

MEDIA RELEASE

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United Way Launches First-of-its-Kind Initiative at Annual Luncheon

United Way had a message for all Winnipeggers at its annual luncheon: “We’re listening.”

More than 800 people attended the AGM, which reflected on the organization’s 40-year history, and its evolution into a community-directed, community-connected entity.

In addition to celebrating its many accomplishments – most notable being the organization’s success in raising \$284 million over the last four decades – the program also included a look forward with the launch of Urban Exchange, United Way of Winnipeg’s Advisory Panel, that could potentially involve all Winnipeggers.

“This initiative is both bold and unique,” said Curt Vossen, emcee and member of United Way’s Board of Trustees. “Urban Exchange will give all Winnipeggers the opportunity to regularly talk with and advise United Way about the issues they feel are most important to address, including poverty, personal safety, youth, and other challenges.”

United Way will use this information to guide its decisions about how it invests in Winnipeg and how it undertakes new and different work. It will keep personal input confidential, share the collective information with panelists, and with others so they can use this information to inform decisions.

Urban Exchange was born from an earlier initiative, Journey Forward, which asked Winnipeggers to identify priority issues that ultimately led to a shift in United Way’s operating model and funding strategies.

“We want to hear from as many people as possible in order to make sure the advice we get is reflective of this diverse and vibrant community we live in,” said Mr. Vossen.

Any and all Winnipeggers are encouraged to register as Urban Exchange panelists by contacting United Way or logging onto www.mycitymysay.ca

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