

## WINNIPEGGERS PULL TOGETHER TO SURPASS UNITED WAY S COMMUNITY GOAL!

Winnipeggers have pulled together to raise \$16,063,391 in 2004 through United Way's annual campaign.

I'm so very proud to announce that the goal of \$15.7 million that we set in September has not only been met, but surpassed, said Hartley T. Richardson, 2004 Campaign Chair. The support we as Winnipeggers have shown for our community through the campaign has been incredible.



Betty Black, Chair of United Way's Community Investment Committee

In addition to raising one million dollars over last year's achievement, the 2004 campaign succeeded in:

- Bringing in over \$9.3 million in employee contributions.
- Increasing the number of leadership donors from 1,602 in 2003 to over 1,800 in 2004.
- Increasing corporate giving by 5% to \$4 million.

We achieved these great results because we all participated. We all share a piece of this success, said Mr. Richardson. We all came together—community leaders, business, labour, government, workplaces, volunteers, donors and media—with one goal in mind: to strengthen our city.

United Way invests in an overall community strategy that focuses on self-sufficient people, vibrant, safe neighbourhoods and successful children and youth. United Way partners with organizations from all sectors of the community to address issues that Winnipeggers have said are most important.



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We support a stable network of services so they are always there when we need them, as well as new and innovative approaches to addressing the issues. The ultimate goal is to address the root causes of problems so fewer people have to deal with them in the future, said Betty Black, Chair of United Way's Community Investment Committee. We all need to continue to make those investments in our youth, our neighbourhoods, and our futures.

Donations to the annual campaign are invested directly into United Way's work in the community. A Provincial Government grant supports United Way's cost of fundraising and administration.

This campaign is a story of pride, passion and participation. It is a story of hope and promise for a city filled with opportunities for all of us, said Mr. Richardson. Thank you everyone for your support. It's been an amazing year!

For more information, please contact:  
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