



Contact: Margo Casey
Executive Director
North Shore United Way
248 Cabot St., Beverly, MA 01915
mcasey@nsuw.org
978-994-1728 (cell)

FOR IMMEDIATE RELEASE

NORTH SHORE UNITED WAY CELEBRATES SUCCESS OF CAMPAIGN, SURPASSING LAST YEAR AND \$1.2MM GOAL

The North Shore United Way concluded their 2011 LIVE UNITED Campaign on April 30th by exceeding last year's Campaign total and surpassing the overall goal of \$1.2 million. The annual Campaign, which began in September 2010, raises money to support specific programs that target important community needs and issues on the North Shore.

Jack Good III, NSUW Board Chair, said "In these tough economic times, our Board of Directors, staff and volunteers have believed in our mission, supported us with their gifts and their time, and urged their friends and neighbors to join us." He went on to say, "We tried some new and exciting things with this year's Campaign—from our first ever LIVE UNITED Leadership Award given at the Campaign launch, to new outcome measurement tools to assess the programs we fund, to increasing the ways in which we communicate about our work."

Over 100 local volunteers participated in the Campaign. This included over 50 allocations volunteers that helped evaluate this year's grant applications to ensure that the dollars raised through the Campaign will be invested back into the community in the most careful and impactful ways.

As Executive Director of the NSUW, Margo Casey, reflected "The final number is not the whole story, it is how you get to the number that is just as important. Our Campaign represents a large community effort to raise and then invest money back into the most pressing needs of our communities. We are so fortunate to have such an outstanding group of community supporters."

The North Shore United Way will announce the recipients of their 2011 community partnership grants later this month. For more information about the North Shore United Way, please visit www.nsuw.org or call 978-922-3966.