



Change starts here. Give. Volunteer. Act.

CAMPAIGN UPDATE: Community Superheroes Answering the Call & Encouraging Others to Join

Cambridge, Ontario (February 3rd, 2015) Recently United Way of Cambridge & North Dumfries put out a call to the community to encourage our Community Superheroes to come forward and help to close the anticipated \$80,000 shortfall to the 2014 Campaign. Sure enough, community members and corporate partners are answering the call.

Gore Mutual Insurance Company has stepped up to provide an extra \$15,000 in addition to their regular corporate and employee contributions to help ensure the 40 programs serving over 51,000 in our community can continue to do so.

"There is still time for others to follow Gore Mutual's lead and step up to help us reach our goal," explains Anna McCrindell, VP Commercial Insurance Solutions at Gore Mutual and Chair of the 2014 United Way Campaign. "I'm always inspired by the generous nature of our community and know that we can meet our target if we all pull together. I'm proud to work for a company like Gore Mutual that puts our local community as a priority."

Gore Mutual hopes that their special gift will inspire others in the community to action.

"Gore Mutual has a long history in this community. It's important for us to give back to our community where we do business and where a number of our employees and customers live," says Heidi Sevcik, President & CEO Gore Mutual. "We are happy to be a long standing partner of United Way and recognize the important work that happens in the community through United Way and its partners. With this special gift we hope to inspire others to join us."

Community Superheroes come in all sizes of course and United Way has reported hearing from local residents who, after reading about the shortfall, called in to help. United Way is very grateful to these individuals and encourages local residents as well as local businesses to continue to contribute if they have the capacity.

"We know that we live in a very caring community," explains CEO Ron Dowhaniuk, "Cambridge & North Dumfries ranks in the top 20 in United Way communities across Canada for per capita giving. We thank everyone for their generous support so far this year and a special thanks for your efforts to help us to meet the community target."

United Way is hoping to close the 3% gap on the \$2.34 million campaign in time for their Community Achievement Night on Thursday Feb. 26th.

Use your superhero power for good. Donate today by visiting uwcambbridge.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.

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.

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

For more information:

Amanda Melnick
Director of Resource Development
United Way of Cambridge and North Dumfries
135 Thompson Drive, Suite 2
Cambridge, Ontario, N1T 2E4
(519) 621-1030 ext. 244
amanda@uwcambbridge.on.ca

Ron Dowhaniuk
CEO
United Way of Cambridge and North Dumfries
135 Thompson Drive, Suite 2
Cambridge, Ontario, N1T 2E4
(519) 621-1030 ext. 227
ron@uwcambbridge.on.ca