



Heart of Florida United Way

NEWS

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Heart of Florida United Way Kicks Off 2016-2017 Campaign at Second Annual Corporate Leadership Breakfast

Local Leaders Convene to Discuss Community Issues, Economic Strategies

ORLANDO, Fla. (Sept. 14, 2016) – Heart of Florida United Way recently kicked off its 2016-2017 campaign at the second annual “Charting the Course” Corporate Leadership Breakfast at the Embassy Suites by Hilton in downtown Orlando.

Top community leaders convened to discuss economic trends as well as social factors that ultimately contribute to the well-being of Central Florida. Dr. Sean Snaith, director for the Institute for Economic Competitiveness at the University of Central Florida, shared the latest on the local economy and recent ALICE (Asset Limited, Income Constrained, Employed) data was released.

Campaign chairman John Pisan, senior vice president and regional managing director of wealth management for Wells Fargo, participated in the conversation along with notable business and nonprofit executives including Dr. E. Ann McGee, Sandy Hostetter and Pam Nabors.

“Every year, Heart of Florida United Way discovers new ways to meet the needs of its neighbors,” said Pisan. “Whether it’s connecting veterans to housing resources or providing emotional support via the 2-1-1 call center, it’s making a difference in the lives of countless Central Floridians every day. I’m proud of the work they do and am convinced this will be another highly successful year.”

Local influencers and United Way board members discussed strategies to enhance the economy – an issue that impacts Central Florida’s job growth and financial stability for individual households. There were also roundtable discussions and stories shared by more than 20 Central Floridians present who received assistance from Heart of Florida United Way.

“It would be impossible for us to do what we do without the knowledge and support of our local leaders,” said Robert H. (Bob) Brown, president and CEO of Heart of Florida United Way. “They help us stay on top of the well-being of our community, which helps us pinpoint the areas that need improvement. This impacts not only our neighbors as individuals, but Central Florida as a whole.”

As the largest funder of health and human services in Orange, Seminole and Osceola counties, United Way taps into collective brainpower to support 60 local programs in education, income, health and basic needs.

About Heart of Florida United Way

Heart of Florida United Way (HFUW) is Central Florida’s most comprehensive health and human services charity and the largest provider of funds to the region’s most critical health and human service programs. Last year, it raised and managed \$26.1 million throughout Orange, Osceola and Seminole counties. HFUW is working to advance the common good by focusing on education, income, health and basic needs. It operates United Way 2-1-1, Central Florida’s information and assistance, crisis, suicide and referral helpline; Volunteer Resource Center; Gifts In Kind Center; Emergency Homelessness Services; and the Ryan White Part B program, which administers more than \$2 million to provide HIV/AIDS services and referrals. HFUW impacts more than 600,000 individuals annually through its direct service and funded programs. United Way partners with local businesses, government, other charities to increase awareness of local health and human service issues and to inspire hope, provide options and create possibilities for people in need. Visit www.HFUW.org for more information, or call (407) 835-0900.