



EMBARGOED UNTIL:

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United Way campaign raises \$14.5-million  
*Results include \$2-million from national campaigns*

MISSISSAUGA — An enthusiastic crowd of 700 people cheered at the Pearson Convention Center this evening when United Way of Peel Region announced that it had raised \$14,565,806 in 2007, surpassing the \$14-million goal set last September.

“Our campaign theme this year was *United we are stronger*,” said 2007 Campaign Chair Linda Kuga Pikulin, President of The Pepsi Bottling Group (Canada) Ltd. “Our community really demonstrated its collective strength in this campaign. Thousands of generous individuals and organizations from all across the region joined with us because they believe in creating lasting positive change that makes our community stronger.”

The 2007 campaign achievement includes \$2-million from national employee campaigns and an additional \$1.7-million that has been designated by Peel donors to other United Ways or registered charities. National employee campaigns are coordinated by United Way for organizations that have head offices in Peel and have multiple locations across the country. Donations raised through national campaigns are distributed back to the communities in which they were raised.

“It takes a lot to make a community strong,” United Way Board Chair Dr. Colin Saldanha told the guests. “It takes a vital business sector, good jobs, visionary political leadership, strong social services, opportunities for people to participate in the life of their community, and, most of all, it takes people who care. Together we are building the kind of community in which everyone can thrive.”

United Way’s Community Fund supports programs, services and initiatives that focus on meeting immediate human service needs as well as addressing the root causes of our community’s most complex social challenges.

“United Way would like to thank the community and the many generous donors and volunteers who helped us raise this record amount,” said United Way CEO Shelley White. “United Way will invest in reducing poverty, supporting the integration of newcomers, assisting victims of abuse, supporting children and youth to reach their potential, and helping seniors live healthy and independent lives.”

Attendees at the celebration included volunteers from companies and organizations across the region, representatives from United Way-funded agencies, organized labour, and government and community leaders.

The Pepsi Bottling Group (Canada) Ltd. was the evening’s title sponsor. Grant Thornton LLP provided an additional sponsorship and Lite Concept Design and Image Force provided in-kind support.

During the evening, United Way presented 21 Spirit Awards to organizations and individuals whose participation in the 2007 campaign was outstanding.

Funds pledged to United Way’s Community Fund are used to improve social conditions in Peel by:

- Investing in a network of well-managed human care services and programs that are focused on meeting community priorities;
- Championing and leading community-based partnerships to tackle complex social issues;
- Providing training and skills development to agency staff and volunteers to ensure our community has a strong human care network;
- Advocating for changes in public policy to eliminate inequity and expand opportunities so individuals can fulfill their potential.

United Way is the largest non-governmental funder of social services in Peel. The mission of United Way of Peel Region is to engage with our community, through partnerships, to ensure people are cared for, connected and included.