
OUR VIEW

United Way offers best source for helping others

With fall approaching, it is time once again for the kickoff of the United Way of Northwest Georgia campaign, the annual community-wide fundraising effort that attempts to help as many people as possible through a single source of giving.

Once known as the Community Chest, the United Way has been an active part of the area for decades, helping people by raising money for member agencies. Those agencies, in turn, help others through their health and human service programs.

The community is invited to Dalton Green today at 6 p.m. for the campaign goal announcement and the crowd-pleasing CEO Trike Race, in which business executives lose their ties and get to cut up as they race on adult-sized tricycles. Following at 7 p.m. is a \$10 dinner served in the park accompanied by the music of Ben Honeycutt.

The local United Way, which concentrates on Whitfield and Murray counties, works with local philanthropists, businesses, churches, governments and community volunteers to create lasting and measurable change. According to its website, the agency is focusing on three building blocks for a good life: education, basic needs and health.

It does this by working with about two dozen organizations that provide services that range from after-school and child care programs, disaster relief services, community meals and help for victims of domestic violence to aid for families struggling to make ends meet.

But all this assistance wouldn't happen if not for the campaign chairs and other volunteers who definitely deserve our gratitude. This is a massive commitment of time and energy. Ask any of the chairs for past campaigns. But the reward is also large, considering the type of meaningful assistance that is delivered through these campaigns for the betterment of individuals, families and the community at large.

Recent United Way campaign goals have been close to \$4 million, which is an astounding amount for a community of this size. But the people of this area have always been generous in helping those who need it, and United Way provides the best route for that.