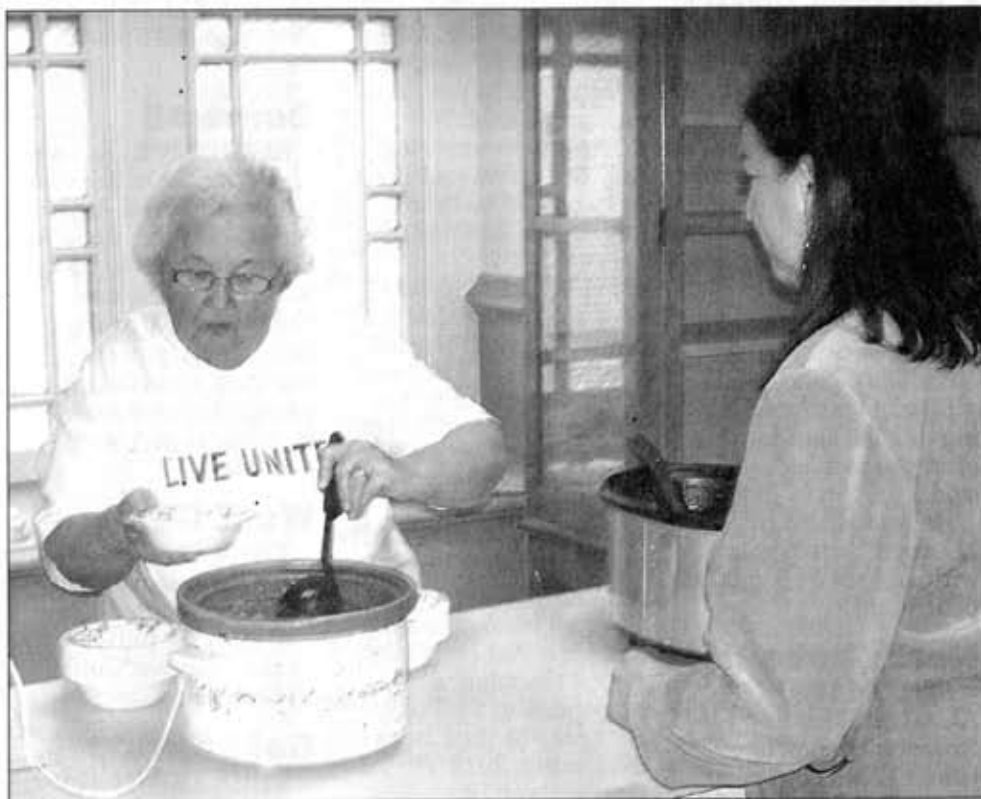
- Cornwall-Lebanon School District students raised \$3,014 during their Miles of Quarters effort. The Cedar Crest Middle School's Howl O'Grams added another \$207. The swim team's annual United Wayve Swimathon is scheduled Saturday.

- Colortech asked local businesses to contribute incentive prizes and conducted a raffle for a 26-inch television, which helped the company raise \$5,070, a 25 percent increase over last year.

- The City of Lebanon Authority offered days off and held a pizza party for employees, which helped employees raise \$2,114, compared to \$333 a year ago.

- Marsulex employees contributed \$19,781, beating the company goal of \$19,000. Every employee contributed, with an average pledge of \$507.

- Bayer employees contributed \$48,000 and earned a \$10,000 match from the Francis J. Dixon



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Betty Eiceman serves a bowl of soup to Jody Lazorcik of the Lebanon County Housing Authority during yesterday's United Way luncheon at Old Salem Lutheran Church.

Foundation, which has pledged to match first-time gifts and gift increases of 10 percent or more, up to \$50,000.

Bayer employees also collected 76 coats that were contributed to Domestic Violence Intervention and Lebanon County Christian Ministries, and collected 504 pounds of food and 40 hams for LCCM.

Bayer encouraged employee giving by offering a day off with pay and a \$100 gift card.

- The Hershey Co. announced employee contributions of \$177,415 and is hoping to achieve 100-percent employee participation.

Meanwhile, the results are mixed among the various campaign divisions. As of yesterday, totals were:

Commercial, \$70,742 (58 percent) of a goal of \$123,000; Professional, \$27,138 (40 percent) of a goal of \$68,000; Government, \$54,811 (46

percent) of a goal of \$120,000; Business and Industry, \$51,616 (40 percent) of a goal of \$130,000; Major Firms, \$329,125 (37 percent) of a goal of \$900,000; and Selected Groups, \$396,051 (75 percent) of a goal of \$530,000.

Selected Groups includes hospitals, nursing homes, foundations, trusts and personal gifts.

Kathy Verna of PROBE, an agency that provides help for single parents, said PROBE used a United Way community-impact grant to fund its financial-literacy project. That effort has benefited 134 people since January 2007, including 75 this year.

PROBE has also helped clients with life insurance, basic checking accounts and building or repairing credit. One client found out his identity had been stolen and was used in New York.

"A wide range of people

are coming to us," Verna said. "We've had nine new clients this month."

Dennis Shalters, who served as 2007 campaign co-chair with his wife, Karen, said the United Way campaign's biggest challenge is to find more contributors.

"One of the biggest problems is we don't have enough givers," Shalters said.

"About 15 percent of people who are working contribute," Logar said. "Talk to your friends and neighbors."

This year's campaign incentives include a motorcycle from White's Harley-Davidson, a \$5,000 U.S. savings bond from Fulton Bank and a weekend getaway at Hotel Hershey. To qualify, a contributor must pledge a minimum of \$2 a week for a year.

The final report meeting is scheduled Dec. 18.

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