

United Way raises \$110,000 for 1987

The United Way of Halton Hills didn't reach its campaign goal but it did well enough to bring smiles to the faces of executive members.

Chairman John Wickens reported that \$110,000 was raised in just 61 days of the campaign. The kick off was officially begun Oct. 1 with a fund-raising breakfast. The campaign goal was to raise \$140,000 in the community for social service agencies. The target wasn't met, but United Way managed to increase the number of contributions by 22 per cent over last year.

Board members John Wickens, Paul McCracken and Tom Gibson stressed that the \$110,000 could be a conservative figure because some money will not be donated for many months. Donations from payroll deductions in other United Way areas which are eventually turned over to the Halton Hills chapter have yet to be determined, said Mr. Wickens.

"In our attempt to reach our ambitious goal we raised a lot more money than we did last year. The goal was result of volunteers making predictions for community needs and we will try to meet all those community needs," he said.

Over 500 people as volunteers were involved in the campaign, he said, noting their enormous to the success of the fund-raising drive.

The bulk of the money donated will be used to fund the 17 United Way member agencies and the Red Cross. A citizen review panel assesses community needs and services and then reports to the allocations committee of the United Way.

The board of directors hopes to expand its support to other community agencies in the future, a press release indicates.

Raising money was only one of the goals of the campaign drive, said Mr. Wickens. Also considered important were telling the community about what member agencies do and



TALLY COUNTED - The United Way announced Friday that it's total raised for Halton Hills \$110,000. The campaign lasted 61 days.

Celebrating the end of the annual appeal for funds are Treasurer Paul McCracken and Campaign Chairman John Wickens. (Herald photo)

getting more people involved in volunteering.

"Thanks to the volunteers and the community who helped us deliver our services. You helped us take care of a handicapped child, find a

pint of blood, provide comfort to the elderly and provide a wealth of services to needy individuals," he said.

The campaign chairman is uneasy about making predictions regarding further growth of the campaign

total. However, he said he believes the \$110,000 amount will grow, primarily due to the transfer of payroll deductions to other United Ways. The money is committed to Halton Hills, but there are delays in transferring funds, he said.

"It really is a 12-month campaign," he said. "It's difficult to draw any lines at all. Money from last year will be donated up to December of this year (through payroll deductions)," he said.

The 1987 campaign was more organized and workers had more time to prepare than 1986, which was the first year of operation of the organization, he said.

This year the campaign was divided into nine distinct areas, compared to four categories used in 1986 drive. One area that did not do as well as expected was local business and corporations.

Volunteers are still in short supply and more people need to be educated about designating payroll deductions to their local community, the board members said.

This year a development fund will be established to bring in new agencies on a type of probationary basis.

What were the positives of the campaign? "Everyone seemed more aware that the United Way campaign was operating in town," said Mr. Wickens. Even the commuters were well aware of the fund-raising drive, he said.

In 1988 the Halton Hills United Way will not be receiving \$9,000 in grants by government to offset operating costs. The local chapter is also in need of some equipment, but they won't be using campaign funds for that purpose. The board is hoping a company will donate a photocopier or microcomputer for their campaign work.

Also, the chapter is counting on the participation of high school students from the co-op program who proved invaluable in last year's drive. Otherwise, paid personnel would have to be recruited to handle all of the duties required, the members said.

The 17 member agencies receive their funds throughout the year on a quarterly basis.

Halton Hills isn't the only one who didn't reach their campaign target. Oakville is apparently extending its campaign until the end of January in an effort to reach its goal. Niagara Falls also fell 20 per cent under their target, said Mr. Wickens.

Thanks to the volunteers and the community the United Way raised more funds than last year, he said.

Legion Lines

CAR CLUB - winners in the Dec. 3 draw: 192 Linda Bastedo, 325 Doug Herrington, 387 Dale Walsma, 407 Rick Appleyard, 472 Rita Raymorr, 197 Sylvia Fisher. The half-way draw will be held Dec. 10. Read the rules on your ticket.

Gord King held his turkey dart shoot Dec. 5. The following won the main item for their Christmas dinner: Bob Waites, Ab Ford, Collin Broadbent, Wayne Reid. Comrade King thanks all who played for their support.

CHILDRENS CHRISTMAS PARTY - Santa will be arriving at Branch 120 shortly after 7 p.m. on Thursday Dec. 10. Whilst awaiting his coming, the children will be entertained by the Brampton Clown Band.

NEW YEARS EVE: Tickets are now on sale at the bar.

