



NEWS RELEASE

United Way of Greater Battle Creek

For Immediate Release
Contact:

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Kellogg Company Provides Access to Basic Needs

Battle Creek, MI – Food, shelter and access to healthcare, some of life’s most basic needs, are exactly the types of items that many of our neighbors are struggling to provide for themselves and their families during these difficult economic times.

According to local data, the 211 Call Center has seen a continual increase in calls requesting referrals for assistance. In 2008, the 211 Call Center fielded 39,600 calls, an increase of more than 10,000 since 2006, and twice the number that was received just five years ago.

Food and basic utility assistance continue to be the most highly requested services, stretching already limited resources. This coupled with state and federal budget cuts is leaving area nonprofit organizations with a shortfall when it comes to ensuring these services are fulfilled.

“During these difficult economic conditions families that had once helped provide resources to the community are now finding themselves in a position to request assistance themselves,” said Chris Sargent, president and chief professional officer for United Way of Greater Battle Creek. “We are working closely with many community partners to do our very best to make certain that these requests aren’t going unanswered.”

Kellogg Company is answering the call for help with a challenge grant for basic needs funding. After a record-setting campaign that raised \$3.1 million for the United Way of Greater Battle Creek, Kellogg Company is once again stepping forward with a supplemental grant of \$500,000 to United Way to help ensure that our community’s basic needs don’t go unmet, particularly in the areas of food, health and housing. The additional half a million in funding is coming from one of the company’s foundations.

“The challenging economy is impacting many in our community,” said Tim Knowlton, Kellogg Company Vice President of Corporate Social Responsibility. “This incremental grant will help United Way partner agencies, including the Food Bank of South Central Michigan, Family Health Center of Battle Creek and the Community Action Agency of South Central Michigan to provide assistance to those most impacted, with special consideration to services for low-income seniors.”

The additional \$500,000 in funding from Kellogg Company, coupled with a supplemental \$300,000 approved by United Way's board of directors and the funding allocated through United Way's traditional allocation process brings United Way's 2008-2009 total allocations supporting basic needs to \$1.7 million.

United Way of Greater Battle Creek addresses some of our community's most pressing problems and measurably improves the lives of individuals in need by supporting the building blocks for a good life – a quality education that leads to a stable job, income to support a family, good health and access to basic human needs. United Way does this by raising dollars that fund more than 50 local programs operated by 33 nonprofit organizations. United Way also collaborates with local organizations and people to identify and address emerging needs and issues.

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United Way of Greater Battle Creek's mission is to mobilize the caring power of our community to
Advance the Common Good by measurably improving lives.
For more information, visit United Way's office at 34 W. Jackson St., Ste. 4B,
Battle Creek MI, 49017 or call (269) 962-9538.