March 8, 2010

FOR IMMEDIATE RELEASE

Contact: Jennifer Oxley
Communication Director
Idaho Community Foundation
(208) 342-3535

ICF, United Way establish two funds to honor Sally Zive

BOISE – The United Way of Treasure Valley (UWTV) and ICF are partnering on two projects – the Sally Zive United Way Cradle-to-Career Education Fund and the Sally Zive United Way Scholarship Fund – honoring Zive's 11 years of service to the Treasure Valley community as the CEO of UWTV.

"I am very pleased that we have been able to establish the new funds at the Idaho Community Foundation in recognition of Sally's service to the community and her commitment to opening doors for individuals through education," UWTV Board Chairman Wayne Rancourt said. "She has been an important voice on this issue and we look forward to her continuing involvement."

Zive said she was grateful to the UWTV board for honoring her in this way and for its commitment to young people.

"We have had many of our communities' most outstanding people on our board through all the years of our existence," she said. "This honor I have been given is lovely for me, but it really demonstrates their leadership and vision – looking ahead to do all that we can to create bright futures for our young people through commitment to their education."

The Cradle-to-Career Education Fund will provide permanent long-term support for educational programs and initiatives geared toward helping lower income children in the Treasure Valley achieve educational success beginning at birth and extending beyond high school.

Grants by ICF from the Cradle-to-Career Education Fund will be used to support education related programs and initiatives coordinated and funded by UWTV. Decisions regarding individual programs and initiatives in the Treasure Valley receiving funding will be made annually by the UWTV Board of Directors.

The Cradle-to-Career Scholarship Fund will provide college scholarships to high school seniors from lower income families in the Treasure Valley to attend an Idaho college or obtain other post-secondary education or vocational training based on need, with additional consideration given to community service and academic achievement. Gifts to this fund may be designated for a specific Idaho college or university.

"I am completely humbled by this personally," Zive said. "And I'm thrilled to see the partnership with the Idaho Community Foundation and United Way deepen. What a powerful way for us to make an impact."

To contribute to either of these funds, go to www.idcomfdn.org, click on Donate Directly to Your Favorite Fund and choose *Sally Zive United Way Cradle-to-Career Education*

Fund or the *Sally Zive United Way Scholarship Fund* or mail a check made out to the fund of your choice and mail it to ICF at P.O. Box 8143, Boise, ID 83707.

###