

2980 Dorr Road, Brighton, Michigan 48116 · 810-494-3000 · lcunitedway.org

**Livingston County   
United Way**

***FOR IMMEDIATE RELEASE***

Date: November 27, 2023

From: Jeanne Clum, Interim Development & Marketing Director

Brighton, Michigan– Livingston County United Way is pleased to announce the 15th annual **Matching Money Monday** event taking place next Monday, **December 4, 2023**.

Matching Money Monday (MMM) is a one-day challenge to the community to support local families with services for their most basic needs. This is done through big-hearted sponsoring partners who match local individuals’ generosity. “This year community partners have stepped up in a big way – we have nearly $300,000 available for the community to match!” shared Patricia Sliter, Livingston County United Way Executive Director. “We’re asking the community to step up to this tremendous challenge, to help make the greatest impact for our friends and family in this upcoming year.”

As always with MMM, 100% of the proceeds from this event will be invested into critical basic need programs, Some examples of the impact made from last year’s event include:

* 1,558 people were able to get dental care, which is a key component in improving overall health;
* 4,000+ calls and website visits to the 2-1-1 hotline from local residents, connecting people with area services in times of crisis;
* 301 households avoided eviction by taking advantage of legal help and support provided by the Homeless Continuum of Care;
* 354 families were supported by maintaining housing stability through rent and utility assistance;
* 4,583 families received parenting education, creating a better life for thousands of children;
* 51 homeless students were able to participate in tutoring and graduation, sports programs, and field trips;
* 535,753 lbs of fresh produce was distributed through senior centers and the food pantry network;
* 8,079 meals were served to children through the Summer Lunch Bunch program

*(Continued)*



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There are many ways to donate on Monday, December 4: Call 810-494-3000, online @ lcunitedway.org; stop by the Livingston County United Way office (2980 Dorr Road, Brighton) from 7 am-7pm, or visit any of these locations during their regular business hours:

Brighton – Cooper & Binkley Jewelers, 105 W. Main Street

Fowlerville – Katie Pikkarainen State Farm, 215 E. Grand River

Hamburg/Lakeland – Hungry Howies, 4640 M-36

Hartland – Hartland Insurance Agency, 2532 Old US 23

Howell – Bank of Ann Arbor, 101 E Grand River

Pinckney – Mike Szafranski State Farm, 120 Livingston St.

Proud sponsors for this year’s event include: Diamond Sponsor - Ted and Jane Von Voigtlander Foundation; Platinum Sponsors – Citizens/Hanover Insurance, Asahi Kasei Plastics; Gold Sponsors – Rex Apiary, Anonymous; Silver Sponsors – GM Proving Ground, Livingston County United Way Past and Present Board Members; Bronze – Hartland Insurance, Katie Pikkarainen State Farm, Wilson Marine, Howell Rotary, Bob Maxey Ford and WHMI 93.5.

For more information about Matching Money Monday, Livingston County United Way or the funded programs and initiatives served, visit [www.lcunitedway.org](http://www.lcunitedway.org) or call 810-494-3000.

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