

## NEWS RELEASE

Cynthia Vignos, Vice President, Marketing and Strategic Communication  
United Way of Greater Stark County  
Office: 330-491-9954  
[cynthia.vignos@uwstark.org](mailto:cynthia.vignos@uwstark.org)



## FOR IMMEDIATE RELEASE

### **United Way Annual Meeting Included New Brand Messaging PSA, Numerous Announcements**

United Way of Greater Stark County held their Annual Meeting Breakfast Thursday, March 30<sup>th</sup> at Kent State University Conference Center at the Stark Campus. Over 250 guests and staff members were in attendance. Highlights of the morning included recognition of local volunteers, along with awards for area businesses and organizations that went above and beyond to support United Way's Impact BOLD GOALS in Health, Education and Financial Stability.

Results of the 2016 UWGSC fundraising campaign and FY16 audit report were announced and the FY17 budget was presented. 4 outgoing Board members were recognized: Aimee Belden, Sister Carolyn Capuano HM, Richard Kyle and Robert Belden. 3 new members were welcomed: Cindy Hickey, Sandy Rapp and Todd Pugh. The 2016 Campaign Co-Chairs Ted and Scott Swaldo were recognized, and they thanked the staff, volunteers and generous donors for helping UWGSC raise over \$6.3 million. It was announced that the co-chairs of the 2017 Campaign are Linda & Kevin Smith. The DeHoff Emerging Philanthropist Award for 2017 was presented to Joel Daniel Harris and the 2017 Gold Key Service Awards were presented to Helen Syrios and Mary Beddell.

Keynote Speaker was Chris Thompson, collaboration consultant and director of regional engagement from The Fund for Our Economic Future. Chris spoke about the essential elements of collaboration and how to leverage these functions locally. All guests received a copy of Chris' handbook "Collaboration: A Handbook from the Fund for our Economic Future." More information is available at [www.thefundneo.org](http://www.thefundneo.org).

United Way of Greater Stark County's President and CEO Maria Heege concluded the meeting by presenting a new public service announcement from United Way Worldwide. The short film corresponds with United Way's updated brand messaging, which features strong imagery and an assertive stance: *United Way fights for the health, education, and financial stability for every person in every community.* "We will collaborate with our partners in the community - our funded organizations, government entities, other non-profits and - of course - our generous donors," Maria said, explaining how this fight will be implemented locally. "No matter the obstacles or odds, we will band together with others who give so generously of their time, talent and financial resources. Because change doesn't happen alone. To live better, we must live United." The new PSA video can be viewed at c

### **About United Way of Greater Stark County**

United Way of Greater Stark County fights for the Health, Education and Financial Stability of every person in every community. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crisis. Our mission is to improve lives by mobilizing the caring power of our communities in Greater Stark County. In order to live better, we must live United. For more information about United Way of Greater Stark County visit [www.uwstark.org](http://www.uwstark.org). Headquarters are at 401 Market Avenue North, Suite 300, Canton, Ohio 44702. (330) 491-0445.

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