

## THE SKY S THE LIMIT FOR ANNUAL UNITED WAY CAMPAIGN

United Way of Winnipeg has unveiled its most ambitious campaign goal ever: \$15.7 million. Hartley T. Richardson, 2004 Campaign Chair, made the announcement today at Stevenson Aviation & Aerospace Training Centre Red River College.

More than 600 volunteers, agency representatives, Cabinet members and workplace accounts joined Richardson, as well as the Mayor and the Premier, to announce this year's lofty goal.



2004 Campaign Chair, Hartley T. Richardson unveils United Way's most ambitious campaign goal ever: \$15.7 million.

MTS, Royal Bank, Convergys and the City of Winnipeg) participated in the competition by pulling a Cargojet 727.

It took a team of 20 people to pull the 150,000-pound jet, but it will take a team of thousands to pull off United Way's multi-million dollar goal.

United Way of Winnipeg partners with leadership organizations from all sectors of the community to address issues that Winnipeggers have said are most important: poverty, stressed families, children, youth and neighbourhoods. Last year, United Way's Annual Campaign raised \$15 million that was invested in more than 100 organizations.

Raising \$15.7 million will be a challenge, but Winnipeggers always rise to challenges, said Richardson. Together, we will be successful. Because We Live Here.

Thanks to Corporate Donors, Leadership Donors and Pacesetter Accounts (workplaces that ran their employee campaigns prior to the citywide kick-off) United Way has already raised \$5,243,361 or 33.4% of its goal.

The official Campaign Kick-Off program was preceded by a barbeque lunch and a Plane Pull competition. Fifteen workplace teams (including



Fifteen workplace teams participate in pulling a Cargojet 727.

United Way of Winnipeg partners with leadership organizations from all sectors of the community to address issues that Winnipeggers have said are most important: poverty, stressed families, children, youth and neighbourhoods. Last year, United Way's Annual Campaign raised \$15 million that was invested in more than 100 organizations.

We need to challenge each other to go the extra mile and increase our investment in our community: as donors, as leaders; as people who can make a difference in our community, said Richardson. Each one of us brings something special, something necessary to making Winnipeg a better place to live. When we work together, our individual contributions multiply into the strengths and confidence of us. And we all benefit.

For more information, please contact:  
Aileen Goos, Communications Specialist  
United Way of Winnipeg  
477-5360 x 234