ENTERTAINMENT: Dec. 12, mini-bingo in the clubroom, music by Bob and Corry. Dec. 19, Ken and Hazel in the lounge.

INITIATION TEAM: Meeting Dec. 13.

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Halton Visitor out of business but new tourism guide takes wing

By DIHANN NADEAU
Herald Special

Media C, the company that published the Halton Region Visitor, went into receivership this fall. However, Athena Publishing Limited, a new company set up by Alpha Press of Milton, has made firm plans to publish a new tourism guide to the area, Discover Halton.

Discover Halton will be a quarterly digest, with the first issue coming out in mid-March. There will be editorial coverage of local attractions and events. The full color digest will serve all of Halton and will feature ads from local businesses.

There will be a 30,000 copy printing, with the magazine being distributed to local restaurants,

hotels, information centres and tourist attractions. The guide is aimed specifically at the tourist, so there will not be a door-to-door distribution in the region. Stores and businesses that advertise in the digest will be issued copies.

The Halton Region Visitor was the only tourist-related publication for the area and when Media C could no longer publish it various citizens sought another publisher for the magazine. Athena Publishing was set up for the specific purpose of publishing Discover Halton.

Jo Lister, who was the editor of the Halton Region Visitor, has agreed to be the editorial consultant for Discover Halton, until the quarterly is running smoothly. Then she hopes to get involved in other projects. She

has her own company, Promover Marketing, a freelance consulting firm.

Steve Dawkins of the Olde Hide House, and Pam Banks, the regional tourism coordinator, were very involved in developing the project.

The guide is used not only to attract the casual tourist, but local Business Improvement Associations use it to give potential investors an overview of the area. Real estate salespeople also give it to newcomers to the region. One local business sent copies of the digest to Europe as part of their publicity package to attract employees.

For more information on the digest, contact Athena Publishing at 878-2434 in Milton.

Case of the missing treetop

By KAY WILSON
Herald Special

NORVAL - Former Norvalites Hardy and Ruby Barnhill, now of Brampton, hosted 20 Norval Women's Institute members and husbands to a Christmas party Dec. 1. The evening took on a Christmas theme, when each person talked about Christmas in past years. One member told how the top of their evergreen tree went missing shortly before Christmas.

They had imagined all their neighbors had cut their tree. Not for several years later did the true story unfold. They were surprised to hear their own daughter had climbed the

tree, cut off the top and pulled it up by sled to the Norval school.

It seems the teacher had asked for a tree for the school concert and this young lady volunteered.

Many members recounted Christmas time they had with family members, some travelled by team and sleigh to get there.

Lunch was served by the hostess assisted by Norine Van Leeuwen and Reta Deenik. They wore old fashioned white aprons and the tables were beautiful with Christmas favours.

Happy birthday was sung for Marguerite Hunter on her 80th birthday. A cake complete with candles was enjoyed and a token of appreciation was presented to the Barnhills.

Potluck dinner

NORVAL - The overall meeting for the three units of Norval United Church Women was held in the church hall Dec. 2 with 30 members present. A pot luck dinner, buffet style, was enjoyed at tables with candlelight.

Two groups of Unit 2 convened by Marg Ridley and Betty Johnson, combined to organize the evening. During the business period, donations were made to five different charity groups including the Fred Victor Mission, Contact Centre, Halton Womens Place, Victor Home of Unwed Mothers and the Sunday School.

The Christmas worship service of the ceremony of lights was interspersed with readings, carol singing and candle lighting. Duets were sung by Glen Laidlaw and Marg Ridley and candles were lit by Marie Carney, Dorothy McLean, Mary Crawford, Marilyn Smith, Kay Wilson and Betty Johnson. An exchange of gifts brought the evening to a close.

Top farmer

NORVAL - Congratulations to Jim Reid who was named Halton Farmer of the Year. Congratulation also to Ken Eila of Hornby who was also nominated. Both have contributed much to agriculture.

Francis Chisholm of RR3 Milton was awarded the Halton Region Federation of Agriculture Scholarship. Francis has completed 29 4-H projects, was a Halton Furrow Queen, Halton Junior Farmer member and Miss Milton Firefighter. Francis is the daughter of Lloyd and Mary Chisholm of Milton. She is presently enrolled at the University of Guelph in the two year agriculture course.

Relaxing time

NORVAL - Bill and Gwen Laidlaw have returned from a week's vacation in Florida and report a great relaxing holiday. Pinegrove community centre had six tables last Monday. The winners were Pink card Marie Murray, Pearl Burt, White card Marie Miller, John Hunter and Eunice Lowry was the lucky draw winner.

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