



Merrill Area United Way, Inc.

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Merrill Area United Way

Dee Olsen, Executive Director

We are on the cusp of fall with lower temperatures at night, shorter days, leaves starting to turn color. Plus, fall is the time of the Merrill Area United Way annual campaign. This year we want it to be especially good because it is our 75th Anniversary year. That gives us much to be proud of. Yet we are even more proud of the incredible services we have helped financially support for thousands of people. We do not have a running total of how many lives we have touched throughout the years, but we do know that we currently serve about 4,000 to 5,000 people a year through the twenty programs we support.

But we cannot have any impact without YOU. Your generous heart and financial support are what makes the difference. The donations for United Way come from individuals, families, retirees, fundraisers, employee campaigns and companies. The annual public appeal was just mailed to all households and businesses in Merrill and throughout Lincoln County. Our response rate is typically **less than 1%**. What you say! Right, **“way to low.”** Can we count on you to do a little something this year? Every dollar helps and it all stays local. Our agencies and their programs serve people in the areas of education, health, and basic needs, which may include, avoiding eviction with rental assistance, food to feed the family, utility payments to avoid shut offs, and much more.

United Way enjoyed being in the Labor Day Parade. As our 75th Anniversary celebration continues, we will host a Business After Hours and have our United Way Fun Day on October 15th. Details will be out via posters in the community; as well as posted on our website and the Chamber’s website. This is a family-oriented, kid friendly event and we invite the community to join us in this community celebration. 75 Years is a milestone, and it only comes once. A challenge letter was mailed to businesses to support the campaign by pledging \$7.500, \$750, or even \$75. Employers could also organize employee campaigns within their company.

United Way’s annual 2022-2023 campaign is underway and runs through mid-November. Be sure to watch for the United Way flyer in the mail this week. Ours is not “junk mail” so please look closely – it has a photo of the County Courthouse on it.

We only ask once a year for your donation. It is our annual appeal to the entire public with our direct mail piece to every household in the county. Please give generously and help your neighbors, family, and friends. If this is not a time you can give, remember United Way accepts donations year-round. United Way is determined to make a positive difference in the Merrill area. To donate send checks to Merrill Area United Way, at P. O. Box 813, Merrill 54452. Our website is www.merrillareaunitedway.org where Pay Pal donations can now be made. For further information email us at delores.olsen@merrillareaunitedway.org ; or call our part-time office at 715-536-2016.