



United Way of  
Benton & Franklin Counties

## FOR IMMEDIATE RELEASE

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### **United Way launches fundraiser to support local people affected by recent fires**

*Peer-to-peer platform increases reach across social networks*

KENNEWICK, Wash—United Way of Benton & Franklin Counties has established a [fire relief fundraising page](#) to provide support to people in the bi-county region who have been affected by fires over the past week.

Homes and businesses in several of our smaller communities were damaged or lost and local people were left without shelter and basic supplies like food, clothing, and transportation.

The special cause fundraiser is on MightyCause, a new platform United Way is using to enable peer-to-peer fundraising efforts. People are encouraged to join the “event” and share it across their own social networks to increase awareness and participation.

United Way is coordinating with the local Red Cross agency to identify the best partners in each affected community to help get support to where it’s most needed.

Donate at [www.mightycause.com/event/bentonfranklinfires](http://www.mightycause.com/event/bentonfranklinfires). All donations will stay local to quickly get help to those who need it.

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#### **About [United Way of Benton & Franklin Counties](#)**

United Way of Benton & Franklin Counties improves lives and strengthens communities. We build collaborations with individuals, businesses, and nonprofits to address challenges that no one agency can solve alone to provide the building blocks of opportunity—education, income, and health—that every person needs to thrive. Together, we’re solving our region’s biggest problems and creating lasting change.

*\*The CARES Act allows donors to deduct up to \$300 in donations, even if they don’t itemize. Taxpayers who are married and filing jointly get a \$600 deduction.*