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Onorato & NEED Launch 2010 Fundraising Campaign

47th Annual Scholarship Dinner scheduled for March 15

PITTSBURGH – Allegheny County Executive Dan Onorato and NEED President & CEO Sylvester Pace today announced the launch of NEED’s 2010 fundraising campaign with the goal of raising \$7.5 million. NEED is a college access program offering financial aid, counseling and internships to help young African Americans aspire to, learn about, prepare for, and complete higher education.

“Allegheny County has a wealth of talented, energetic and diverse young people, and NEED works to ensure that African-American students continue their educations and engage in our community,” said Onorato. “I have witnessed NEED’s impact through our joint mentor and internship program, which brings African-American students into direct, meaningful contact with Allegheny County’s operations and our numerous job professions. I encourage everyone to support NEED’s efforts by attending the scholarship dinner on March 15 or by making a direct donation to this worthwhile organization.”

The 47th Annual NEED Scholarship Dinner will be held at the Pittsburgh Hilton on March 15. Raising \$7.5 million during 2010 will enable NEED to strengthen and expand its scholarships and services, insure funding for its annual operations, and increase its endowment and similar funds to assure long-term success. The Richard King Mellon Foundation has offered a \$2 million challenge grant, which must be met in stages through 2011 to secure the full funding.

“NEED is in the midst of remarkable growth, and we realize that scholarship and grant dollars are only one piece of the college access pie,” said Pace. “We are now offering the youth of this region more services than ever before, including mentoring, college advisement in all of the Pittsburgh public high schools, and internships with regional corporations and organizations.”

Thanks to the Heinz Endowments, NEED will continue its expansion with an African-American male mentoring initiative, as well as an education service center to serve as a job bank for students who are interested in employment opportunities following graduation.

Since its inception in 1963, NEED has supported nearly 19,000 young people by providing more than \$20 million in grants.

To learn more about NEED, the 47th Annual Scholarship Dinner, or for information on making a tax-deductible contribution, call 412-566-2760 or visit www.needld.org.

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