

Arlene Bruce takes over as 1989 United Way president

The 1989 team of United Way executives in Halton Hills will begin the campaign with a new slogan, improved rural canvassing and a hard-hitting campaign to boost commuter donations.

The new executive was announced at a press conference at the United Way of Halton Hills office in Cedarvale Community Centre Friday. New president Arlene Bruce gave past-president Tom Gibson a United Way pin to celebrate his service to the charitable non-profit organization.

The United Way slogan, the United Way "hits home" will be replaced this year by something catchier, said executive director Betty Fisher. Mrs. Fisher said the organization wants something as long-lasting as the Halton Hills slogan "Head for the Hills - Halton Hills" of the Olde Hide House slogan, "it's worth the drive to Acton."

Rural canvassing, previously done through a mail-drop service, will be led this year by former Halton Regional Councillor Pam Sheldon. Mrs. Sheldon has a "huge job" ahead, said Mrs. Fisher.

The mail service will be dropped in favor of the "personal" contact of volunteer canvassing.

Former campaign chairman, and now UW vice-president Steve Williamson will tackle commuter funding, which at \$30,000, was over 20 per cent of the United Way's \$130,000 goal in 1988.

Mr. Gibson said Mr. Williamson's new task will be "to ensure that our funds come back from these people (commuting out of Halton Hills to work)."

Direct donations presently come from large corporations outside Halton Hills such as the Ford Motor Company of Canada Ltd., Northern Telecom of Canada Ltd. in Brampton, and the Halton Board



**United
Way**

of Education. The United Way says many employees at Air Canada are also from Halton Hills, but their donations go first to the United Way of Greater Toronto. Funds paid to Toronto take over a year to reach the local United Way.

But the United Way also wants to repeat a highly-successful special events campaign. The UW was pleasantly surprised last year when \$24,000 was collected in special event donations, said Mrs. Bruce. The special events goal was set at \$8,000.

To help the UW meet its 1989 goal, which will not be announced until June or July, the Acton Firefighters will be campaign chairmen in Acton. Julie Williams will be campaign chair in Georgetown.

Leaders for the commercial and industrial campaigns have not yet been named, said Mrs. Bruce.

This year, the United Way will design a new brochure, look into setting up a booth at the Glen Williams Canada Day celebration, and will release a new video showing how local groups benefit from the organization's donations.

As in previous years, there will

be an annual kick-off lunch in September, booths will be set up at the Georgetown and Acton fall fairs, and an executive breakfast will be held in June. The Chairman's Ball will take place in the winter.

The executive committee has four members each from Acton and Georgetown. Voting rights will be given to all members but the president.

Mrs. Bruce is an Acton resident who serves as a trustee on the Halton Board of Education. She was active in last year's United Way campaign.

The position of past-president, filled by Mr. Gibson from Georgetown, is a new position designed to promote "continuity," said Mrs. Fisher. He will give advice to the newly-formed committee.

Aiding Mrs. Bruce in her functions as president will be Suzanne Brown and Steve Williamson, both of Georgetown. Mr. Williamson was the campaign chairman last year and helped set a successfully-met campaign goal.



Lotsa Pasta

Neil Vickers (left) and Ken Jones hover over a scolding pot of spaghetti in preparation for the Open Door's annual Pasta Dinner Night which was held April 27 at St. George's Church in Georgetown. The group put on the dinner to raise funds for its two programs, the Teen Drop-In Centre and the Young Parents Program. (Herald photo)

"RESPECT FOR LAW WEEK" PROCLAMATION

WHEREAS, crime and its effect upon the lives and property of our citizens continues undiminished, despite efforts by the government, citizens' organizations and many individuals, and

WHEREAS, the problems of crime touch and affect all segments of our society undermining the eroding the moral and economic strengths of our communities and their citizens, and

WHEREAS, there is still a reluctance on the part of many citizens to involve themselves in actions to ensure the protection, rights and wellbeing of their fellow citizens, and

WHEREAS, Optimist Clubs and their members continue to sponsor and support programs aimed at combating crime and disrespect for law through year-round efforts; now therefore be it

RESOLVED, that I, Russell Miller, Mayor of Halton Hills, proclaim the week of May 7-13, 1989, as RESPECT FOR LAW WEEK as all citizens of Halton Hills to join with the Optimists in carrying the message of respect for law to other citizens, and by example, exercise responsible citizenship.

Russell Miller
Mayor of Halton Hills

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