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**THE NEW UNITED WAY OF SAN DIEGO COUNTY
LAUNCHES 2007-2008 CAMPAIGN**

Local Charity Responds to Donors With New Business Approach

SAN DIEGO - Sept. 12, 2007 - United Way of San Diego County will launch the 2007-2008 United Way/CHAD campaign at a public celebration Sept. 18.

To meet donor needs and provide measurable results in the community, United Way of San Diego County is now operating under the proven and effective Community Impact model.

Under the Community Impact model, the “new” United Way of San Diego County will focus on three areas of most interest to donors – stopping childhood abuse and neglect, ending chronic homelessness and promoting financial stability and independence – each led by experts in their field that have been assembled into vision councils to develop plans in each area.

“People like to know exactly where their contributions are going. In response, we’re boldly switching gears this year and allocating resources to three specific focus areas,” said Doug Sawyer, president and CEO of United Way of San Diego County. “We’re off to a great start as pacesetter companies have laid a solid foundation to build upon for the year.”

The “new” United Way of San Diego County selected companies for a voluntary trial of the Community Impact model before its official launch. These companies, called “pacesetters,” set the pace for rest of the community by launching their 2007-2008 corporate giving programs early, setting a high standard by making generous donations and challenging San Diegans to do their part. Results of the “pacesetter” campaign will be revealed at the kickoff event.

To increase its accountability among donors and the public, each vision council is partnering with prominent institutions in San Diego to ensure lasting change in the community.

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UNITED WAY OF SAN DIEGO COUNTY – 2-2-2-2-2

Stop Child Abuse and Neglect

San Diego County's rate of child abuse is higher than the national average. To protect children from abuse and neglect, the vision council is working with the County of San Diego Child Welfare Services to implement Project SafeCare. Blair Sadler, former CEO of Rady Children's Hospital and an acknowledged expert in the field of child abuse, is spearheading the council to stop child abuse and neglect.

In February the council voted to direct funding toward the implementation of a service model called Project SafeCare, an evidence-based, home-visitation model that has proven successful with families in which one or more children have experienced neglect.

The council has selected and allocated funds to implement its second program, Period of Purple Crying, a shaken baby prevention program.

Homeless Outreach and Prevention

Under the direction of Dene Oliver and in collaboration with the city of San Diego, the Homeless Outreach and Prevention council has devised a Housing First: Housing Plus plan. The committee held its first meeting in July and is currently establishing subcommittees to implement the "10-Year Plan to End Chronic Homelessness." United Way has also provided emergency funding for San Diego's winter shelter.

Promote Financial Stability and Independence

The first step to leading a stable life of financial security is financial literacy. Kristy Gregg, vice president of marketing and community relations, San Diego National Bank, heads the council to promote financial independence through financial education.

The vision council's goal is for every community member to be able to open a checking account, balance debt and credit, and understand budgets and taxes. In partnership with the county of San Diego, The San Diego Foundation and financial institutions, United Way is fine-tuning a tool to measure financial literacy before and after financial education. The pilot program underwent testing from June - September, and the tool will be launched in early 2008.

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UNITED WAY OF SAN DIEGO COUNTY – 3-3-3-3-3

United Way of San Diego County kicks off its 2007-2008 campaign Tuesday, Sept. 18, 5:30 p.m., at the San Diego Hall of Champions in Balboa Park. All are invited to join local business and community leaders in honoring sponsors, partners and members of the United Way. To attend, RSVP by Friday, Sept. 14 to 858/636-4169.

Event sponsors include North Island Credit Union, San Diego National Bank, San Diego-Imperial Counties Labor Council, Kaiser Permanente, Enterprise Rent-A-Car, AT&T, Solar Turbines and Nuffer, Smith, Tucker.

United Way of San Diego County is a local, volunteer-driven organization that raises money for health and human service needs in San Diego County. United Way is focusing its efforts in three specific areas: stopping child abuse and neglect, promoting financial stability and independence, and homeless outreach and prevention. Its mission is to improve lives by mobilizing the caring power of the San Diego community. To learn more about the United Way or to donate, visit www.uwsd.org.

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