

The power of the people is strong

When people come together, change happens. Stop to think about the United Way movement right here in Whitfield and Murray counties that connects more than 100 corporations and more than 10,000 donors, advocates and volunteers each year. That movement is broad-reaching and inclusive. There is real power in volume. Local partners and local people are living united to create the build-



Amanda Burt

ing blocks of a good life: education, basic needs and health.

To quote Raymond Gilmartin, former CEO of Merck, "People do work for

money, but they work even more for meaning in their lives." This week, our community celebrated reaching the United Way campaign goal of \$3.25 million in Whitfield and Murray counties. This hard work represents selfless contributions, the desire for a greater good and a trust that volunteers will make the best possible use of the funds throughout the community.

So many people made this campaign possible. Campaign Chairman Bill Davies and his cabinet called on corporations. The United Way Board of Directors, chaired by Brian Ramsey, ensures our organization is strategic and account-

able. Corporate campaign coordinators add an extra item to their to-do list and orchestrate the campaign at the employee level. Human resource representatives step up to the meticulous task of entering pledge information into payroll systems and auditing the results. Account executives lead United Way meetings, sharing about our work and providing opportunities to pledge. Community leaders made large investments through corporate giving. CEOs lend their time to speak to employees about the importance of United Way. Across the community, individuals wrote checks and made pledges, investing in a brighter future through their personal contributions. I am inspired by the energy and commitment that our community has to improving lives.

Annually, more than 100,000 local lives are touched through United Way of Northwest Georgia. That's the power of people helping people. We sink or swim together. We all have a stake in creating a healthy, prosperous community. United Way recruits people and organizations from all across the community who bring the passion, expertise, and resources needed to get things done.

Thank you to everyone who joined United Way and continues to play an important role in improving lives on a daily basis. We invite you to join us. You can give, you can advocate, and you can volunteer. That's what it means to live united.

Amanda Burt is the president of the United Way of