

United Way asks Community to help prevent \$45,000 Shortfall

For Immediate Release

November 18, 2010

Brant United Way is projecting a \$45,000 shortfall for its 2010 Campaign. This year's goal is \$1.45 Million and is the highest goal in three years. "We set a higher goal, as we know that our 18 Member Agencies need us more than ever." said Trish Kings, 2010 Campaign Chair.

Since 2007, residents of Brantford and the County of Brant have helped Brant United Way reach its fundraising goal. This year Brant United Way is projecting a real risk of not making the fundraising goal and this will have a direct impact on the 50 programs and services that the Member Agencies offer.

There are many successes to celebrate already. Many, many individuals and companies have been very generous with their support. However, in the past few days and weeks Brant United Way has received information from other supporters that they are unable to support the Campaign to the extent that they have in the past. Many individuals and companies in our community have been and continue to be impacted by the economy. But, we know the support from United Way is critical for the Member Agencies to continue to help our community.

Brant United Way urges everyone to give what they can. Every gift counts and will add up to success. If your company isn't running a workplace campaign, it's easy, fun and there is still time to get involved. Call the Brant United Way office at 519-752-7848 for pledge cards and more information.

Together, we will rediscover what it means to be a community and create real, lasting change through our United Way campaign. "The strength of our Campaign is all of the donors and volunteers from workplaces and in our community who come together to show their support and donate to Brant United Way." said Trish Kings.

You can make a donation by calling 519-752-7848, in person at 30 Brant Avenue or on-line at www.brantunitedway.org.

For more information contact:

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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.