



# Change starts here.

# Give. Volunteer. Act.

## CAMPAIGN OF THE WEEK: Reliance Home Comfort

Cambridge, Ontario (December 8, 2014) There are great campaigns and then there are **jaw-dropping campaigns!** It isn't uncommon for Reliance Home Comfort to run an outstanding United Way campaign in the Cambridge community. Their dedicated staff has a proven track record of surpassing their ambitious goals year after year and that, too, by a long shot. But this year what they accomplished was far beyond even the organizing committee's wildest dreams. This year, Reliance Home Comfort's United Way campaign has brought in over **\$72,000**, which is an incredible \$20,000 more than the \$52,000 raised last year!

Amanda Andersen, Reliance's Workforce Planning Manager and the company's lead campaign coordinator in Cambridge, said at the campaign kickoff that several staff identify the annual 2-week campaign as their favourite time of year. Amanda explained that the United Way campaign rallies employees behind a common goal and the daily special events give people a chance to have fun together.

One of the more unique and new events this year gave employees the opportunity to either lock their managers up in "jail" for an hour or bail them out by making donations to one of two pots (see photos below). Once in jail, managers were confined to a room with no access to food, their phones, or staff other than their cell mates! While events like these undoubtedly help to make the campaign memorable, it's the focus that Amanda and the campaign committee places on United Way's work in our community that really drives in donations and makes this the phenomenal campaign that it is.

In thanking her committee members Amanda said, "Your commitment to the cause, your creative ideas and each of you volunteering your time to participate and run events, etc. has proven that things we thought were unattainable – **are doable when done as a team!**"

At United Way Cambridge and North Dumfries we believe that being a community superhero means going past what you imagine is possible. Thank you, Reliance Home Comfort, for being our Community Superhero. And congratulations on a fantastic campaign!



Reliance Home Comfort special event to lock managers up in "jail" to fundraise for their United Way campaign!