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Town of Palm Beach United Way needs help meeting new challenge gifts to its Hurricane Ian Recovery Fund

Irwin and Ginny Edlavitch and Danielle Moore will match donations dollar-for-dollar up to \$50,000

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Contact: Aleese Kopf, 561-655-1919 or aleesekopf@palmbeachunitedway.org

The Town of Palm Beach United Way is honored to announce two new matching gift opportunities for hurricane relief efforts in Southwest Florida. Couple Irwin and Ginny Edlavitch and Mayor Danielle Moore have each offered a \$25,000 challenge grant to help raise money for the United Way's Hurricane Ian Recovery Fund.

"Recovery efforts are nowhere near over," said Moore, Vice Chairman on the Board of Trustees. "Thousands of people are still in need of food, water, shelter and other emergency aid. Government assistance can take time, so the more we can raise to provide immediate help to families in need, the better."

To date, the fund has raised over \$400,000 thanks to matching gifts from the Cathleen McFarlane Foundation, Barbara and Richard Rothschild, Susan and Dom Telesco and Norma and Bill Tiefel.

"It has been almost two weeks and thousands of families are still without electricity and clean running water," said Irwin and Ginny Edlavitch. "Hospitals and health clinics are also under strain. We trust the Town of Palm Beach United Way to distribute funds where they are needed most, and we hope this challenge gift will encourage others to continue donating."

Danielle Moore has been involved with the Town of Palm Beach United Way for more than 25 years and has served on the board for many years, including as a past board chairman. Ginny Edlavitch was just recently elected to the Board of Trustees for her first term.

"It's truly wonderful that we have so many supporters – new and old – coming together to help others in need," said Bill Tiefel, Chairman of the Board of Trustees. "When crisis hits, it's a blessing to know that our United Way has the support from both longtime contributors and new donors who will join hands when it matters most."

The Hurricane Ian Recovery Fund was created on September 29 to help with short term relief efforts along Florida's Gulf Coast. A total of \$100,000 has been distributed evenly to Americanes, Global Empowerment Mission, Project HOPE and World Central Kitchen. The agencies are using the funds to provide food, water, healthcare, medicines, clothing, hygiene kits, baby supplies, and other emergency aid items to tens of thousands of residents in need.

The Town of Palm Beach United Way is in the process of identifying additional organizations providing direct aid to residents in the hardest hit areas of Lee, Charlotte and Collier counties.

To donate visit www.palmbeachunitedway.org, call 561-655-1919 or send a check. Please make checks payable to Town of Palm Beach United Way with "Hurricane Ian" in the memo and mail to 44 Cocoanut Row, Suite M201, Palm Beach, FL 33480.

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