

Campaign Chair Urges Winnipegers to Join Him in Creating a Campaign with Legendary Results

Winnipeg - United Way announced today that Winnipegers have raised an astounding \$13,649,062 for the community, which is 94.1% of the 2003 goal. Winnipegers are working hard to create a campaign legend this year, says H. Sanford Riley, 2003 Campaign Chair. I believe the 2003 achievement could be higher than we ever thought possible, if everyone contributes. My thanks go out to everyone who have already made their donation. But if you haven't yet had an opportunity, the time is now!



Guest Speaker, Marc Proulx, 2003 Loaned Representative loaned by Winnipeg Fire Paramedic Service.

This year's team has been the best ever! They are truly the stuff legends are made from. So, I would like to thank the loaning organizations who were willing to lend their talented staff to United Way's campaign.

Marc Proulx, a Loaned Representative from Winnipeg Fire Paramedic Services, spoke on behalf of his 46 loaned teammates about his United Way experience. Every Loaned Rep has changed in some way because of this experience. Some can communicate better and others have new energy. And all of us have been humbled by Winnipegers' extreme generosity, says Proulx, who was recently honoured for receiving certification that makes him one of two Canadians trained to work with youth who start fires.

Through United Way's campaign, Winnipegers are accomplishing so much for the community, says Riley. That's why this campaign is everyone's campaign. Better lives, improved conditions and a stronger community - this vision can be achieved through United Way. As individual lives change, our community gets stronger, and that's good for each and every person who lives here. So, we need everyone to support the campaign because we live here!

Today's report session, attended by over 225 people, also celebrated the enormous efforts of United Way's Loaned Representatives. Loaned Representatives become part of United Way's fundraising team for the duration of the campaign. They are loaned from various organizations in Winnipeg in order to provide support and inspiration to workplace campaigns across the city. Loaned Representatives are the campaign engine, says Riley.



2003 Loaned Representatives help H. Sanford Riley tally the campaign achievement to date.

Today's report session was the last in a series of four. The final tally will be announced at a news conference and special celebration on January 22nd.

One hundred percent of every gift to the annual United Way campaign is invested directly into a reliable service network and innovative long-term solutions to the root causes of issues. Money raised is invested in three areas: successful youth, vibrant neighbourhoods and empowered people.

People can donate to United Way by calling 477-UWAY, faxing 453-6198, or visiting the website at www.unitedwaywinnipeg.mb.ca. Donations can also be mailed to United Way, 3rd Floor, 5 Donald Street, Winnipeg, R3L 2T4.

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