



United Way of Anchorage

FOR IMMEDIATE RELEASE

Date: September 9, 2020

Contact: Jason Grenn,
Senior Director of Communications,
907-263-3823 o, 907-301-3046 c, jgrenn@ak.org

United Way Worldwide leader, incoming Anchorage president highlight Community Campaign Kickoff

Anchorage AK – Brian Gallagher, president and CEO of United Way Worldwide, will be the keynote speaker Thursday, September 10, at the [2020 United Way of Anchorage Virtual Community Campaign Kickoff](#) to launch the annual fall fundraising drive.

The online event begins at 11:45 a.m., with entertainment provided by DJ 3rd George. The program begins at noon. [Tickets](#) are \$35, with all proceeds going to United Way's COVID-19 relief work. While we can't serve lunch online, all who register will receive a gift card for a "Box Combo" lunch, courtesy of Raising Cane's.

Gallagher will speak on "Building Stronger Communities for All through Partnership." His theme is particularly timely and local, where United Way of Anchorage has tapped into strong partnerships built over years to lead swift, effective, and ongoing help to Alaskans hit hard by the COVID-19 pandemic. He'll provide a global perspective on the 2020 Kickoff message: "Your Community Needs You – Now More Than Ever."

That need is reflected in the virtual venue for this year's Kickoff; meeting online to keep protecting the health of the community.

Participants will also hear from United Way of Anchorage's incoming and outgoing presidents, Clark Halvorson and Michele Brown.

Halvorson, who grew up in Anchorage and on the Kenai Peninsula, returns to Alaska to head United Way of Anchorage after most recently leading the state of Washington's public health response to COVID-19.

"United Way of Anchorage has consistently stepped up to meet tough challenges and build strong partnerships," Halvorson said. "In a time of profound uncertainty, there is also opportunity. I believe United Way of Anchorage's steady vision and powerful work for the education, health and prosperity of everyone in the community lights our path forward."

Brown will be speaking at her last Kickoff event as president of United Way of Anchorage as she retires later this month. During her 17 years of leadership, Brown shifted the organization's focus from yearly fundraising efforts to long-range, sustainable initiatives in education, health, housing and financial stability, with an emphasis on collaboration for greater reach and impact. That strategy paid off in both long-range successes like the 25-point increase in the Anchorage high school graduation rate, and in response to sudden crises like the economic fallouts from COVID-19 and the November 2019 earthquake.

"The same collaboration and relationships that have powered our long-term work allowed us to pivot on a dime when the coronavirus struck," Brown said. "Without them, we could not have delivered such swift, immediate help to neighbors suddenly out of work and expand that work across the state. The campaign we're beginning

today will go a long way to help ensure we recover, rebuild and emerge stronger, together. The campaign we're beginning today will give United Way of Anchorage the means to carry on the work."

Charles Fedullo, senior vice president of Strategies 360 and United Way of Anchorage board member, will host the event. Along with Raising Cane's, sponsors are ConocoPhillips Alaska, Alyeska Tire, Enstar, Frostline Studios, Alaska Sales and Service, Alyeska Pipeline Service Company, Arm Creative, Providence Health & Services, Subway and Wells Fargo.

About United Way of Anchorage

United Way of Anchorage is a community of donors, advocates, volunteers, and partners who work together to improve the health, education and financial stability of every person in our community. LIVE UNITED.

www.liveunitedanc.org