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United Way of Greater Simcoe County
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*Ontario Provincial Police creative in their fundraising approach to support
United Way of Greater Simcoe County's 2008 Campaign*

Thursday, November 20th, 2008

Who: **United Way of Greater Simcoe County**
What: **Ontario Provincial Police Cheque Presentation**
When: **Monday, December 1 at 10:00 a.m.**
Where: **Ontario Provincial Police Headquarters
Steakout Cafeteria
777 Memorial Avenue
Orillia ON L3V 7V3**

Photo Opportunity: United Way of Greater Simcoe County (UWGSC) is pleased to announce that Julian Fantino, Commissioner of the Ontario Provincial Police and Deputy Commissioner Chris Lewis will be presenting a cheque to United Way of Greater Simcoe County on Monday, December 1, 2008. All staff and members of the public are invited to attend the ceremony. The OPP are long-time supporters, having been part of UWGSC's Annual Campaign for over 13 years.

This year the Ontario Provincial Police have expanded their campaign to include more detachments and are focusing on encouraging philanthropy among their employees as well as leadership giving (gifts of \$500 or more). A number of special events have taken place including a province wide online silent auction and a pasta take out dinner. In addition, a special fundraising Gala is being planned for Feb 13, 2009 with all proceeds going to United Way. The Best Western Mariposa Inn & Conference Centre has generously donated the facility for the event. Mr. Mark Aitken, 2008 Campaign Cabinet Chair and Seija Suutari, CEO, United Way, will be on hand to accept the cheque. Mr. Glenn K. Fernandes, OPP Executive Lead for the 2008 Campaign will be the Master of Ceremonies.

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, mostly through payroll deduction programs. More than 150 employers in Simcoe County support their community through United Way.*
- *In 2007 United Way of Greater Simcoe County raised a record amount for local programs and services - \$1,360,000. This year our goal is \$1.5 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.*

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For more information please contact:

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