



United Way of
Benton & Franklin Counties

NEWS BRIEF

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United Way of Benton & Franklin Counties launches “Campaign Kickoff Month”

Kennewick, WASH – In lieu of the annual Campaign Kickoff luncheon event, United Way is conducting a virtual Campaign Kickoff throughout the month of September.

This year’s campaign theme is “United, we shape the future” and our Campaign Kickoff Month will feature daily information and resources on how we as a community can UNITE to improve lives for everyone. We’ll have video discussions with representatives from local agencies that are providing critical services in education, job skills training, mental and behavior health, and healthcare access; and we’ll hear from local supporters why United Way’s mission is crucial to the well-being of our community. We’ll also provide details about how people can get involved through virtual volunteering and how they can double their donation through matching opportunities with All In Washington. And at the end of the month, we’ll announce a new slate of funded partners that will be receiving grant funding through the end of 2021.

Beginning September 1, check out the United Way of Benton & Franklin Counties [Facebook](#) and [Instagram](#) accounts or visit <https://www.uwbfc.org/campaign-kickoff-month>



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[United Way of Benton & Franklin Counties](#) improves lives and strengthens communities. We build collaborations with individuals, businesses, and nonprofits to address challenges that no one agency can solve alone to provide the building blocks of opportunity—education, income and health—that every person needs to thrive. Together, we’re solving our region’s biggest problems and creating lasting change.

[UW Local 598 Plumbers & Steamfitters](#) is the premier sponsor for this year’s Campaign Kickoff activities.