



Change starts here.

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CAMPAIGN UPDATE:

Calling all Superheroes – Our Community needs your help!

Cambridge, Ontario (January 19, 2015) Calling all Community Superheroes – United Way of Cambridge & North Dumfries needs your help to meet their community campaign goal over the next 4 weeks!

United Way staff and volunteers are working hard to close the gap of nearly \$80,000 before Feb. 26th when they announce their achievement at their annual Community Achievement Night. Over 51,000 people in the Cambridge & North Dumfries communities are helped by United Way supported programs and the Volunteer Centre every year. That's 1 out of every 3 residents that rely on these programs for emergency food or housing, after-school care and anti-bullying support, counselling services, access to neighbourhood centres, and more.

When asked about setting this year's goal CEO Ron Dowhaniuk said that they went through a careful planning and goal setting process to ensure a realistic target was set. "The plan was to not come back and ask for last minute support this year. Unfortunately we are unable to avoid it due to some unexpected news last month which put us in a difficult position."

Thank you cannot be said enough for those who have already donned the cape and supported the Cambridge & North Dumfries communities through United Way's 2014 campaign. There have been some remarkable success stories. Thank you to each and every company and individual who has donated or volunteered already.

Today United Way is asking local individuals and businesses to come forward and join the movement of Community Superheroes to help ensure that our community is able to receive the valuable programs and services that depend on the United Way campaign.

A gift of \$100 can provide a drop-in program for 3 youth for mentorship, recreation and homework help. A gift of \$200 can provide 5 individuals, couples or families with counselling to help improve their family dynamics and address issues like mental health. A gift of \$500 can give the gift of literacy and employment skill upgrading to 3 adults seeking to provide a better life for themselves and their families.

Use your superhero power for good. Donate today by visiting uwcambidge.on.ca or calling 519-621-1030. Take advantage of monthly payments through credit or monthly withdrawals. A small amount each month adds up to big change at the end of the year. If you are interested in running a fundraiser or asking your organization to get involved call the United Way office for more information.

About United Way of Cambridge and North Dumfries:

Through constant outreach to the local area, United Way is focused on what our community needs most. We know that it is our mandate to create a better life for everyone. This mandate is extended across our community priorities:

- From Poverty to Possibility
- Strong Communities
- All That Kids Can Be

Every year tens of thousands of residents in Cambridge and North Dumfries are helped by United Way. Working with our partner agencies, and with support from local workplaces, we give hope, improve lives and build our community. To learn more, please visit our website at uwcambbridge.on.ca or call us at 519-621-1030.

For more information:

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