

13.6 MILLION WAYS TO CREATE IMPACT

United Way of Winnipeg today announced an unprecedented goal of \$13.6 million as its 2002 fundraising campaign swings into full gear. To date, contributions to the annual campaign stand at \$4,238,473 million, representing 31.2 per cent of the total 2002 campaign goal.

Gail Asper, United Way of Winnipeg's 2002 volunteer Campaign Chair, announced this year's goal at an energetic campaign kick-off ceremony held this morning at The Forks. The 2002 goal is nearly three-quarters of a million dollars above last year's record \$12.9 million achievement.



When I see the faces and hear the voices of the people who are now able to be part of the community, provide for their families, not live in fear every day, or die with dignity surrounded by the love and care of a strengthened family, I know why I'm here. That's the impact I want to make, Ms. Asper said. It's a vision we all share and it underscores the importance of Winnipeggers coming together to achieve this goal. Together, we are building our community and changing people's lives.

More than 8,000 volunteers from all walks of life make United Way's campaign possible each year. Last year, more than 68,000 Winnipeggers gave to United Way, making a measurable impact to improve the lives of individuals, families,

and children in virtually every neighbourhood across our city. While many Winnipeggers give to United Way through campaigns in the workplace or as a result of direct mail to their homes, anyone interested in making a donation to the 2002 Campaign can do so by calling 477-UWAY(8929) or [online](#).



Gail Asper, 2002 Campaign Chair and the Campaign Cabinet reveal the 2002 Campaign Goal.



Kick-Off Host Paul Robson.

One hundred per cent of every gift to the annual United Way campaign is invested directly into services and programs (thanks in part to a grant from the Province of Manitoba to help offset operating costs) that address poverty; safety and social civility; stressed families, children and youth; systems that hinder self-sufficiency, and people feeling left out of society.



Rosalie Rattai and students of the Royal Winnipeg Ballet Recreational Program perform "Hand of a Hero".

Ms. Asper urges all Winnipeggers to give generously to the campaign this fall. Everyone can play a part in making Winnipeg an even better place to live, work, raise a family and do business. We all have the chance to define impact and make it meaningful for ourselves.