

## 2 take on vital roles for United Way campaign

Co-chairs Christensen, Johnson face challenges amid recession

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Nick Christensen and Doug Johnson have taken on challenging and vital roles as co-chairs of this year's campaign for United Way of Larimer County.

Because of the recession, demand for services from Larimer County nonprofits is up dramatically. But that same recession also has made it more difficult for people to give the amount of money needed to fund those services.

"Due to the economy, this is an extremely challenging year to raise money. At the same time, the need is increasing. I look forward to assisting United Way of Larimer County to meet these challenges and achieve a successful fundraising campaign," said Christensen, president of Chrisland Commercial Real Estate Inc. in Loveland.

Johnson is director of implementation for UniverCity Connections in Fort Collins.

The campaign co-chairs work closely with United Way's employees who are responsible for fundraising at the workplace.

Jane Marshall, workplace giving director with United Way of Larimer County, is confident Christensen and Johnson will play a significant role in fundraising this year. Both are veterans of philanthropic efforts in Larimer County.

"Both Nick and Doug bring high levels of energy and enthusiasm to our organization," Marshall said. "The momentum they've created in Loveland, Fort Collins and the surrounding areas is immeasurable."

Congratulations and good luck to Christensen and Johnson in the current campaign.

And for potential donors out there, keep United Way top of mind when making philanthropic decisions this year. United Way has altered its funding approach this year to more directly target the needs of the community. Your donations can make a difference, now more than ever.