

**United Way of
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Press Release

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UNITED WAY OF DUTCHESS COUNTY KICKS OFF 2007 CAMPAIGN Local Community Fund Goal Set at \$ 2,090,000

POUGHKEEPSIE, NY - United Way of Dutchess County kicked off the 2007 campaign with energy and enthusiasm Friday morning at The Grandview in Poughkeepsie. 2007 Campaign Chair Michael Graham, a United Way Board member, echoed the 2007 campaign theme “I Can Help” as United Way of Dutchess County hopes to raise more than \$2 million locally to help address the most pressing and vital needs in the community.

The morning’s event was highlighted by an address from The Harlem Children’s Zone’s President and CEO, Mr. Geoffrey Canada. Mr. Canada is the best-selling author of several highly acclaimed books and also was the recipient of the first Heinz Award in 1994. He was chosen as an award recipient for his passionate concern for children and his selfless determination to make their lives safer and more successful.

Remembrances were also offered for John J. Durkin, the long-time President and CEO of United Way of Dutchess County, who died last week while vacationing in Hungary. “John’s legacy with United Way will never be forgotten. He has forever altered the health and human services landscape in Dutchess County, touching literally hundreds of thousands of lives”, commented United Way Board Chair Richard A. Mitchell, Esq. “He loved this community and I’m confident that he would want the work of United Way to continue to grow and create meaningful and lasting improvements in our quality of life.”

United Way President and CEO, Anne M. Beaulieu mapped out United Way’s focus during this year’s campaign and beyond. “Our recently completed Community Assessment has clearly identified those areas which we must all focus on to help build and stronger and healthier Dutchess County. This includes Providing Basic Needs, Promoting Financial Stability and Preparing Young Children for Success.”

United Way of Dutchess County’s Past Chair Steven V. Lant presented the 2007 Alexis de Tocqueville Community Service Award to The Dyson Foundation for their exemplary vision, formidable heart and steadfast commitment to community philanthropy in Dutchess County and

beyond. In presenting the award, Mr. Lant stated, "The Dyson Foundation could justifiably win this award every year. Under the leadership of its President, Robert R. Dyson, year in and year out the Dyson Foundation provides critical, and often essential, funding to hundreds of Dutchess County nonprofits, investing millions to bolster their important work in our community. The sheer magnitude of the Dyson Foundation's largesse often overshadows its quiet commitment to leadership in the communities it serves."

United Way's Community Fund dollars raised during this Campaign will help address some of the most vital and pressing needs in Dutchess County. Through an extensive community-wide assessment, United Way works to create lasting and meaningful impact in three key areas:

- Providing Basic Needs
- Promoting Financial Stability
- Preparing Young Children for Success

United Way mobilizes community resources, and develops partnerships and initiatives to support programs which address these critical community issues. United Way's funded programs are also carefully measured for overall effectiveness in creating lasting and meaningful change in the community, and these efficiencies are then reported back to the generous community investors.

The mission at United Way of Dutchess County is to build a stronger, healthier community by raising resources and developing partnerships that make a measurable difference in people's lives. United Way's vision is to be the area's premier community-impact organization and a leader in advancing dialogue on Dutchess County's health and human care issues. Contributors recognize United Way as the best organization for their support because of the measurable results the organization has on the quality of life here in Dutchess County.

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