

WINNIPEGGERS RAISE OVER \$13.8 MILLION IN 2002 CAMPAIGN!

Winnipeggers donated a record amount of over \$13.8 million to the community through United Way of Winnipeg's 2002 fundraising campaign – the largest amount raised in the organization's 38 year history, representing nearly \$1 million more than what was raised in the previous year and \$200,000 more than the goal!

When we kicked off this campaign in September, I said United Way was THE way we could make the greatest impact. And it is! said 2002 Campaign Chair, Gail Asper today. I have come to fully realize the energy and vitality that exists in the city of Winnipeg. United Way is everyone's opportunity to collectively build our community and change people's lives. Thank you Winnipeg!



Gus Campbell, Chair-elect of United Way's Board of Trustees

Gus Campbell, Chair-elect of United Way's Board of Trustees explained that one hundred percent of the money raised for United Way is invested in six impact areas that have been identified by the community as priorities.

Thanks to the generosity of Winnipeggers, the money raised during this campaign will continue to be invested in a solid, reliable service network and solutions to root causes of problems that will ultimately build the city we all want – a city where individuals are self-sufficient; children and youth are successful; families are strong and supportive; neighbourhoods are vital and safe; the community is respectful and welcoming; and systems are coordinated and people-centred, said Mr. Campbell.



Gail Asper, 2002 Campaign Chair reveals the largest amount raised in the organization's 38 year history.

The 2002 United Way campaign was launched in September. Each year, thousands of Winnipeggers create impact and improve the lives of individuals, children and families in every neighbourhood in our city by giving to United Way through campaigns in the workplace or as a result of direct mail to homes. Anyone can make a gift by calling United Way's pledge line at 477-UWAY (8929), online or by posting mail to United Way at 5 Donald Street.

Ms. Asper recognized the support of over 8,000 volunteers in achieving this result. There is a magical, empowering joy that emerges when people come together to volunteer for United Way, she said. Since 1998, Winnipeggers have raised more than \$60 million for the community through United Way.



Gail Asper, 2002 Campaign Chair

United Way of Winnipeg improves lives and builds community by engaging individuals and mobilizing collective action.