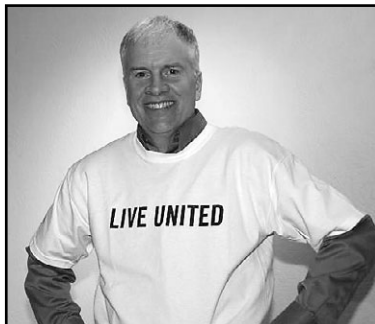


GIVE

# GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED



**F**or Don Culeton community is not about place, it's about purpose.

A long-time supporter of the United Way, Don makes his commitment to the Ontario County community an integral part of his everyday life. Info Directions, the company he founded in Victor, N.Y., was established with corporate citizenship as a guiding principle.

Info Directions employees have a long history of both reaching their United Way donation goals and giving their time and talents to the community. As a company, Info Directions helps support their efforts by offering employees the opportunity to spend one day each year working for the not-for-profit group of their choice. The United Way Day of Caring is a high point for the employees,

many of whom participate every year.

Don Culeton: "Our corporate mission includes a place on the bottom line for assisting people who are dealing with life's most difficult circumstances. Everyone here is trying to balance work, family and community, so if we can help bring those pieces together for our employees with dedicated time off for volunteer activities – everybody wins."

**This year, Info Directions is issuing a challenge to the rest of the community with a Leadership Challenge Grant. The company will match, dollar for dollar, every new United Way general fund donation above \$500, up to a total gift amount of \$5,000.**

Don Culeton: "We hope our participation in the Leadership Challenge Grant encourages people to make the most of their giving. If they can stretch just a little more the grant gives each donor the ability to double their gift to the United Way."

Living with purpose transforms the individual and strengthens the community. It prepares us to meet our own challenges with courage and dignity and gives others the help they need to do the same.

**When we all work together, we can make change happen.  
Together, when we LIVE UNITED, we can make a real difference.**

To give contact United Way of Ontario County, Inc. 585.394.6550