

United Way effort 'unparalleled'

BY CHRIS TRABER
Staff Writer

United Way of York Region CEO Daniele Zanotti is confident the organization will meet its most ambitious fundraising target to date, but needs just a little bit from you to reach the lofty goal.

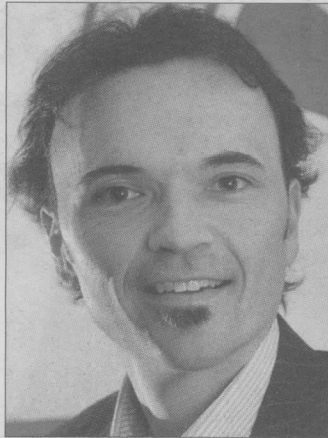
"We're tracking at 90 per cent to our \$9.5 million goal," he said of the campaign scheduled to wrap up Jan. 29.

"That's consistent to the goal at the same time last year.

"We're stubborn and resilient. We'll get there."

Mr. Zanotti, whose organization supports 40 diverse York Region social service agencies, said he has never witnessed such a concerted charitable push.

"In this economy, whether we hit or miss, this has



DANIELE ZANOTTI: United Way CEO confident charity will achieve its goals.

been our most successful campaign by sheer hunger to help the people of York Region," he said. "The effort we've seen is unparalleled.



United Way
of York Region

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Vaughan • Whitchurch-Stouffville

We've never seen our residents, donors, volunteers and corporate sponsors give, work and dig harder than this year.

Several weeks ago, Toronto's United Way campaign was \$4 million light of its \$110 target. A public appeal campaign helped top up the coffers.

To donate, visit www.uwyr.on.ca on line or call 905-474-9974, ext. 242 or toll free, 1-877-241-4516