

UNITED WAY CAMPAIGN AT 40% OF GOAL

Two weeks into the campaign, Winnipeggers have donated \$5,355,684 to the community through United Way of Winnipeg, representing 40 per cent of this year's \$13.6 million goal.

Gail Asper, United Way's 2002 volunteer Campaign Chair, updated the community today at RB Russell High School during the first of four report sessions held during the annual campaign.

These results say to me that the citizens of Winnipeg are committed to working together to ensure Winnipeg is a community that is socially and economically strong for everyone, Ms. Asper said. United Way is everyone's opportunity to support the community. Together, we are creating an impact by building community and changing lives.



Lisa Rosin, coordinator of Coalition of Community Based Youth Serving Agencies.

Bringing youth to front-and-center stage, Lisa Rosin, coordinator of Coalition of Community Based Youth Serving Agencies, spoke on the impact that the agency's summer camp program has had on almost 200 children and youth in Winnipeg each year. The Coalition of Community Based Youth Serving Agencies brings together the collective experience, expertise and resources of youth-serving agencies in the city to maximize the impact of programming, partnerships and effective practices to address the root causes of issues in the community.

Nine of the 12 agencies in the Coalition of Community Based Youth Serving Agencies are United Way funded and include: Ma Mawi Wi Chi Itata Centre; Kildonan Youth Activity Centre; Teen Stop Jeunesse; Indian and Metis Friendship Centre; West Broadway Youth Outreach; Rossbrook House; West Central Community Program; Winnipeg Boys & Girls Club, and Maples Youth Activity Centre. In addition to these youth-focused agencies, United Way also funds the Coalition itself and the summer camping experience program for children and youth who would not otherwise have the opportunity to share in this kind of outdoors experience.

The 2002 United Way campaign was launched September 20 at The Forks. Thousands of Winnipeggers have already made a measurable impact to improve the lives of individuals, families, and children in virtually every neighbourhood across our city. While many give to United Way through campaigns in the workplace or as a result of direct mail to their homes, anyone can contribute to the 2002 Campaign by calling 477-UWAY (8929) or [online](#).



Albert and Poncho provide a pleasant musical interlude.



Gail Asper, 2002 Campaign Chair reveals the progress to date.



Host Rob Wozny, Global TV

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.

Together, we are making an impact, but we're not there yet; we still have lots of work to do to

reach our goal of \$13.6 million. Let's all become personal ambassadors for United Way. Just think of what would happen if each of us convinced just one person to come on board as a donor talk about making an impact! The results would be outstanding, Ms. Asper said.

The second report session will be held on Friday, October 25 at the Union Centre, 275 Broadway from 7:30 am - 9:00 am. Everyone is welcome to attend.