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United Way of Greater Simcoe County  
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## United Way of Greater Simcoe County “Plus” Campaign is Soaring – *Everyone Has Something to Contribute!*

*For immediate release*

**Barrie, ON, Friday, December 12<sup>th</sup>, 2008** - United Way of Greater Simcoe County (UWGSC) is pleased to announce the community goal of 1.5 million dollars *Plus* (a departure from the normal dollars-only based goal) has been enthusiastically embraced by our community. However, now more than ever, UWGSC is asking our community to rally behind our neighbours with increased generosity in not only their financial support but with their time, talent, energy, wisdom and/or through pure kindness to strangers or friends.

Although sometimes challenging to quantify, in all *Plus* categories, (which includes more investors, more gifts in kind, more community engagement, more volunteers and more random acts of kindness), Mark Aitken, Chief Administrative Officer of the County of Simcoe, and this year’s UWGSC’s Campaign Cabinet Chair reports that “Simcoe County residents have stepped up to the challenge of creating a stronger and kinder community in which to live. We have seen first-hand and heard anecdotal stories of strangers helping others by donating to charities in lieu of gifts; of groups of community members coming out to consultations to provide their insight and expertise to development projects; of people and businesses donating their services and products to benefit charities; and people giving increased amounts as volunteers.”

Aitken adds, “Being engaged with the community through United Way provides the best opportunity to achieve collective impact. If we sum up all the little things that each and everyone does on a day-to-day basis we truly can build an exceptional and complete community for our residents. Everyone has something to contribute and now more than ever we need all hands on deck – multiple levels of government, business, community agencies, individuals – everyone. Please contribute what you can to help improve our community.”

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. If you would like to make a financial contribution to United Way or to be involved in any other way, contact United Way offices. *Please help us in our pursuit to build a better community.*

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