

For immediate release

## **2007 United Way of Greater Simcoe County Campaign an Unqualified Success!!**

**Barrie, ON. February 1st, 2008** United Way of Greater Simcoe County (UWGSC) is delighted to announce our 2007 Campaign total of \$1.36 Million, achieving a 5% increase over 2006. The official announcement took place last evening at OLG Slots at Georgian Downs during an evening of celebration in which our Community Partner Awards were also presented. Members of our campaign team and board presented a variety of community and spirit building awards to organizations who participated in this year's campaign. The winners included partners such as: The Ontario Provincial Police, Canadian Forces Base Borden, Royal Victoria Hospital and Innovation Automation.

Seija Suutari, Executive Director of UWGSC enthused "Greater Simcoe County is an incredibly supportive community; all sectors and operational size of workplaces were well-represented throughout this campaign. We did much more than celebrating raising funds last night –we celebrated community building and the spirit of our county."

Former Commander Canadian Forces Base Borden, Colonel Stewart Moore, 2007 Campaign Cabinet Chair added "Anytime you can mobilize the resources of a community and raise over a million dollars, that accomplishment represents tremendous success. Each and every gift we receive is significant regardless of its size and will have a direct and lasting impact on our community members who are served by United Way affiliated agencies and community development programs."

*Please see attached for 2007 awards list and recipients.*

**Additionally:**

- *United Way is the one of the largest non-government source 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.*
- *In 2006 United Way of Greater Simcoe County raised a record amount for local programs and services - \$1,280,000. This year our goal is \$1.36 million.*
- *United Way has been making a difference in this community for 49 years. Annually United Way funded agencies touch the lives of 1 in 3 people, which equates to more than 150,000 individuals in our community.*

. INSPIRE \* BUILD \* CHANGE

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**For more information please contact:**

Seija Suutari, Executive Director  
United Way of Greater Simcoe County  
(705) 726-2301 ext. 26  
[ed@unitedwaysimcoecounty.on.ca](mailto:ed@unitedwaysimcoecounty.on.ca)  
[www.unitedwaysimcoecounty.on.ca](http://www.unitedwaysimcoecounty.on.ca)

