

**Director's Report to the Board of Directors
United Way of Logan County
January 15, 2020**

Recap of 2019

Community

Participation in:

**Saturday Market (ALMH) – third year
Summer Reading Program Book Giveaway – Summer Lunch Program District 27
Mt. Pulaski Second Friday
ALMH Community Health Collaborative – Community Health Improvement
Opioid Task Force**

Did not do: Trick or Treat with Mayor, Christmas Parade, Third Friday

Fundraising

Mother's Day Buffet - New	\$2500
Holiday Greenery – New	\$ 82
Pigs and Swigs	\$ 337
Giving Tuesday	\$ 235
Direct Mail (limited)	
Annual Reports	\$1100 (one \$1000)
Campaign Brochures	\$1005
Web Site Promotion	\$300

Did not do: Lincoln Speedway, IGA, Culver's

Communication Venues

**Facebook
Lincoln Daily News
New Herald News
Lincoln Courier
WLCN Radio**

Email (limited)

Total Giving to United Way of Logan County:

**Up this year (see charts)
Trends
Fundraising Impact**