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United Way of Greater Simcoe County  
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## Community needs are on the rise – United Way of Greater Simcoe County appeals to us all

*For immediate release*

# News Release

**Barrie, ON, Thursday, December 4th, 2008** - United Way of Greater Simcoe County (UWGSC) wishes to announce the community goal of 1.5 million dollars upon which the campaign began was a great starting point; however, now more than ever, United Way is asking our community to rally behind our neighbours with increased generosity.

Due to current economic conditions agencies are already witnessing alarming trends in regards to food bank usage, individuals and families are increasingly at risk of losing their homes and winter warmth funding take-up is already in high demand. As such we are taking a pro-active approach to meet these demands by asking our community to consider making a new or additional contribution this year. "The premise of United Way is a lot of people doing a little bit," reminds Mark Aitken, 2008 Campaign Cabinet Chair. "United Way statistics show that 1 in 3 Simcoe County residents will use United Way funded programs this year. Just imagine if the other two thirds gave just \$1 per week, we'd raise millions of dollars for our community. There are literally millions of reason to give, not the least of which is knowing that services are in place for those who may be in need of them. Working together we can provide our community with the resources and stability required to truly prosper," he added.

At this time we would like to thank everyone who has been giving so generously to the campaign. If you are considering hosting a United Way campaign or making a corporate gift, please contact the offices and we will be more than happy to answer questions or support you in any way. As well, please note that gifts from individuals are also essential to success.

United Way has been making a difference in this community for almost 50 years. Your support allows UWGSC to continue this important work and reach out to those most in need. *Please help us in our quest to build a better community.*

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