

## UNITED WAY CAMPAIGN IN FINAL INNING

Tom Bryk, United Way of Winnipeg's 2005 Campaign Chair, announced today at the fourth and final public reporting session that Winnipeggers have contributed \$15,675,067 million or 94.4% of the organization's most ambitious community goal ever at \$16.6 million.

More than 200 people joined Mr. Bryk to hear the progress of this year's campaign that included a presentation by the 2005 United Way Loaned Representative Valedictorian, Terry Kindzierski. Mr. Kindzierski, from the Canada Post Corporation, shared highlights and lessons learned during the powerful Loaned Rep experience.

The report session acknowledged the importance of Loaned Representatives. This year, 47 employees were loaned or sponsored by companies or organizations to help coordinate United Way 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.

Nick Logan, the incoming campaign chair for 2006, noted that United Way's Loaned Representative Program is an excellent way for companies to develop future leadership, noting that as baby boomers retire, succession planning is critical.

"Developing our future leaders is not only a wise move, it is a critical business strategy to ensure our business and community organizations, and our city, continue to be healthy and thriving," Mr. Logan said.



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"We need to challenge our co-workers, our family, our neighbours and ourselves to help reach our goal of \$16.6 million for our city," said Mr. Bryk. "My personal goal for this holiday season is to do whatever I can to make sure every one in our city shares the spirit of the holidays, in that they can count their fortunes greater than their misfortunes. Together we can change lives, and that is the best gift we can give each other this holiday season."

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.

For more information, please contact:  
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