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**UNITED WAY OF GREATER ROCHESTER ANNOUNCES  
2011 FUNDING TOTALING \$17,836,310**

*Dollars Will Support Programs Addressing Critical Issues in our Community*

**Rochester, NY** – United Way of Greater Rochester’s Board of Directors approved today the allocation of \$17,836,310 to fund evidence-based and promising local programs that best address the community’s most critical issues. These dollars, garnered from donations to United Way’s Community Fund, will be invested in programs that implement key strategies as defined in United Way’s *Blueprint for Change*, a comprehensive community approach to addressing critical issues in Rochester in five key impact areas: early childhood, school age youth, aging, crisis services and disability services. United Way of Greater Rochester will enter its second year of a three year funding cycle after announcing in June that the goal of \$28 million had been surpassed for the third year in a row.

“By funding evidence-based and promising programs last year we were really able to make a difference in our community,” says Stephanie Schaeffer, Chair of United Way of Greater Rochester’s Community Investment Cabinet. “I am excited that, as we move into our second year of this funding cycle, we will be able to continue to invest in these important programs and continue to help so many people here in Rochester.”

Starting on August 1, 2011, Community Fund dollars will go to seventy-five local programs aligned to the following key strategies:

- A total of **\$2,446,000** will be invested in parent education programs and early intervention programs to enrich **Early Childhood**.
- An investment of **\$5,287,535** will be made for after school and summer enrichment programs, mentoring programs, and early intervention programs to help **School Age Youth** be ready for college, work and life.
- **\$2,257,125** will be invested to help Rochester’s growing **Aging** population through multipurpose aging resource centers, case management and support programs, and caregiver support programs.

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- **Crisis services** investments will total **\$3,874,690** to support basic needs, homelessness prevention and housing stability programs.
- **Disability Services**, including transportation services and transition coaching programs, will receive a total of **\$1,031,480**. Funding for programs that address Disability services is also allocated across all five impact areas to best serve community members needing these services.

Community Partnerships including ACT Rochester; 2-1-1; Creating Assets, Savings, and Hope (C.A.S.H.); Synergy; Partners Against Violence Everywhere (PAVE) Initiative; and United Neighborhood Centers of Greater Rochester will receive a total of \$2,939,480. The American Red Cross, Greater Rochester Chapter, has received funds in the past as United Way of Greater Rochester's funding partner but will now be included in Community Partner allocation report and will receive \$1,782,200.

"We are thankful to Rochesterians for their incredible generosity this year and for their continued support of the Community Fund," says Essie Calhoun, 2011 United Way Campaign Chair and retired Vice President of Eastman Kodak Company. "Every dollar our donors have contributed to the Community Fund will affect the lives of others. Thanks to their support, we stand ready to change Rochester for the better."

To learn more about Community Fund allocations and United Way's Blueprint for Change strategies, please visit [www.uwrochester.org](http://www.uwrochester.org).

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*United Way of Greater Rochester's mission is to magnify and focus the power of community resources to address our most pressing social needs. Please visit us online at [www.uwrochester.org](http://www.uwrochester.org).*