

# Remarkable

*People. Neighbourhoods. Impact.*

## We set a bold goal!

Campaign 2007 has raised \$6.3 million to date, 70% of our bold \$9 million goal. The campaign is in line with previous years; however, December is always a turning point. Campaign Cabinet Chair **Mike Hortie**, President of Motorola Canada says, "The next \$2.7 million will be a challenge to raise, but we have great confidence in our remarkable contingent of fundraising volunteers and generous supporters. We just received word that The Regional Municipality of York has raised \$202,000, a 68% increase over last year. Our ability to hit our bold goal depends on more news like that!"

## We don't want to lose you.

Donations made to United Way of York Region through payroll deduction programs are not renewed automatically – continuing your payroll donation requires a new pledge form each year. **Jody Rodney**, Coordinator of the Amex Cares campaign is connecting with Amex employees who donated in 2006 but have not yet renewed their support. Mrs. Rodney says, "It's a courtesy call really. Some people may believe their donation will continue to come off their paycheques, so we just want to ensure that everyone who wishes to donate has an opportunity to do so."

UWYR Director of Development **Shari Lovelock** says, "Touching base with people who gave last year is an excellent idea. We would hate to lose someone simply because they didn't realize they had to fill out a pledge form each year."

UWYR is pleased to assist Employee Campaign Chairs with telephone calls to past supporters.

[Click here](#) to contact a member of our Campaign Team.

## Poverty in York Region.

A highly publicized United Way of Greater Toronto study shows 1 in 4 families in that city live in poverty. In responding to media queries about how York Region is faring, UWYR CEO **Daniele Zanotti** says, "The

number of vulnerable low-income families is growing beyond Toronto's borders."

[Click here](#) for the full story from yorkregion.com.

## A Remarkable evening.

Join us on Thursday, January 31, 2008 for the announcement of the 2007 campaign achievement, and the presentation of the coveted United Way of York Region Spirit Awards.

[Click here](#) for Spirit Awards Criteria and Nomination Form.

## Volunteer of the Year.

Nominations are also open for the ***Douglas E. Lear Memorial Award*** recognizing United Way of York Region's Volunteer of the Year. Allstate Insurance Company of Canada provides a cash award of \$1,000 to United Way's Community Fund or the recipient's United Way of York Region member agency of choice.

[Click here](#) for Award Criteria and Nomination Form.

