



**United Way
of Greater Toronto**

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UNITED WAY CAMPAIGN REACHES \$89.5 MILLION FOR THE COMMUNITY

Record achievement to help neighbourhoods, youth and newcomers

TORONTO – The United Way of Greater Toronto is celebrating the success of its 2004 campaign with an unprecedented achievement of \$89.5 million to help build strong neighbourhoods and support people in need across Toronto. The record achievement is an increase of \$5.2 million over the previous year’s campaign.

The campaign results were unveiled at a celebration dinner attended by almost 2,000 United Way supporters. United Way 2004 Campaign Chair **John Hunkin**, Chief Executive Officer of CIBC, was joined by **Frances Lankin**, President and CEO of United Way of Greater Toronto, and a number of community leaders to unveil the record-setting achievement.

“This achievement translates directly to funding for agencies helping thousands of people across Toronto,” said Lankin. “It is important to recognize how Torontonians continuously and generously support United Way to strengthen our city.”

In her speech at the event, Lankin also paid tribute to international aid efforts following the tsunami disaster in Asia: “Once again, Toronto, you have shown that your compassion is a powerful force,” she said. “When there is a need – here or oceans away – you have been ready to pitch in.”

The \$89.5 million raised by United Way of Greater Toronto will support its network of 200 health and social service agencies across the city, as well as other United Ways and other designated charities. United Way agencies provide a range of services to give young children a healthy start in life, provide opportunities for youth, support abused women and their children, provide support to disabled and homeless people, and assist newcomers to Canada.

“It is inspiring that thousands of individuals responded so generously to the needs of their fellow citizens and neighbours,” said Hunkin. “This achievement reinforces that together we can make a difference.”

The dinner was held in honour of the thousands of donors and volunteers who contributed to United Way’s 2004 campaign success. **Beverly Thomson**, host of Canada AM, was the emcee for the evening. Entertainment was provided by members of the cast of **Mamma Mia**.

Each year the dinner showcases the annual United Way Spirit Awards, honouring workplace volunteers and companies that demonstrate excellence throughout the campaign. 26 award winners were recognized in 11 different categories. Some of these include:

Russell Investment Group took home the inaugural award for *Corporate & Employee Giving, Less than 100 Employees*. Russell Investment Group had 75 % participation rate, with an employee per capita giving of \$568, raising a total \$79,903 for United Way.

Dundee Securities Corporation won the *Fist-Time Corporate & Employee Giving* award, recognizing first-time campaign participants. Dundee Securities gave a corporate gift over \$85,000, raising a total of \$202,000 for United Way.

Toronto Star and Graphic Communications International Union, Local 110 M & 500 M; International Association of Machinists & Aerospace Workers, Local 235; International Brotherhood of Electrical Workers, Local 353; Southern Ontario Newsmedia Guild, Local 87 M took home the Spirit Award for *Labour Participation in a Private Sector Organization*.

The Spirit award for *Labour Participation in a Public Sector Organization* went to the **City of Toronto and Toronto Civic Employees Union – CUPE Local 416; Canadian Union of Public Employees, Local 79; COTAPSAI; Toronto Professional Fire Fighters Association**, together the City of Toronto and it's unions raised over \$1 million for United Way.

Harbord Collegiate Institute was awarded the *Best Public Secondary School Campaign* while the award for the *Best Private School Campaign* went to **Community Hebrew Academy of Toronto** who raised their total student dollars by 68 per cent. The *Best New Student Campaign* went to **Graduate Business Council, Schulick School of Business** who raised over \$3,600 for United Way in their very first campaign.

Canvasser of the Year honours went to **Linda Woodcock** of the Toronto Police. Woodcock shared her passion and energy for fundraising with over 330 of her colleague's enroute to raising \$36,000 for United Way.

The *Public Awareness Spirit Award* went to **CTV Inc.** for their CFTO salutes which paid tribute to thousands of workplace volunteers and aired nightly on CFTO news, and **Imperial Oil** for their Support The Way retail event, where they donated one cent a litre from the sale of gasoline at over 200 retail sites across the GTA on October 23rd.

And the award for *Employee Campaign Chair of the Year in an Organization with 250 to 999 Employees* went to **Dolly Calderon** of Hbc Information Services. Calderon ran an exemplary campaign by focusing on education and awareness and she embraced the campaigns best practices.