

United Way of Northern Nevada and the Sierra
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Nevada and the Sierra**

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NV Energy Tops United Way Workplace Giving in 2014-15

Reno, Nev. (March 12, 2015)– United Way of Northern Nevada and the Sierra (UWNNS) has announced that NV Energy is the top workplace campaign for 2014-15. NV Energy raised more than \$260,000 during its annual workplace giving campaign which ran from Feb. 28, 2014 until Feb. 27, 2015.

In addition to NV Energy’s workplace campaign, many NV Energy employees gave back to the organization through volunteerism and involvement with nonprofits, on boards, committees and in overall volunteer leadership. NV Energy hosted several special events to raise additional funds for UWNNS, including a golf tournament and the second annual Lineman’s Rodeo held in Reno. Overall, special events raised nearly \$20,000 for UWNNS.

“Giving back to the communities we serve is second nature to NV Energy employees,” said John Owens, NV Energy Vice President, Gas Delivery and 2014-15 NV Energy Executive Chair for the statewide United Way workplace giving campaign. “I’m extremely proud of the creative effort and countless hours that our campaign team lead by Chair Luanne Oroszi and Co-Chair Gary Shaw put in to introduce our employees to the new focus of UWNNS. I’m grateful for the generous donations pledged by our employees which demonstrate their support for this important new initiative.”

In 2014, UWNNS took an unprecedented step of identifying one clear and compelling direction for the organization and adopted the goal to double the number of children in northern Nevada who read proficiently at the conclusion of third grade by 2020.

“Given NV Energy’s focus on programs to help educate Nevada’s children, it is appropriate that the funds raised by NV Energy employees will be directed at helping us accomplish our literacy goal,” said Karen Barsell, CEO and president of UWNNS.

Nevada’s high school graduation rate ranks at the bottom in the nation. The cost to both the ‘drop-out’ and the entire community is staggering. Statistics show students that do not graduate from high school are more likely to be unemployed, have a child as a teenager, and rely on government cash assistance, food stamps and housing assistance. Every “drop-out” costs the community an estimated \$260,000 in lost earnings, taxes and productivity.

“Reading is the cornerstone for all learning, and we applaud UWNNS for recognizing the positive impact literacy has on contributing to an educated, skilled workplace,” added Owens. “As new and vibrant companies are bringing jobs to Nevada, it is our hope that this donation will contribute to helping prepare our children for the future of our state’s workforce.”

UWNNS’s goal to double the number of children in northern Nevada who read proficiently at the conclusion of third grade is achieved through the nonprofit’s support for strengthening families, nurturing the early development and learning for children birth to age three, getting kids ready for kindergarten, and supporting those all-important early grade reading skills. There is a direct, proven relationship between third grade reading scores and high school graduation rates. In turn, high school graduation is a key factor in life success and our state’s economy. NV Energy’s donation will greatly contribute to helping further this mission.

About United Way of Northern Nevada and the Sierra

UWNNS has successfully served northern Nevada for more than 70 years. (UWNNS) has completed an historic direction-setting effort to identify and concentrate on the most important social issues affecting individuals and families in the region. UWNNS has adopted the critical issue of “children reading at grade level” as its focus area moving forward. This adopted issue will allow UWNNS to better prioritize resources to address key issues in order to make the greatest impact and create lasting change. In 2015, UWNNS will reach the goal of \$100 Million raised since we started in 1942. To celebrate this goal, we have established the \$100 Million Club and invite you to join us. For more information, call 775-322-8668 or visit www.uwnns.org.

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