



Heart of Florida United Way

NEWS

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Heart of Florida United Way Raises \$182,500 at 11th Annual Women United Luncheon

Over 700 Central Florida Female Leaders Unite to Advocate for Education and Literacy

ORLANDO, Fla. (February 28th, 2018) – Heart of Florida United Way’s 11th annual Women United Luncheon successfully raised \$182,500 for education and in-school literacy programs.

Women United, locally composed of a global network of female leaders with more than 70,000 members, focuses on combating the most critical issues facing more than 165 communities in six countries. Women United will continue Heart of Florida United Way’s mission to increase literacy in Central Florida schools. Funds will be used to bring digital literacy programs into classrooms giving students greater access to age-appropriate reading materials.

This year’s luncheon featured keynote speaker Dr. Elizabeth Cobbs, award-winning historian and author of *The Hello Girls*, her most recent book, which chronicles women who fought for America and for recognition as veterans.

During the uplifting and inspirational affair more than \$6,200 was raised from audience donations. This spur of the moment generosity inspired sponsors Orlando Health and Tupperware to agree to match it, bringing the in-program fundraising total to over \$12,000.

“We were overwhelmed by the attendance and support from our local leaders and the community,” said Yolanda Londoño, Tupperware Brands Corporations and Women United co-chair. “We’re grateful for the enormous support we received from this group of Central Florida’s most influential women and look forward to creating brighter futures and strengthening literacy in the communities we serve.”

This year’s luncheon was presented by Orlando Health / Winnie Palmer Hospital for Women and Babies. Tupperware Brands Corporation and Publix Super Market Charities, Inc. were Gold Sponsors.

For more information about Women United, visit www.hfuw.org/womenunited or email WomenUnited@hfuw.org.

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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 \$24.4 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 650,000 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.