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FOR IMMEDIATE RELEASE
March 3, 2022

Brookings Area United Way Surpasses Goal

Brookings, March 2022 – Brookings Area United Way has surpassed its 2021 fundraising goal of \$925,000 by raising over \$947,000 with the completion of the campaign. Funds from the campaign will go to support 38 agencies and 49 programs in Brookings County.

United Way has implemented strategic grant work that responds to urgent needs around basic needs and proactive programs around education, health, and self-sufficiency. “Our community came together because we understand how important these programs are,” Heidi Gullickson, Brookings Area United Way Executive Director said. “With our network, our internal programs, and our community collaborations, we’re able to directly impact 1 out of 3 people in our county.”

The campaign had launched a long-term initiative based on “building resiliency”, stemming from the Resilient Communities initiative Brookings took on earlier in 2021. Building resiliency means intentional work and collaboration to create a safety net for families and individuals of Brookings County.

“We are very thankful to every single person who donated,” Gullickson said. “Without the generosity of our donors and the business who were able to contribute or match, we would not be able to make the impact that is needed in Brookings County.”

For the full list of agencies receiving United Way campaign funding this year and to view the annual report, visit www.brookingsunitedway.org/annual-report.

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