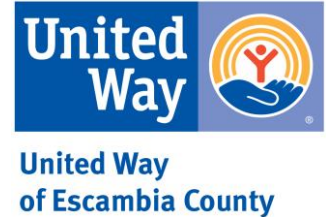


***For Immediate Release***

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**UNITED WAY OF ESCAMBIA COUNTY AWARDED 4-STAR RATING FROM CHARITY NAVIGATOR**

Pensacola, Fla. – November 14, 2018

United Way of Escambia County’s strong financial health and commitment to accountability and transparency have earned it a 4-star rating from Charity Navigator, America’s largest independent charity evaluator.

Since 2002, using objective analysis, Charity Navigator has awarded only the most fiscally responsible organizations a 4-star rating. In 2011, Charity Navigator added 17 metrics, focused on governance and ethical practices, as well as measures of openness, to its ratings methodology. These Accountability & Transparency metrics, which account for 50 percent of a charity’s overall rating, reveal which charities operate in accordance with industry best practices and whether they are open with their donors and stakeholders. On June 1, 2016, Charity Navigator upgraded their methodology for rating each charity’s financial health with Charity Navigator 2.1. These enhancements further substantiate the financial health of four star charities.

“We are honored to receive a 4-star rating from Charity Navigator,” said President and CEO, Laura Gilliam. “This recognition is a testament to the hard work of our staff, board, and dedicated volunteers.” Gilliam added, “It’s important that our donors know that we’re investing their gifts wisely and strategically to fight for the health, education, and financial stability of every person in Escambia County.”

“Only a quarter of charities rated by Charity Navigator receive the distinction of our 4-star rating,” according to Michael Thatcher, President and CEO of Charity Navigator. “This adds United Way of Escambia County to a preeminent group of charities working to overcome our world’s most pressing challenges. Based on its 4-star rating, people can trust that their donations are going to a financially responsible and ethical charity when they decide to support United Way of Escambia County.”

United Way of Escambia County is one of 207 organizations in Florida to be awarded a 4-star rating, and one of two in Escambia County.

For more information about United Way of Escambia County, or to get involved, please visit [www.unitedwayescambia.org](http://www.unitedwayescambia.org) or call 850-434-3157.

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*United Way of Escambia County (UWEC) is a 501(c)(3) non-profit organization that fights for the health, education, and financial stability of every citizen in our community. UWEC has operated locally for 94 years with a vision of a community United to create better opportunities for all. By*

*investing in programs, participating in partnerships, and leveraging resources, UWEC works to meet a mission of Uniting our community to improve lives.*

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