Editorial: Need Ups United Way Fundraising Goals

The goal is ambitious, but the needs of the community are critical.

“What happens in a bad economy is that the need goes up exponentially,” said United Way of Central New Mexico spokeswoman Joanne Fine.

The nonprofit has raised the bar by nearly $1 million in this upcoming campaign with a goal of raising $28.1 million to, among other things, provide education, alleviate hunger, prevent family violence and serve seniors and those who are homeless, disabled or ill.

About 35,000 individuals donated last year, and the United Way awarded grants to more than 100 community nonprofits. This year the goal is to increase corporate giving by 3 percent and Community Fund donations by 5 percent.

The United Way of Central New Mexico funds agencies in Bernalillo, Sandoval, Torrance and Valencia counties. In 2012-13, its grants will support an array of 125 programs that touch the lives of more than 213,000 people.

Here are some good reasons to support the United Way:

♦ Corporate Cornerstone members pick up the administrative costs so 100 percent of donations go where they are needed most.

♦ It’s easy to donate, and payroll deductions allow you to give throughout the year.

♦ Donors can target specific agencies for their gifts so 100 percent of that donation goes to that organization.

♦ Volunteers vet programs seeking United Way funding for need, efficiency and effectiveness, and financial accountability, and 100 percent of Community Fund grants stay in central New Mexico.

And while all giving is important and appreciated, whether to a specified agency or the Community Fund, giving to the fund spreads your charity to organizations you may not have thought about but which are in desperate need.

So, make it a goal this year to help out your neighbors and those less fortunate. United, even small donations can help lift all boats.
This editorial first appeared in the Albuquerque Journal. It was written by members of the editorial board and is unsigned as it represents the opinion of the newspaper rather than the writers.