

NEWS RELEASE

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FOR IMMEDIATE RELEASE

United Way of Greater Stark County Tackles the Challenge of Community Collaboration by Launching their Community Bridge Network

Canton, Ohio – December 12 2016 - United Way of Greater Stark County has launched their Community Bridge Network, a new web based initiative aimed at facilitating collaboration among regional non-profits and community members. The Community Bridge Network is a mobile-friendly online resource that provides access to all files, discussions, meetings, events, reports and tasks for internal and community-level collaborations, projects, and engagements. This brings together boards, staff, collaborative councils, volunteers, governments, donors, and any other stakeholder to participate in a single, secure, community location. It also integrates with email and participants' websites making access and interaction easy and seamless. The Community Bridge Network not only allows participants to communicate and be organized internally, but also to engage and collaborate with any other entities or individuals within the community.

There are over 2,000 non-profits in Stark County-addressing community problems such as drug addiction, poverty, workforce readiness, and more. Many of these organizations face challenges when keeping volunteers, employees, board members, and other community stakeholders organized, engaged, and working together. Enhanced communication, awareness, and coordination tools help facilitate meaningful change within the community.

Even though the Community Bridge Network is new to Stark County, several organizations in the area are already participating in this initiative, including The Stark County Family Council. Within a few days of launch, their team begun collaborating with dozens of their own area partners and staff members. "A core function of the Stark County Family Council is facilitating cross-system communication," explains Executive Director Janice Houchins. "When agencies know about each other's efforts, it promotes collaboration and ultimately leads to improved service delivery."

What has enabled the United Way to launch this initiative is a close partnership with another Northeast Ohio organization, Cureo. Cureo works with community leaders such as United Ways, non-profits and government entities to remove the operational friction and fragmentation that often exist. "I was so impressed with the success many organizations are having with Cureo around Northeast Ohio that we here at the United Way have decided to take the lead in Stark County to begin the process of transforming how our community gets work done," noted Maria Heege, President and Chief Executive Officer of United Way of Greater Stark County. "We are excited to help create pathways to new connections and bright ideas that greatly benefit our community."

To learn more about the Community Bridge Network and how to get started, organizations should visit <https://community.cureo.com/uwstark>.

About United Way of Stark County

United Way of Greater Stark County believes in creating long-lasting change in the three important impact areas of focus, Education, Income and Health. The agency collaborates, convenes, and partners to support programs and initiatives that break the cycle of poverty, promote a healthy community where children are successful from kindergarten through graduation to a career, and where families have the tools, skills, and support they need to become financially independent. For more information about United Way of Greater Stark County visit www.uwstark.org. Headquarters are at 401 Market Avenue North, Suite 300, Canton, Ohio 44702. Dial (330) 491-0445 to reach the offices.



About Cureo

Cureo helps organizations and their communities work better together to solve pressing problems. When communities use Cureo, a regional network evolves quickly and organically engaging more volunteers, donors, employees, board members, government officials, churches, groups, and companies. Cureo brings people together in micro-networks to eliminate chaos and fragmentation in the drive to create better communities. Cureo is based in Wooster, OH. <https://cureo.com>

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