

Brant United Way Kicks Off 2010 Campaign with Goal Announcement

For Immediate Release

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Trish Kings, 2010 Campaign Chair, with the help of volunteers from Brant United Way Member Agencies, unveiled this year's campaign goal at the Brantford Rotary Club meeting. The goal for the 2010 campaign is **\$1,450,000**. This year, the goal is higher than it has been in the past three years. It was set after months of preparation by the campaign team including meetings with companies and organizations in our community to secure their support.

"We know our community is still seeing some struggles, and we know that our Agencies need us more than ever. It will be tough, but together, I know we can achieve this! Brantford and the County of Brant is a small tight-knit community and I know that we rally around this cause. We will rediscover what it means to be a community and create real, lasting change through our United Way campaign." said Campaign Chair Trish Kings.

After officially launching today, the United Way campaign will run until the end of November. Brant United Way will have a strong presence throughout the community this fall, and its campaign team is hopeful that when asked to support the United Way, the citizens of Brantford and the County of Brant will join them by making a donation. "I have been overwhelmed by the warm welcome I have received by the community. I have been told several times that the citizens of Brantford and the County of Brant have a special way of banding together and I know this year will be no different. If you would like to get involved with the United Way or make a donation, we encourage you to contact us." said Brad Park, Executive Director, Brant United Way.

Partnership in the Community

Brant United Way partners with 18 Member Agencies in the community and together we are helping to ensure that the citizens of Brantford and Brant County are supported in all facets of their lives.

We understand the need to address the root cause of a problem. The variety of programs supported by Brant United Way offer multiple levels of support ranging from temporary support in crisis situations, to preventative solutions that ensure individuals and families of this community have the support they need to prosper.

Donations to Brant United Way are invested locally and address the most pressing community issues. Approximately 45,000 citizens or 1 in 3 have been helped by the over 50 programs supported by Brant United Way.

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