

## News

# People for People: Company's jars fill up steadily with donations

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The idea started three years ago with jars on the counters of United Check Cashing. A little sign on the jars said that they were to collect donations for the Record's People for People Fund.

Steadily, the jars filled. They had to be emptied, and United Check Cashing customers filled them again.

In the weeks between Christmas and the end of January, hundreds of dollars were collected, most of it a dollar or two at a time.

This year the jars are back, and already more than \$100 has been raised.

"Even before the collection jars went up, we had customers asking if we were going to collect for People for People again this year," said Keld Alstrup, a partner in United Check Cashing. "I guess we have started a tradition here."

Alstrup and his business partner, David Freer Jr., match the donations, to \$500, and they were thrilled last year when the jar campaign was so successful. Their customers are hardworking, and for many, every single dollar of their paychecks is spoken for. Yet the coins and the singles and the fives kept filling the containers.

"In one of our stores, the first donation was \$20 from one customer, with the comment that the need was surely going to be greater this year than in past years," Alstrup said.

United Check Cashing will continue the fundraising effort until late January or early February. "We're off to a really nice start. "Our clients are very generous when they cash their tax reimbursement checks," he says. "Our goal is to beat last year's amount of well over \$2,000."

Alstrup and Freer decided to raise funds for People for People because they liked that the organization helps local people through a one-time financial crisis.

"We were also impressed that the money goes right back into the community," Alstrup said.

United Check Cashing has three locations: 691 Broadway, in the Stroock Plaza, Newburgh; 400 E. Route 211 in the Walkkill Plaza, Middletown, and 125 Dolson Ave. in the Campbell Plaza, Middletown.

The People for People Fund helps local people who are normally able to take care of their own needs but are unable to do so when a financial emergency arises. These individuals, in general, have been steadily employed and are unlikely to be eligible for public assistance. Since 1985, the fund has helped thousands of local people. To learn more about contributing, volunteering or applying for help, call 343-1663 or visit [recordspeoplefund.org](http://recordspeoplefund.org).