

N. Nevada United Way pleads for donations

By Lenita Powers, Reno Gazette-Journal

The United Way of Northern Nevada is making an end-of-the-year desperate appeal to Northern Nevadans for donations after its annual campaign came up millions of dollars short because of layoffs and home foreclosures.

“We are calling upon those in the region who might be able to give a donation in any amount to help the United Way fund the critical programs that help the growing number of people in need,” Greg Krause, chairman of the United Way board of trustees, said Wednesday.

Nevada’s high unemployment and home foreclosure rates severely impacted the amount of discretionary income individuals and corporations have been able to give during the United Way’s annual workplace donation campaign, Krause said.

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