

OUR VIEW

Local residents, businesses once again step up during United Way campaign

“United Way exceeds record-breaking goal.”

When we saw that headline in this past Sunday’s Daily Citizen-News, we weren’t surprised. Now we did have many other sentiments — pride, excitement and optimism among them — as we learned the United Way of Northwest Georgia surpassed its \$4.1 million campaign goal for 2018, which is a record for the agency.

The United Way’s fundraising campaign began in 1952, and in recent years, the amount donated by local residents and businesses has steadily climbed. For example, the United Way’s 2017 campaign goal of \$3.9 million was exceeded with \$4.018 million raised. In 2015, the agency raised \$3.75 million.

The 2018 campaign co-chairs were long-time Dalton residents Debbie and Bryan Macon. They worked tirelessly, alongside their campaign cabinet and United Way staff, to raise money to improve the lives of those in Whitfield and Murray counties.

“We strongly believe in the value of United Way,” Bryan Macon said in the story that accompanied the headline. “United Way brings together the people, passion and resources to create lasting change. We set an aggressive goal and we achieved it thanks to the hard work and dedication of our campaign cabinet and board members.”

Now, it’s time to celebrate the community’s achievement. The public is invited to the United Way’s Annual Meeting and Volunteer Awards on Tuesday, March 5, at 3:30 p.m. at Stage 123 in downtown Dalton. Campaign awards for top performers will be given out, as well as the Elaine Butler Award for volunteerism in Murray County, the Connie Woodward Award for volunteerism in Whitfield County and the Elbert Shaw Memorial Scholarship.

We are eager to see what the United Way’s 2019 campaign goal is later in the year, and we are hopeful we can continue the community’s positive momentum.

We can already envision next year’s headline: “United Way exceeds record-breaking goal — once again.”