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## 01/28/1991 - EIU has key role in United Way

University Marketing and Communications

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FILE COPY

FOR IMMEDIATE RELEASE:

EASTERN HAS KEY ROLE IN UNITED WAY

CHARLESTON, IL.--Without help from Eastern Illinois University and the Eastern Coles County United Way, agencies such as the Salvation Army of Coles County, Big Brothers/Big Sisters, and the Charleston Area Senior Activities won't be able to provide important services to area families, youths and senior citizens.

Jeff Cooley, chair of EIU's United Way campaign, said the Salvation Army, Big Brothers/Big Sisters and Charleston Area Senior Activities are just three of 24 area agencies that receive assistance from the Eastern Coles County United Way.

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UNITED WAY

Lt. Donald Kincaid, commanding officer for the Salvation Army of Coles County, gives an early "thank you" to Eastern Illinois University and Eastern Coles County United Way volunteers and the community for their continued support.

Eastern, which hopes to raise \$30,000 toward the Eastern Coles County United Way goal of \$110,000, has already reached the 90 percent level.

Kincaid said, "The United Way money we receive allows us to do our job more effectively. Without it, we would not be able to provide expanded services, such as food and shelter and emergency financial aid."

Big Brothers/Big Sisters could not match up adult volunteers with children without contributions from Eastern and the university community, according to Toq Lawrence, executive director of Mid-Illinois Big Brothers/Big Sisters.

"Our agency was initially funded by the Eastern Coles County United Way, so without their help there would be no Big Brothers/Big Sisters. Since then, the agency has been supportive of our attempts to expand our services to more children in eastern Coles County.

"The money we receive helps us meet our programming needs for our match program and enables us to provide recreational activities for children on our waiting list."

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UNITED WAY

Todd Stevenson, executive director of the Charleston Area Senior Activities, said, "Eastern Coles County United Way funds make possible the provision of information and referral and outreach services as well as the operation of the Charleston Senior Center.

"Federal funding for these programs is contingent upon the raising of 25 percent of the program costs at the local level. Therefore, the support of the Eastern Coles County United Way is indispensable in providing services to the elderly of our area."

Cooley, who said Eastern hopes to raise its goal soon, emphasized, "In order for the Eastern Coles County United Way to provide funds for all the agencies, support from everyone at EIU and the community is crucial. It's this united effort that makes the campaign work for all of us."