

But miss target by only \$9,000

United Way campaign raises record amount

By **LISA TALLYN**
Staff Writer

The United Way of Halton Hills set its most ambitious goal ever for its 2012 campaign— \$350,000— and the total has come up just a little short.

The campaign brought in \$341,000, which is the highest amount ever raised by the local United Way, but \$9,000 shy of the goal.

“We put a very aggressive goal in place because the community keeps growing and the need keeps growing,” said United Way Board President Brian Clark.

Campaign organizers are hoping some people or businesses will come through with last minute donations to reach the target.

Clark said they are so close to the \$350,000; it would be great to hit it and be able to fund more programs.

He said they are very appreciative of all the support they have received from the community especially with so much competition for donation dollars.

“We thank the community for it’s tremendous support,” said Clark.

Money raised through the campaign

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—United Way
president **Brian Clark**



made it possible to fund 21 agencies in 2013/2014— two of which are brand new to the United Way.

Clark said the United Way’s focus “continues to be on youth and seniors” based on feedback from the community. Among those agencies that received funding were Acclaim Health, Big Brothers Big Sisters of Halton, Links2Care, and Community Living North Halton.

“While we are pleased that we are able

to fund 21 agencies and 28 programs altogether, the funding requests were much higher than we could fund. So although we were able to raise more, the shortfall to our target meant some very deserving programs wouldn’t get United Way funding this year,” said Clark.

The United Way saw really good support from local businesses and there was a slight increase in donations from individuals through the brochure campaign, said Clark.

But he said there was “a bit of a dip this year” in the amount that came in from area residents who designate their payroll pledge at their workplace back to the Halton Hills United Way.

“We would like to remind everyone when they complete their United Way pledge forms to Give where you Live,” said Clark. “Given that a high percentage of people living in Halton Hills work outside this community we are very dependent on these designations coming back to us.”

Anyone interested in making a donation is asked to do so by calling the United Way office at 905-877-3066 or online at www.unitedwayofhaltonhills.ca.

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