

Soaring to New Heights for the Community United Way Announces 2003 Goal of \$14.5 Million

Winnipeg - Riding a power lift 16-feet into the air in Portage Place Shopping Centre, Volunteer 2003 Campaign Chair H. Sanford Riley enthusiastically unveiled United Way's 2003 goal of \$14.5 million to hundreds of Winnipeggers wearing red to show their commitment to building a stronger community.



Hosts: Rob Wozny (L) and Laurie Mustard (R)

The 2003 goal is well over half a million dollars above last year's record achievement of \$13.9 million. Thanks to early donors, corporate gifts and workplace campaigns, Riley announced that the Community Campaign has already reached \$5 million, which represents 35% per cent of the 2003 goal.

We're excited that people are responding so positively this early in the campaign, said Riley. But there's still a long way to go. This campaign is everyone's campaign because we all benefit from the work of United Way of Winnipeg, said Riley. That's why I'm asking everyone to dig a little deeper into their pockets this year. Each of us needs to increase our annual gift to United Way so we can take this campaign soaring to a new height.

Rising high to unveil the goal was a terrific metaphor for what we want to do: raise a record \$14.5 million for the community and raise expectations of ourselves to make it happen, said Riley. We need the support of everyone who lives here and, because we live here, we all need to make a greater commitment to building better lives and a stronger community.



H. Sanford Riley (Top) unveils this year's campaign goal and achievement.

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 change lives, improve conditions and build a stronger community. Gifts are invested into a reliable service network and innovative new solutions that create successful youth, empowered people, and vibrant neighbourhoods.

More than 8,000 volunteers make United Way's campaign possible each year. Last year, more than 68,000 Winnipeggers gave to United Way, making measurable impact on individual lives and the whole community. 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 can do so by calling 477-UWAY.

For more information please contact:
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