

## United Way of Winnipeg to Invest \$13.3 Million In City UWW Celebrates 40 Years Of Giving As Winnipeg Students "Rock For A Reason"

At its 40<sup>th</sup> birthday party today, United Way of Winnipeg (UWW) announced it is investing \$13.3 million this year to fund strategies designed to make Winnipeg an even better place to live. The announcement was made at R.B. Russell High School, where hundreds of students "rocked for a reason" with local talent arranged by FREQ 107 and R.B. Russell High School.

The funding announcement was timed to coincide with UWW's 40<sup>th</sup> birthday and the launch of a unique partnership between UWW and FREQ 107, which has produced 3,000 copies of a CD called *We Rock for a Reason*. The compilation disc features various Canadian and Manitoban recording artists, including: Finger Eleven, Vanderveen, Drivenation, Broken Halo, I-Witness and Driver. Net proceeds from the CD will be donated to UWW.

"We thought it was appropriate to share our birthday with Winnipeg youth because they are the future of our city," said Curt Vossen, Chair, UWW. "Today's event marks the first of many concerts that will be held at high schools from now until the end of June. We're delighted that our partner, FREQ 107, has come on board to help us raise awareness of UWW and has shown their commitment to Winnipeg by choosing to invest in our city through United Way."

"We expect to raise \$10,000 to \$25,000 for United Way of Winnipeg," said Jarret Hannah, Program Director of FREQ 107, explaining the station chose to donate proceeds to UWW because "Our mission is to engage, encourage and empower the younger generation of our city, which is very much symmetrical with the mission of United Way."

United Way invests in strategies to make Winnipeg a stronger, more vibrant city by providing core funding that builds sustainability into agencies, programs and initiatives to ensure a stable network of services that will be there tomorrow.

"United Way has changed dramatically over the years," Vossen explained, noting that while UWW began as a fund raising agency for local charities, it now invests in strategies that connect people in order to address the needs the community identifies as most important.

Over the past 40 years, Winnipeggers have invested more than \$270 million through UWW. UWW agencies play a key role in carrying out strategies to address challenges that Winnipeggers have identified as most important. UWW, which is an independent, nonpolitical organization, works with Winnipeggers and builds upon the strength of volunteers and voluntary action by engaging the whole community for the benefit of the whole community.

"*Rock For A Reason* is a concept born as a tangible extension of what we try to accomplish over our airwaves. FREQ 107 is genuinely committed to giving back to the community not only in a monetary fashion, but from a commitment to compassion," Hannah said. "*Rock For A Reason* is a biennial contribution to our community both local and abroad."

Brian Cook, host of the FREQ 107 morning show, launched the first "*Rock For a Reason*" CD, which raised over \$15,000 for African AIDS relief last year.

"FREQ 107 is absolutely thrilled to be contributing to this local initiative," Hannah said.



*We Rock for a Reason* CDs will be on sale at all CD Plus locations, Vision Electronics, and at FREQ 107. A series of noon hour concerts, which will showcase artists from the CD, will take place at Winnipeg high schools in May including Kelvin High School on May 12<sup>th</sup>, St. John's High School on May 18<sup>th</sup>, St. James Collegiate on May 20<sup>th</sup> and Fort Richmond Collegiate on May 26<sup>th</sup>. More concerts will be held in June. The goal of the concerts is to promote awareness of United Way and celebrate some of the many UWW projects accomplished with the high schools.

In honour of UWW's 40<sup>th</sup> Anniversary, FREQ 107 awarded a \$1,900 scholarship to a talented young student, Jonah Bedard, to enable him to further his musical studies. While there were many worthwhile candidates, Jonah was chosen for his promising abilities as an instrumentalist.

Kandace Seniuk, who received a UWW Student Community Service Award in recognition of her volunteer work, also spoke at today's event. Seniuk is now a member of the UWW Youth Connections council where she is honing her leadership skills and working as an agency liaison volunteer one of about 50 individuals who help develop funding agreements with UWW agencies to ensure they are able to carry out their work in the community.

UWW was incorporated in 1965 through a unique partnership between the Winnipeg Chamber of Commerce and the Winnipeg Labour Council. This strong relationship continues to this day, as UWW works to engage corporations, government, labour, and community organizations to seek solutions to community social needs all year long. The organization's mission is to improve lives and build community by engaging individuals and mobilizing collective action. This statement guides its autonomous local Board of Trustees and thousands of volunteers who raise and invest significant dollars into services that make our community stronger, safer and more caring.

Money is raised primarily through an annual campaign held from September to December. UWW is unique in that donations are invested directly in United Way's work in the community thanks to a provincial government grant that supports UWW's cost of fundraising and administration. Last year's campaign raised \$16 million in total; \$13.3 million will be invested in Winnipeg by UWW, and the remainder to other registered Canadian charities.

For more information, please contact:  
Kathi Neal, Director, Communications & Marketing  
United Way of Winnipeg