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## 10/22/1990 - United Way campaign relies on volunteers

University Marketing and Communications

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FOR IMMEDIATE RELEASE:

UNITED WAY CAMPAIGN RELIES ON VOLUNTEERS

CHARLESTON, IL--Volunteers are playing a key role in Eastern Illinois University's 1991 United Way campaign now underway, according to Jeff Cooley, EIU Central Committee co-chairman.

"It takes about 75 volunteers to make the campus campaign a success. We rely completely on these volunteers to distribute materials and make personal contact with University employees," Cooley explained.

He said building captains have been assigned to oversee the distribution of materials to their assigned areas. These building captains have assistants who work with them to contact more than 1,500 individuals, Cooley said.

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UNITED WAY

"A United Way volunteer has the opportunity of helping those who cannot help themselves. It gives one the personal satisfaction of putting something back into the community. A volunteer can give as much time as he or she wishes," Cooley said.

Eastern is vital to the Eastern Coles County United Way campaign, Cooley said, adding that the University contributes approximately 30 percent of the overall campaign goal.

Big Brothers-Big Sisters, Camp New Hope, the Boy and Girl Scouts and the Red Cross are among the agencies that receive funding from the United Way.

Cooley said Eastern announced its campaign goal of \$30,000 at a kick-off breakfast earlier this month. Last year, the University's goal was \$25,000.