

Winnipeggers Raise \$15 Million: Extraordinary Achievement Demonstrates United Way Is Everyone's Campaign

Winnipeg Today's unveiling of the 2003 United Way campaign achievement demonstrated that people from across Winnipeg were willing and eager to take the campaign soaring to new heights. Winnipeggers surpassed the 2003 goal, raising \$15 million for the community and setting a new record.

United Way is everyone's campaign and everyone's opportunity to build a stronger city, said Campaign Chair, H. Sanford Riley. We support this campaign because we live here. I'm not surprised by our outstanding results. From the moment we kicked off, with people wearing red to show their support, I knew Winnipeggers would achieve a new record. We're proud to live in Winnipeg and we want to make living here even better!

The increase of \$1.1 million over the 2002 campaign, the largest increase in United Way's history, was made possible through outstanding participation by all parts of Winnipeg. This campaign set many records including a record number of individuals giving at the leadership level (\$100 or more per month) and, for the first time, federal government employees crossed the \$1 million mark. In addition, City of Winnipeg employees and retirees increased their giving by 150%!

The final tally and many other campaign achievements demonstrate the great things that can be accomplished when we all work together. I want to say congratulations and thank you to everyone who participated to our donors, corporate partners and volunteers. Because of you, Winnipeg is an even better place to live!, said Riley.

Gus Campbell, Chair of United Way's Board of Trustees explained that one hundred percent of the money raised from United Way campaign is invested into areas identified by Winnipeggers as priorities, thanks, in part, to an operating grant from the Province of Manitoba.



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United Way invests in a solid, reliable service network and in solutions to the underlying causes of some of Winnipeg's most pressing issues. Because of Winnipeggers' participation in United Way, people are finding support to uncover the power and strength inside themselves to overcome challenges; neighbourhoods are showing renewed vibrancy and neighbours are supporting one another; and children and youth have better access to safe, healthy environments that contribute to lifelong success, said Mr. Campbell.

Since 1998, Winnipeggers have raised more than \$75 million for the community through United Way of Winnipeg, whose mission is to improve lives and build community by engaging individuals and mobilizing collective action.

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