

Austin Business Journal - October 11, 2007

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Thursday, October 11, 2007

Local businesses answer United Way's call

Austin Business Journal

United Way Capital Area's Gifts In-Kind Corporate Challenge, a program that collects retail goods for nonprofits, has made its \$1 million goal three months ahead of schedule.

The UWCA is distributing the \$1 million in gifts -- everything from clothing to technology -- through its resource center. The resource center serves nonprofits in 10 area counties, including Bastrop, Caldwell, Llano, Travis and Williamson counties.

The resource center, located in an East Austin warehouse, was launched in February 2007.

"Achieving this goal at all, let alone within eight months of starting the challenge and opening the Resource Center's doors, is a testament to the spirit of giving that exists in Austin businesses," says Mando Rayo, director of Hands On Central Texas and the brainchild behind the United Way In-Kind Resource Center.

Although the UWCA has reached its goal, it is continuing to solicit gifts from area businesses through the end of the year.

"Nonprofits still need in-kind donations, and we know Austin companies can help," says David Balch, president of United Way Capital Area.

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