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United Way of Greater Simcoe County
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For Immediate Release

United Way of Greater Simcoe County Launched 2008 Campaign at Tangle Creek – 1.5 Million *Plus!*

Barrie, ON September 9th, 2008

United Way of Greater Simcoe County (UWGSC) kicked off its 2008 Campaign at breakfast this morning at Tangle Creek Golf Course. Following the Campaign goal announcement of 1.5 Million *Plus*, a bus took participants on a “Seeing is Believing” tour to two agencies for a first-hand look at how donated dollars are being utilized. First stop was at the David Busby Street Centre, Barrie and the tour wrapped-up at Canadian Mental Health Association, Barrie.

Mark Aitken, Chief Administrative Officer of the County of Simcoe, and this year’s UWGSC’s Campaign Cabinet Chair, shared his thoughts on the theme of this year’s goal. “As you notice our financial goal is 1.5 Million dollars which is an aggressive and significant increase from last year. Apart from raising funds for the human and social services network that exist in Simcoe County, we are placing an equal emphasis on the *Plus* side of United Way. I have come to realize over the past several years that there is so much more going on at United Way with an abundance of fulfilling and rewarding ways for people to get involved in the community. What *Plus* means to us is not only more investors and additional funds but also more gifts in kind, more volunteers, more community engagement, more random acts of kindness. It all about the little things that each and every one of us can do to build an exceptional and complete community for our residents. Everyone has something to contribute.”

Joanne McPhail, Chair of UWGSC added “there are some soft economic times happening for all Canadians and we in Simcoe County are not immune to these pressures. If we are feeling the pinch, imagine what it’s like for those who are marginalized due to circumstances beyond their control. Now more than ever we need everyone working towards our shared vision to inspire our residents, build stronger more resilient neighbourhoods and to improve and change people’s lives each day.”

Additionally:

- Guest speaker Selina Frederick, Motivational Speaker, Humourist, donated her time to share inspiring thoughts with participants.
- Tangle Creek Golf Club provided their facility at no charge for the Launch.
- Greyhound Canada provided both bus and driver for the “Seeing is Believing” tour.
- United Way is one of the largest non-government sources of social service funding in Greater Simcoe County and has been effecting change for 49 years.
- Over 80% of funds donated to UWGSC are raised in the workplace, most through payroll deduction programs. More than 150 employers in Simcoe County support their community this way.
- Annually United Way funded agencies touch the lives of 1 in 3 people, which equates to more than 150,000 individuals in our region.
- *Please help us in our quest to build a better community.*

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News Release