Charities fail to meet fundraising goals

BY BETHANY BOYLE
Staff Writer

The local Salvation Army and United Way were unable to meet their donation goals during 2012 in Adair County.

Economic factors have caused the two non-profit organizations to make some adjustments to available services and in how they operate in Adair County, the Director of the Adair County United Way, said in an interview to make some changes.

"The local and area agencies have not met their annual donation goal for nearly six years," he said. He attributes this to the lingering recession, economic factors, and to the memories of the 2006-2007 housing bubble being a bigger economic indicator to the current state of the economy.

"It's not unusual for charitable giving to lag a year behind changes in the economic," Duangan said. "While we have a sense that the economy was down, this is just giving somewhat of an unexpected growth." "The local Salvation Army and the United Way were unable to meet their donation goal during the 2012 holiday donations decreased by 10 percent according to John Dungan, of Adair County United Way Executive Director.

Dungan said the low donation levels impact the quantity of services that United Way and the Salvation Army plan to continue offering. "It wasn't the case that we eliminated just that all the services are going to go down, but rather it is affecting our ability to do what we normally do," Dungan said.

"It added a level of convenience for an individual to include all the services in their donation goal," Bump said. "It was the hope that the Salvation Army and the United Way would receive an increased amount of charitable giving during the 2012 holiday season. However, conditions are starting to improve. He said the Salvation Army received greater percentages of postal contributions during the 2012 holiday fundraising campaign. "Our hope is that this year, with a new donor base, the Salvation Army and the United Way will be able to receive donations by mail," Bump said.

"We thought with [Stamats'] success of marketing Truman, they are able to come down to a bidding process, Paino said. He said the University is not in a position to provide services to an additional number of campuses, noting that costs are increasing. "We added a level of convenience for an individual to include all the services in their donation goal," Bump said. "It was the hope that the Salvation Army and the United Way would receive an increased amount of charitable giving during the 2012 holiday season. However, conditions are starting to improve. He said the Salvation Army received greater percentages of postal contributions during the 2012 holiday fundraising campaign. "Our hope is that this year, with a new donor base, the Salvation Army and the United Way will be able to receive donations by mail," Bump said.

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