



NEWS

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Heart of Florida United Way Announces \$19 Million Campaign Goal *Kicks Off 2015-2016 Annual Campaign at Community Leaders Breakfast*

ORLANDO, Fla. (Sept. 15, 2015) – Heart of Florida United Way recently announced a fundraising goal of \$19 million for the 2015-2016 workplace giving campaign during the “Charting the Course” Corporate Leadership Breakfast at the DoubleTree Downtown Orlando. As the largest funder of health and human services in Orange, Seminole and Osceola counties, United Way relies on local workplace giving as its primary method to generate donations that support 60 local programs in education, income, health and basic needs.

Since its first campaign in 1939, Heart of Florida United Way has raised nearly \$520 million.

“Year after year, we’re extremely grateful for the outpouring of support we receive from the Central Florida community,” said Robert H. (Bob) Brown, president and CEO of Heart of Florida United Way. “It would be impossible for us to continue our work of providing critical services without the generosity of local businesses and community leaders.”

As part of the kickoff event, Harold Mills, CEO of ZeroChaos, donned the symbolic red jacket, indicating his role as the 2015-2016 campaign chair.

“It’s an exciting time to be part of Heart of Florida United Way,” Mills said. “Every year, the organization continues to evolve with the needs of our neighbors. And because of the innovative programs we’ve added recently – such as Mission United – I am convinced this will be a highly successful year and our work will leave a long-lasting impact on the community.”

Last year’s campaign, which concluded in April, contributed \$18.5 million to the total \$26.6 million raised, managed and distributed in 2014-2015 by United Way. Funds from workplace giving and other avenues are strategically allocated to results-driven partner agencies to support programs impacting one or more of United Way’s focus areas.

In addition to announcing this year’s fundraising goal, community influencers and United Way board members discussed community strategies to enhance talent development – an issue that impacts the overall health of the Central Florida economy, job growth and financial stability for individual households. There were also 15 Central Floridians present who received assistance from Heart of Florida United Way and shared their stories with attendees.

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 \$26.6 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 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 400,000 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.

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