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UNITED WAY OF HASTINGS
56th Annual Giving VIRTUAL Campaign Kickoff
at Todd Field on September 11

(Hastings, MN) Tradition has it that United Way of Hastings (UWH) kicks off its annual giving campaign at the first home Hastings Raiders football game at Todd Field. With the moving of the high school football season to the spring due to the pandemic, UWH's 56th campaign kickoff will look different this year.

"It's been a long tradition for UWH to kick off its annual giving campaign at the first home Raiders football game at historic Todd Field," said Mari Mellick, Executive Director. "Like everything else for 2020, we had to rethink how we wanted to handle the kickoff given the changes due to the pandemic. So, in keeping with tradition, we decided to hold a virtual campaign kickoff right on the football field on September 11 with community members being able to view a video of the event on our website."

According to Mellick, the highlight this year will be a drone that will capture the display of nearly 50 LIVE UNITED banners from local businesses who supported UWH by becoming campaign sponsors. There will be a moment of silence in remembrance of 9/11 and an extension of appreciation for police, firefighters, first responders, and military. UWH staff and board members, campaign sponsors, and other representatives will be in attendance wearing United Way's signature LIVE UNITED t-shirts for the 8 am virtual campaign kickoff.

UWH's campaign theme this year is United Together. The video from the virtual kickoff will be an example of that unity and togetherness that the Hastings area is known for. The video along with a complete listing of UWH Campaign Sponsors can be viewed at www.unitedwayofhastings.org.

The UWH has been the Heart of Hastings for 55 years working as an independent United Way serving Hastings and the surrounding rural communities within Independent School District #200. Its mission is to build partnerships to improve the lives of people in our community. Initiatives funded by UWH are all local agencies and programs – supporting Education, Health and Financial Empowerment with an emphasis on Youth. Donations are accepted year-round. For more information about the UWH, visit www.unitedwayofhastings.org.

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