

MEDIA RELEASE

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UNITED WAY CAMPAIGN HITS \$15 MILLION!

The countdown is on and the end is in sight! United Way's 2007 Campaign has hit \$15 386 697 but we haven't reached the finish line yet.

The progress was announced at the final report session of Campaign 2007 which recognized this year's Sponsored Executives (SEs) in United Way's Leadership Development Program. Every Campaign, community-minded employers loan United Way one of their most valuable resources – their employees. This year, nearly 50 SEs from various workplaces in Winnipeg, worked full-time with United Way to provide direction and support to campaign volunteers.

"They are the driving force behind workplace campaigns," said Heather Grant-Jury, 2007 Campaign Chair. "They work hand-in-hand with the Employee Campaign Chairs and Canvassers to ensure that each and every workplace campaign is successful, fun and meaningful."

For the first time, United Way's Leadership Development Program was offered in partnership with the University of Manitoba. This valuable U of M certification is provided at no additional cost for each Sponsored Executive.

"Not only are these employers investing in their community, they are investing in their employees and their workplaces," said Douglas Maughan, Co-Chair of United Way's Leadership Development Program. "Working within the campaign, Sponsored Executives gain valuable skills in the areas of fundraising, project management, public speaking, team building and customer relations."

The Sponsored Executives, with the generous support of Winnipeggers, are bringing United Way closer to its fundraising goal of \$16 465 400. With just 5 weeks to go, we all need to work together to raise more than \$1 million to reach our final goal!

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