

# United Way's Torch Drive raises \$60 million

United Way Community Services raised \$60 million in the 1997 Torch Drive Campaign. The results were shared with nearly 700 volunteers at the Thanks for Giving Victory Celebration held at the Hyatt Regency in Dearborn on Nov. 13. In addition to the Torch Drive Campaign, \$2.3 million was raised for New Detroit Inc., bringing the community giving total to \$62.3 million.

Seven United Way Torch-lighters, tri-county residents who represent the 1.7 million people who benefit from United Way-supported agencies, were recognized for assisting in this year's Torch Drive Campaign. They included Sheila Starks of Southfield, nominated by the Rehabilitation Institute of Michigan.

This year's Torch Drive contributions of \$60 million from nearly 500,000 individuals and 2,000 companies and organizations reflect an increase of \$811,649 or 1.4 percent over the 1996 results. Funds will be used to support 130 health and human service agencies throughout Wayne, Oakland and Macomb counties. Funds from the New Detroit Campaign will provide operating funds for the urban coalition.

"United Way continues to be a unifying driving force in this community thanks to the volunteer support from more than 20,000 men and women who gave their time, talent and energy to this campaign," said



**United Way  
Community Services**

Stephen Ewing, general chairman of 1997 Torch Drive, president and CEO of MichCon.

"Our results clearly indicate what can happen when so many dedicated individuals rally to a single cause."

"United Way Community Services is dedicated to addressing human service needs and community problems throughout our region," said Virgil Carr, president and CEO, United Way Community Services.

"The \$60 million raised will ensure a strong, privately-funded helping network in Detroit and southeastern Michigan to assist people in dealing with critical problems such as domestic violence, child abuse and neglect, homelessness, hunger, illiteracy, care for the elderly, juvenile delinquency and so much more," said Carr.

"United Way is committed to running efficiently and effectively. Current campaign and stewardship costs are 10.6 percent of the amount raised — one of the lowest among charitable organizations in the country. Almost 90 cents of every dollar raised goes

directly to helping those in need."

To meet the challenge of the changing economy and the work place of tomorrow, new initiatives are taking place at United Way.

"An important new effort this year is the New Partners in Giving campaign, a series of initiatives to encourage new businesses and organizations who have not participated in the Torch Drive in the past, to become involved by giving to United Way. They also have a unique opportunity to double their contributions," said Geneva Williams, executive vice-president and CEO, United Way Community Services.

"This is made possible through the generosity of the 'Big Three Automakers' who have collectively committed at least \$350,000 to matching new Torch Drive contributions throughout the campaign. The matching gift campaign will continue through March 31, 1998," continued Williams.

"Since the merger of the former United Way for Southeast-

ern Michigan and United Community Services of Metropolitan Detroit two years ago, United Way Community Services has been able to increase our community's organized capacity to enable people to care for one another. United Way's value now goes far beyond the amount of dollars raised. We have the unique ability to be the convener, to serve as the neutral ground, to connect people on many issues, and to partner with other organizations to produce collaborative and creative solutions to the community's most pressing issues," Williams said.

One special collaboration is the commitment of corporate management and labor to work together.

Year after year, members of organized labor come through to support the Torch Drive Campaign," said Edgar Scribner, vice chairman of the Labor Participation Committee and president, Metropolitan Detroit AFL-CIO. "Their enthusiasm and dedication continues to be an example of good teamwork... a team that not only reaches in their pocketbooks, but also in their hearts."

Any company or individual who would like information on the Torch Drive or would like to contribute their time or financial gift should call United Way Community Services at (313) 226-9200.

## OAKLAND DIGEST

**Oakland Digest provides a summary of headline stories from around the county during the week leading up to Dec. 4.**

### BLOOMFIELD HILLS

**Schools welcome other students:** The Bloomfield Hills schools will welcome out-of-district students on a tuition-paying basis under a policy revision approved unanimously by the board of education. Students will be accepted as space is available in what Superintendent Gary Doyle described as an attempt to make schools more cost effective.

### CLARKSTON

**Hobby becomes business:** A Cheryl Molencup always loved animals. So, the former hairstylist found a way to turn her interest into a business. She founded Home Sweet Home Pet Care service. For \$10 per visit, she will go to a client's home to take care of a pet — and water the plants, take in the mail and provide other services while the owners are away.

### FARMINGTON HILLS

**Apartment inspections challenged:** Keyed-up apartment complex owners have notified Farmington Hills city officials they don't like the mandatory inspection program for rental units. Among other complaints, the owners say the inspections — financed by fees paid by apartment owners — would create a bureaucracy and be used to generate money for the city.

### LAKE ORION

**Village hopes to squeeze bonds:** Village council members are wondering just how far they can squeeze the bond dollars recently approved by voters for roads in the Nov. 4 millage election. They plan to talk with the village engineering consultant, Hubbell Roth and Clark, to see what can be done to maximize the two mills approved by voters.

### OXFORD

**Horse shooting called foolish:** Oxford Police are calling the shooting of two horses at a local farm a random, foolish incident. That doesn't make the shootings less shocking, but the assurance

from police could alleviate concerns about the safety in the community. Two suspects — a 18-year-old Lake Orion resident and a 19-year-old man from Pontiac — have been arrested.

### ROCHESTER HILLS

**The lion, King, homeless:** The Michigan Humane Society's Rochester Hills office is trying to find a home for King, the partially grown lion confiscated by police in Detroit. The shelter has taken in one lion since 1980 and 23 exotic cats over the last seven years. Homes for lions and other exotic cats are difficult to find, and workers worry that in the near future euthanasia may be the only choice.

### SOUTHFIELD

**Schools to get 'Duran' money:** Southfield public schools expect to get about \$5.9 million as a result of the settlement of the so-called Duran case. Many school districts expect to get millions of dollars in money they claim was owed — but never paid — for state-mandated programs. "... the check's been in the mail for a long time," said superintendent Marlene Davis.

### TROY

**Knife wielding robber sought:** Troy police released a composite drawing of the suspect believed to have robbed two dry cleaners at knife point over the last two weeks. The robberies were Nov. 21, at a cleaners on East Long Lake and Nov. 25 at an establishment on Crooks Road. The suspect is also believed to have attempted to rob one of the cleaners a second time on Nov. 26, but he fled when the clerk refused to open the door.

### WEST BLOOMFIELD

**ISTEA funds sought for roads:** Supervisor Jeddly Hood plans to lobby people in Washington, D.C. to get money from the Intermodal Surface Transportation Efficiency Act (ISTEA) to upgrade Maple, 14 Mile and Orchard Lake roads. A spokesman for the Road Commission of Oakland County, however, is not optimistic.

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