

# United Way timeline 1946-2006

Here is a glimpse at some of United Way of Delaware's achievements since 1946:

**1946**

(March 30) United Fund of Wilmington is incorporated. Twenty-two charter agencies receive \$714,135 raised the first year.

1946

**1947**

The Red Feather is adopted as the symbol to unite the Wilmington campaign with the national movement. An amendment to the original incorporation changes the name to United Community Fund of Northern Delaware.

**1949**

Goodwill joins United Fund. First Red Feather day sales held by local merchants. Stores donate 10% of the day's receipts to United Fund. The first campaign film, "Our Community Album," is produced.

1949

**1952**

**1955**

**1959**

Annual campaign doubles the 1946 total, raising \$1.4 million.

1952

1955

**1961**

Local companies participate in the first Pacesetter campaigns, kicking off their own fundraising efforts before the official fall start.

1957

**1969**

Bi-county United Fund (parts of Kent and Sussex), United Fund in Central Delaware, United Community Fund of Northern Delaware, and Community Services Council merge to form United Fund and Council of Delaware.

1960

**1970**

Organization name becomes United Way of Delaware, and the Rainbow and Helping Hand symbol is adopted. United Way of Delaware leads the country in per capita giving.

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The first labor representatives are elected to United Fund and Council Executive Committee.

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**1976**

Calvin Hamilton is named the first African-American Chairman of the Board of Directors.

1966

**1986**

90,000 donors contribute a total of \$13.6 million.

**1987**

Groundbreaking ceremonies take place for the Linden Building office.

1969

**1988**

Elizabeth Poole is named the first female Chair of the Board.

**1995**

Campaign raises over \$18 million. 14,500 volunteers donate 36,250 hours, the equivalent of more than four years time, to United Way of Delaware.

1974

**1996**

Campaign efforts result in a \$21.4 million total. Operating expense drops from 14% to 10%, far below the Better Business Bureau's 35% guidelines.

**1997**

A survey shows that one in three Delawareans is helped year-round by United Way member agency programs. The Board of Directors of the Sussex County United Way agrees to merge with United Way of Delaware, making it a statewide organization-one of only two in the nation. United Way of Delaware debuts its Web site ([www.uwde.org](http://www.uwde.org)).

1977

**1998**

United Way of Delaware's Tocqueville Society is honored with three national Fleur de Lis Awards for most members and dollars raised in a community of its size. The Society has continued to receive this prestigious annual recognition for nearly a decade.

**1998**

United Way of Delaware embarks upon its Community Impact journey-identifying and educating donors about the community's most critical needs, and encouraging them to give to the Community Impact Fund, which supports local programs aimed at addressing those needs.

1980

**2002**

The annual fundraising campaign raises a record-high \$30 million.

1983

**2004**

Current United Way president Drew Langloh joins the organization, bringing 17 years of United Way management experience to Delaware. United Way of Delaware releases the Delaware Community Needs Assessment, the first research of its kind in the state in five years.

1986

**2006**

Three new Community Impact Focus Areas are launched for public support, yielding a greater leadership role in meeting community needs for United Way: Success By 6™; Strong Families, Strong Children; and Healthy and Independent Delawareans

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**2005**

United Way of Delaware undergoes an intensive strategic planning process. Continuing on its Community Impact journey, the organization seeks increased collaboration with community leaders to collectively solve the community's most pressing problems.

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