

NEWS

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Heart of Florida United Way

FOR IMMEDIATE RELEASE

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Heart of Florida United Way Launches Hurricane Recovery Fund to Support Basic Needs of Orange, Seminole & Osceola Counties

Nonprofit Calls for Donations as Estimated Impact of Hurricane Milton to Be Significant for Asset Limited, Income Constrained, Employed Families in Central Florida

ORLANDO, Fla. (October 11, 2024) – Heart of Florida United Way (HFUW) has officially activated its Hurricane Recovery Fund to support in the aftermath of Hurricane Milton. The fund is intended to be used for residents of Orange, Osceola, and Seminole counties who need assistance obtaining basic needs and essential supplies. At this time, HFUW is calling for donations to support those in need of assistance recovering from the storm. 100% of the donations will go directly to residents in need.

“With nearly half of Central Florida households already struggling to make ends meet, a significant storm can put them into a financial tailspin,” said Jeff Hayward, President & CEO, Heart of Florida United Way. “That means refrigerators full of food spoiled, wages lost at hourly jobs these workers were counting on, extra expenses to prepare for the storm, not to mention any more significant repairs needs to homes or vehicles. As a community, we are wrapping our arms around ALICE – or Asset Limited, Income Constrained, Employed – families to bring them comfort and relief.”

Donations can be made online at www.HFUW.org/Hurricane, by texting INSPIRE to 85511, or by calling (407) 244-5700.

“Heart of Florida United Way has been in Central Florida for 85 years; we have helped this community weather many storms,” added Hayward. “With the generosity of so many in this community, I know we will weather this one together as well.”

Assistance from the fund will be made available in the coming days. Residents will submit simple online applications to be considered for funding. Aid will be distributed to the extent that dollars are raised on a first-come, first served basis. More details will be made available about community assistance as soon as possible.

If you or someone you know is in need of immediate assistance, dial 211, text your zip code to 898211, or chat online at www.HFUW.org/GetHelp to be connected to available community resources. For mental health support, dial 988 to be connected to a support specialist. To learn more about HFUW, visit www.HFUW.org.

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About Heart of Florida United Way

Heart of Florida United Way (HFUW) stands up for the education, financial stability, health and basic needs of every person in Central Florida. For 85 years, HFUW has delivered programs, invested dollars, and convened community members around important issues impacting Orange, Seminole and Osceola counties. As Central Florida's most comprehensive health and human services nonprofit, HFUW created a \$50 million impact in Central Florida last year. In 2022-23, HFUW served more than 755,000 people through its direct service and funded programs — that is one in every three Central Floridians. HFUW is home to notable community resources like the 211 Information & Referral Crisis Line; 988 Suicide Prevention Lifeline; Mission United program for Veterans; TECHquity^(OFL); [^{\(OFL\)}www.HFUW.org^{\(OFL\)}](http://www.HFUW.org) for more information, or call (407) 835-0900. Follow us on Facebook and LinkedIn at Heart of Florida United Way and on Twitter and Instagram @hfuw.

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