

## Winnipeggers achieve record-breaking goal United Way Campaign mobilizes the caring power of our community

The 2005 United Way Campaign raised more than \$17.1 million, surpassing the \$16.6 million goal set at the beginning of campaign, and setting a new record in United Way's 40-year history.

In addition to raising one million dollars more than last year, the 2005 campaign succeeded in raising \$14.1 million for United Way's community strategy, and increasing the number of leadership donors from 1,800 in 2004 to over 2,005 in 2005.

"I was hopeful we could not only achieve but surpass our \$16.6 million goal," said Mr. Tom Bryk, 2005 Campaign Chair. "Winnipeg is an exemplary city when it comes to building community, and Winnipeggers know that when they donate to United Way they are investing in a brighter future for all of us."

United Way invests in our city by addressing the root causes of issues and funding strategies that are designed to encourage successful children and youth; empower people who live in poverty, with disabilities, or who are left out because of age, culture, race or status; and build vibrant neighbourhoods where people can feel safe, welcome and part of their community. These areas of focus are determined by Winnipeggers, and make the city stronger by providing 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.

About \$14.1 million was donated to United Way to be invested in Winnipeg, and \$3 million was donated through United Way to be directed to other registered Canadian charities. 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.



Tom Bryk, United Way of Winnipeg's 2005 Campaign Chair, announced today \$17.1 million raised for United Way's 2005 Campaign, surpassing the \$16.6 million goal set at the beginning of campaign, and setting a new record in United Way's 40-year history.

"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 experience them in the future," said David Hodge, Chair of the Board of Trustees of United Way of Winnipeg.

"United Way has the unique ability to mobilize the caring power of our community to find solutions to the most pressing human care problems in our city. And it only takes all of us," Mr. Bryk said. "That's the power of "We"; that's the power of United Way."

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