

Snow Delay! No Way! Winnipeggers Keep Campaign on Track Raise \$1 million in one day

It seemed fitting that the third report session of United Way's 2005 Campaign was billed the "Breakfast of Champions," after concerns that last week's unexpected snowstorm would impact the campaign's progress. Through the determination of United Way volunteers and the generosity of Winnipeggers, campaign momentum increased as United Way processed more than \$1 million in donations on Friday, November 18.

It was reported that \$13,748,178 has been raised to date, which represents 82.8% of the organization's most ambitious goal ever of \$16.6 million.

Campaign Chair Tom Bryk reported the results to a crowd of approximately 150 at the "House of Labour", the Union Centre on Broadway. This session emphasized the integral relationship United Way has with its various Labour partners.

"The caliber and considerable talent that all of our Labour partners lend to United Way is immeasurable," said Bryk. "Our city's success would not be possible without their unwavering commitment to working together to make Winnipeg strong and unified."

It was the foresight of the Winnipeg Labour Council and the Winnipeg Chamber of Commerce that created United Way 40 years ago; and those founding beliefs, that by working together we can make Winnipeg an even better place to live, has resulted in more than \$270 million being invested in our community.

UWW invests in strategies to make a Winnipeg stronger, more vibrant city by providing core funding that builds sustainability into agencies, programs, services and initiatives to ensure a stable network that will be there tomorrow. It also provides one-time funding to kick-start innovative solutions.

Funds raised during the annual campaign are invested in an array of strategies: teaching economic self-sufficiency; strengthening individuals and families; enabling successful children and youth; nurturing individuals and community health and well-being; developing strong neighborhoods and community connections; and building capacity in the community.



Tom Bryk, United Way of Winnipeg's 2005 Campaign Chair, announced today at the third public reporting session that Winnipeggers have contributed \$13,748,178 or 82.8% of the organization's most ambitious community goal ever at \$16.6 million.

"We all have a part to play in the success of this campaign and in the future of our city. We need to help maintain the momentum; encourage our friends, co-workers, family members; and push ourselves to go the extra mile," said Bryk. "We're closing in on the final stretch and I know if we work together and remember why we're doing this, we will be successful."

The next Report Session is Friday, December 9 at 12:00 p.m. at the Hotel Fort Garry.

For more information, please contact:
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