

Leadership Challenge Fund unveiled for United Way Campaign

For Immediate Release

September 13, 2010

At the kick-off for the 2010 United Way campaign, Cabinet Member Terry Bateson unveiled an exciting new program for Brant United Way. Three community minded companies, Great-West Life, Sonoco Canada and Manulife Financial, have generously agreed to fund the new Leadership Challenge in honour of longtime United Way champion, Paul Williamson.

How it Works

New Leadership Donors

First time donations of \$1,000 or more to Brant United Way community fund will be **matched dollar for dollar**. For example, if you donate **\$1,000**, Brant United Way receives **\$2,000**.

Renewing Leadership Donors

The Leadership Challenge **doubles any increase** of at least 10% in your leadership donation of \$1,000 or more to the Brant United Way.

The Leadership Challenge will make great strides in growing the Leadership Program. The results of a successful program will mean an increase in funds raised during the Annual Campaign, which will ensure that more community programs will receive funding, building stability and prosperity for the citizens of Brantford and the County of Brant.

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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