

MERCER COUNTY

# Giving looks good

Early results from four pacesetter campaigns and three special events have United Way of Mercer County 2010 campaign leaders optimistic that the year's campaign will reach its ambitious goal of \$1.5 million.

Pacesetter campaigns begin ahead of the general campaign and provide a preview of how the total campaign is likely to go.

Leading the way is Anderson Coach and Travel, based in Sugar Grove Township, where giving to date is already 49 percent higher than in 2009.

In other pacesetter campaigns, the Hermitage School District is reporting a 35 percent increase in giving and Penn Power's is up 18 percent.



**United Way  
of Mercer  
County**

Giving at Macy's, another pacesetter company, is running on par with last year.

Revenue from three special events — the Wing King Cook-off, United Way's Pro-Am Golf Tournament,

and the Restaurant Revue — is up 30 percent.

"These early campaigns usually provide an excellent barometer of the trends for the entire campaign," said Jim Micsky, executive director of the United Way. "That's why these increases are so significant. At this stage we are re-

porting percentage increases because all of these early campaigns are still collecting pledges."

In addition to the Hermitage School District, most other school districts in the United Way's region, whose administrators and superintendents are serving as co-chairs of the campaign, have begun campaigns and are reporting promising results.

Because of the competition among districts for the "bragging rights" trophy for highest per-capita giving, no one is willing to post his/her actual revenue numbers as a target for the others.

"We're a competitive bunch," joked Mark Ferrara, superintendent of Sharpville Area School District. "Once

one district's numbers are posted, everyone else will know specifically what they have to achieve to win."

The United Way of Mercer County 2010 campaign features an entirely new campaign organizational structure based on geographic areas and school districts. The organization provides funding to more than 30 agencies that provide education, health and income services to local residents.

"Not only will the school districts be vying for bragging rights, but we hope municipalities will join in the competitive spirit, as well," Micsky said. "That will mean more fun, and more money in support of many worthwhile causes in our region."