

WINNIPEGGERS CLOSING IN ON UNITED WAY GOAL

Winnipeggers are working hard towards United Way's record-setting \$15.7 million goal. Hartley T. Richardson, United Way of Winnipeg's 2004 Campaign Chair, made the announcement today at the fourth and final public reporting session. That brings the total to date to \$15,310,337 with another \$400,000 still to go.

We must continue to keep the momentum if we are going to honour the commitment we made at Kick-Off to raise \$15.7 million, said Mr. Richardson. The community is counting on us.



Tom Ryan,
2004 Loaned Representative
sponsored by Great-West Life.

workplace campaigns. This full-time 14-week assignment engages people from many sectors in a common goal: providing support, service and guidance to United Way's workplace campaigns. They serve as an extension of United Way staff to implement successful strategies and maintain ongoing relationships with a portfolio of accounts.

More than 200 people joined Mr. Richardson to hear the progress of this year's campaign that included comments from the Mayor and Premier, as well as a presentation by Tom Ryan, 2004 Loaned Representative sponsored by Great-West Life. Mr. Ryan shared highlights and lessons learned during the powerful Loaned Rep experience.

The report session acknowledged the importance of Loaned Representatives. This year, 43 employees were loaned or sponsored by companies or organizations to help coordinate United Way



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We're not done. We still need another \$400,000 to take it right over the top, said Mr. Richardson. To paraphrase Nike, let's just do it.

If you have already made your pledge, thank you. If not, now is the time. We need each gift. A lot of people wait until this time of the year to make their gift. Each one is critically important to our community.

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