



For Immediate Release

2009 United Way of Greater Simcoe County accomplishes a record breaking Campaign achievement!!

Barrie, ON. January 29th, 2010 United Way of Greater Simcoe County's celebration event was cancelled last evening due to inclement weather. The organization was poised for an exciting evening of celebration and awards presentation. However the good news is that United Way achieved a record breaking \$1.53 million result exceeding last year's campaign by 9.65%!

In addition to reporting the results of the financial campaign, United Way was pleased to disclose the results of the on-going "plus theme" they continue to advance. Plus means more investors, more gifts in kind, more volunteers, more community engagement and more random acts of kindness. Gifts in kind alone totalled approximately \$250,000 – from consulting support, Internet hosting, printed material, ad space, to name a few. These additional investments permit United Way to keep its administration costs as low as possible all the while continuing its excellent work in community building and resource development activities.

Many new investors joined United Way's team this year including: Aboda Décor, Beaver Creek Institution, Business Networking International (Barrie B2B Chapter), Central North Correctional Facility, Fenbrook Institution, Lowe's Barrie, Newalta and Wal-Mart Bradford. Hundreds of volunteers and community members heeded United Way's call to action to get involved, to be engaged and to feel inspired. People came out in droves, rolled up their sleeves and got passionate about addressing the root causes of poverty and youth engagement for example. Again this year, we heard repeatedly stories of people helping people and practicing random acts of kindness.

Seija Suutari, United Way of Greater Simcoe County's chief executive officer said that "on so many levels this year in which we celebrated our 50th anniversary has been truly a remarkable one. We are so proud of Simcoe County for again showing their compassion and kindness to the citizens of our community. It's so unfortunate Mother Nature did not cooperate with us on our celebration night because the event is the best way to express our most sincere and heartfelt thanks to everyone.

Please see the attached award winners, including United Way's newly minted "50 Finest" Employee Campaign Coordinators and the top 10 supporters.

Additionally:

- *United Way is one of the largest non-government sources of social service funding in Simcoe County.*
- *Over 80% of funds donated to United Way of Greater Simcoe County are raised in the workplace, most through payroll deduction programs. More than 150 employers in Simcoe County support their community through United Way.*
- *United Way of Greater Simcoe County has been making a difference in our community for 50 years by assessing local needs and distributing resources to help those most in need. Every dollar raised by United Way in Simcoe County stays in Simcoe County, helping those most in need.*

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News Release