



NEWS RELEASE

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## \$15.5+ MILLION! UNITED WAY SOARS OVER GOAL Winnipeggers Rally to Change Lives Together

Winnipeggers' generosity made United Way of Winnipeg's 2006 Campaign soar with a record total of \$15.5+ million dollars for United Way's work in the community as announced by Campaign Chair Nick Logan at the MTS Centre, today.

The money raised during Campaign 2006 surpasses United Way's 2005 campaign by \$1.5 million dollars; which is an increase of 10.6 per cent donated to United Way.

"This is wonderful news for Winnipeg," said 2006 Campaign Chair Nick Logan. "In addition to surpassing our original goal of \$14.7 million set last September, this United Way campaign proves once again that together, we are changing lives, building a stronger, more vibrant city for us all and that Winnipeggers are, once again, the most generous people in Canada."

United Way invests in our city by addressing the root causes of issues and funding strategies that are designed to reduce poverty and marginalization: encourage successful children and youth and build strong, vibrant neighbourhoods where people can feel safe, welcome and part of their community. These areas of focus are determined by Winnipeggers themselves. United Way provides core funding that builds sustainability into agencies, programs and services to ensure a stable network of care, as well as providing one-time funding for innovative special projects.

"The money United Way raises during this and every annual campaign really is an investment in all our futures," said Gail Asper, Chair of the Board of Trustees of United Way of Winnipeg.

"I support United Way because it addresses exactly the same kinds of challenges I face every day," said Angie Lohr, of Main Street Project—one of nearly 100 United Way-funded agencies in Winnipeg. "United Way saved my life. Had Main Street Project not been there for me and had United Way not supported MSP, I would not be here today."

\$15.5 million was donated to United Way to be invested in its vital community work throughout Winnipeg. Donations to United Way achieve maximum impact because they are invested directly into the community thanks to a Provincial Government grant that supports the organization's costs of fundraising and administration.

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