

**To Better Serve its Donors, St. Croix Area United Way
Renames Itself “United Way of Washington County – East”**

July 19, 2007 - *Stillwater, Minnesota* - The St. Croix Area United Way is changing its name to the **United Way of Washington County - East**, effective July 19, 2007.

The name change decision resulted from widespread donor confusion as to the organization’s identity. Twelve months ago, two neighboring Wisconsin United Ways merged and renamed themselves the **United Way of the St. Croix Valley**.

“It just doesn’t work to have two United Ways with the name ‘St. Croix’ working side by side,” explains executive director Martha Naegeli. “Since their name change became public last year, we’ve dealt with a significant amount of donor confusion. It’s proven counterproductive to both our identity and our impact.”

The organization’s service area coincides roughly with the Stillwater Area School District, occupying the heart of Washington County. This year, it will provide nearly \$1 million in funding to more than 80 critical health and human service programs in the region.

“Our donors have made it clear that they want their contributions going to help their hometown community,” explains board president Gwen Nickleski. “We want them to know that Washington County is our focus, and donations made here will stay here.”

Every United Way is a fully independent organization with its own board of directors. Unlike national groups such as the American Cancer Society, United Ways exist exclusively to support their local communities. As a result, having a clear name that identifies the region served is a critical part of a local United Way’s success.

“Many people still don’t realize there’s a United Way that serves their local community,” continues Naegeli. “We’re eager to build excitement around our new name, while increasing awareness of our mission and our impact.”

The St. Croix Area United Way was founded in 1949 as the Washington County Community Chest. Its current name was adopted in 1961, when it became a United Way member. In the years since, its supporters and donors have provided tens of millions of dollars to area agencies, helping develop such well-respected organizations as FamilyMeans, Courage St. Croix and Tubman Family Alliance.

The organization is also the regional sponsor of the United Way of Polk County, which serves the residents of Polk County, Wisconsin.

For more information about the United Way of Washington County – East, please visit its web site: www.UWWashingtonCountyEast.org or call 651-439-3838.

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