



United Way
Cambridge and
North Dumfries

Change starts here.

Give. Volunteer. Act.

December 9th, 2015

**Media Advisory
For Immediate Release**

The United Way Campaign in Cambridge and North Dumfries is Projecting a \$200,000 Shortfall with the 2015 Campaign

"Nothing we do at United Way would be possible without the incredible generosity and commitment that exists in this community," says Ron Dowhaniuk, Chief Executive Officer at United Way Cambridge and North Dumfries. That generosity and commitment is what shows through in the \$1,270,300 that United Way has already received since kicking off its annual campaign just less than 3 months ago. "Many workplaces are still fundraising for us and some won't even begin until the new year," says Dowhaniuk. In addition to that, many individual donors wait until December to make their donations. Staff at United Way are projecting that another \$844,500 will come in over the next several weeks, bringing the campaign within 9% of its goal to raise \$2,325,000.

"I can't say thank you enough to everyone who's given already," says Nathan Ewing, who is President of Transchem Inc. and also the Chair of the 2015 United Way campaign. He is clearly grateful for this foundational support, but also says his work is far from finished. "A 9% gap may not seem like a lot," says Ewing, "but in a campaign of over \$2,000,000, there's a lot at stake."

United Way's goal is to create big impact on the most pressing local needs. This includes the most basic needs, like food and shelter, that aren't being met for the most vulnerable members of our community. But it also includes needs that sometimes go unnoticed – like the need for mentors and safe recreation for at-risk kids; or the need for a support system and a place where someone with no family or connections can feel like they belong.

If achieved, the \$2,325,000 goal set for this year's United Way campaign will help over 5,000 kids build up their self-esteem and make healthy choices, over 25,000 people access to counselling and safe spaces to come together as a community in, over 16,000 people build up their literacy and employment skills and access emergency food and shelter, and over 5,000 volunteers connect to causes that matter to them. "This kind of impact is only possible because we work together," says Dowhaniuk. United Way brings together 100s of workplaces across all sectors, over 10,000 community members who either donate or volunteer, and 60+ community agencies that serve as a network of support for everyone in our community.

Just as achieving the \$2,325,000 goal will produce big impact, not achieving it will have an impact, too. "It could mean cuts to programs or sacrificing new strategies that stand to create the bigger impact needed by so many in our community," says Dowhaniuk. "But none of us are ready to throw in our hat," he continues. And Ewing agrees. "If we truly come together, I know we can make this successful. For everyone who gives and feels connected to United Way and our community, I know there are so many more people and organizations that we haven't yet reached. I'm inviting everyone in our community to get to know us better. Visit our new website. Read our stories. See the difference we can make when we work together."

For more information or to donate now, visit www.uwcambridge.on.ca. You can also call us at 519-621-1030, x244 or email us at info@uwcambridge.on.ca.

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United Way of Cambridge and North Dumfries:

Through constant outreach to the local area, United Way is focused on what our community needs most. It is our mandate to create a better life for everyone in Cambridge and North Dumfries. This mandate extends across our community priorities:

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

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 uwcambridge.on.ca or call us at 519-621-1030.

For more information:

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We've updated our website! Please visit <http://www.uwcambbridge.on.ca> for to learn more about the work we're doing with our partner agencies, the programs we invest in, and the people we're impacting. We also have a new section called "Our Stories," which we hope you'll take a moment to visit.