

## **S. C. Johnson and Son, Limited steps up to help United Way prevent projected Shortfall**

**For Immediate Release**

**November 25, 2010**

Since Brant United Way announced it was projecting a \$45,000 shortfall for its 2010 Campaign one week ago, the community has answered that call and rallied around this great cause. “We have been thrilled with how our community has responded to the positive messages communicated by our local media, and they are showing they care with their donations and the gap is closing.” said Trish Kings, 2010 Campaign Chair.

The projected shortfall is now at \$26,000. One big contributor to closing the gap was a \$10,000 donation from S. C. Johnson and Son, Limited. When SC Johnson heard about the real possibility Brant United Way might not make its goal this year, they responded with an additional \$10,000 donation, on top of their already significant contribution to the Brant United Way.

At SC Johnson, United Way is a very big part of their culture. “Our employees amaze us each year with their generosity and the company matches their individual donations. We want to take the same idea and apply it to the community. That is why we have donated \$10,000 and are challenging the community. SCJ will match additional donations from the community dollar for dollar up to \$10,000 to help ensure Brant United Way reaches its goal.” Said Beth Simermeyer, President and General Manager of S. C. Johnson and Son, Limited and Brant United Way Large Industry Co-Chair.

There are still two weeks left in the campaign and time for individuals and companies to answer the challenge and make a donation to Brant United Way and ensure the goal is met. Look for the donation coupon in the Brantford Expositor and Brant News. As well, you can make a donation at any TD Canada Trust or Scotiabank branch. You can also make a donation by calling 519-752-7848, in person at 30 Brant Avenue or on-line at [www.brantunitedway.org](http://www.brantunitedway.org).

Brant United Way remains confident that the goal can be reached with everyone’s support. Brant United Way urges everyone to give what they can. Every gift counts and will add up to success.

“We remain committed to reaching our goal of \$1.45M. We know the support from United Way is critical for the Member Agencies to continue to help our community.” said Trish Kings.

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## **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.