

PRESS RELEASE

New Look for United Way Website

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As part of our effort to educate the community about human services, promote volunteerism and strengthen the presence of nonprofits throughout the area, the Kishwaukee United Way has launched a new Web design. United Way's new site can be accessed at the same address at www.kishwaukeeunitedway.com. The navigation helps better show the impact United Way has in our local community, and features the GIVE, ADVOCATE and VOLUNTEER themes United Way is centering their community work around. The new site design features testimonials, stories, and photographs showing how people invest in our local community to help people in need.

The overall look of the web site helps to better reflect the United Way's movement to LIVE UNITED. The site allows for easier navigation while providing more photos of events, increased recognition of local contributors and shares more easily information for site visitors about what's happening in our community.

A prominent feature of the site is a VOLUNTEER tab that connects volunteers to local project opportunities in the DeKalb County area. Created through a partnership with United Way of America, the *Volunteer Solutions* database makes it easier for people to volunteer with causes they support. There is also an area on the home page visitors can elect to receive United Way's e-newsletter, a feature launched this year by the United Way Marketing Committee.

"The donation of time and talent through volunteerism is a valuable resource for nonprofits in our communities," said Dawn Littlefield, Executive Directors of Kishwaukee United Way. "By making it easier for those who want to volunteer to connect with the agencies that need them the most, the entire community benefits."

Visit www.kishwaukeeunitedway.com to learn more about United Way and *Volunteer Solutions*. The Kishwaukee United Way's mission is to improve lives by sharing community resources. To contact Kishwaukee United Way call 815.756.7522 or email info@kishwaukeeunitedway.com