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FOR MORE INFORMATION CONTACT:

Andrea Holland, Senior Communications Associate
United Way of Greater Rochester
(585) 242-6568 or (585) 233-1836

**UNITED WAY OF GREATER ROCHESTER ANNOUNCES \$16,695,858
IN GRANTS TO FUND COMMUNITY SOLUTIONS**

Dollars Will Support Strategic Programs Focused on Meaningful Results

Rochester, NY – United Way of Greater Rochester announced today it is allocating \$16,695,858 to fund programs that best address the community’s most critical issues in five key impact areas: early childhood, aging, school age youth, crisis services and disability services. These dollars, garnered from donations to United Way’s Community Fund, will be invested in strategies outlined in United Way’s *Blueprints for Change*, a comprehensive community approach to addressing critical issues in Rochester. The result of a rigorous and inclusive process, United Way’s *Blueprints for Change* primarily focus on prevention to achieve optimal impact in our community and do the most good to help the most people.

“Our funding is aligned with supporting Rochester’s most important goals,” says Tom Rogers, Chair of United Way of Greater Rochester’s Community Investment Cabinet. “We are confident that these dollars will make real, measurable changes directly affecting people’s lives in this community.”

Funding will allow for local implementation of national programs that have proven successful in other communities and new locally-developed programs that offer promising results for Rochester. This year’s investments in evidence-based and promising programs have tripled from prior years to more than \$6 million. Starting on August 1, 2010 Community Fund dollars will go to seventy-five local programs aligned to the following key strategies:

Early Childhood – \$2,543,000 total investment in:

- Parent Education Programs to help moms and dads develop appropriate nurturing skills and reduce child abuse.
- Early Intervention Programs for early recognition, diagnosis and treatment of special needs.

School Age Youth – \$5,184,500 total investment in:

- After School and Summer Enrichment Programs to channel kids’ out-of-school time towards productive and positive activities
- Mentoring Programs to increase school attendance; reduce substance abuse, violence, and criminal behaviors; and strengthen relationships with parents and peers.
- Early Intervention Programs to help reduce problem behaviors.

Aging – \$2,240,325 total investment in:

- Multipurpose Aging Resource Centers to help combat isolation, maintain health and increase knowledge about benefits and supportive programs available.
- Case Management and Support Programs to help older adults remain independent.
- Caregiver Support Programs to help those essential to the overall care of our community's older adults.

Crisis Services – \$3,874,690 total investment in:

- Basic Needs Programs to help families overcome crises and help lay the groundwork for independence.
- Homelessness Prevention and Housing Stability Programs for intervention programs that help families at risk of foreclosure or eviction remain in their homes.

Disability Services – \$1,031,480 total investment in:

- Transportation Services Programs for accessible transportation that helps increase opportunities for community involvement.
- Transition Coaching Programs to provide people with disabilities and their caregivers support and direction as they undergo key transitions.

Funding for programs that address Disability Services is also allocated across the other impact areas to best serve community members needing these services.

Additionally, dollars will support program evaluations in all the Blueprint areas and key community partnerships to better serve the Rochester community. A complete list of funded providers can be found at www.uwrochester.org/funding.

“Rochesterians have spoken clearly about their commitment to change through their gifts to the Community Fund this year,” says Peter Carpino, President of United Way of Greater Rochester. “Every dollar contributed to the Community Fund will affect the lives of others. Thanks to their support, we stand ready to change Rochester for the better.”

To learn more about Community Fund allocations and United Way's Blueprint for Change strategies, including advocacy and volunteer support, please visit www.uwrochester.org.

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United Way of Greater Rochester's mission is to magnify and focus the power of community resources to advance the common good. Opportunities to LIVE UNITED through giving, advocating and volunteering can be found at www.uwrochester.org.