

United Way will count on mail-in pledges this year

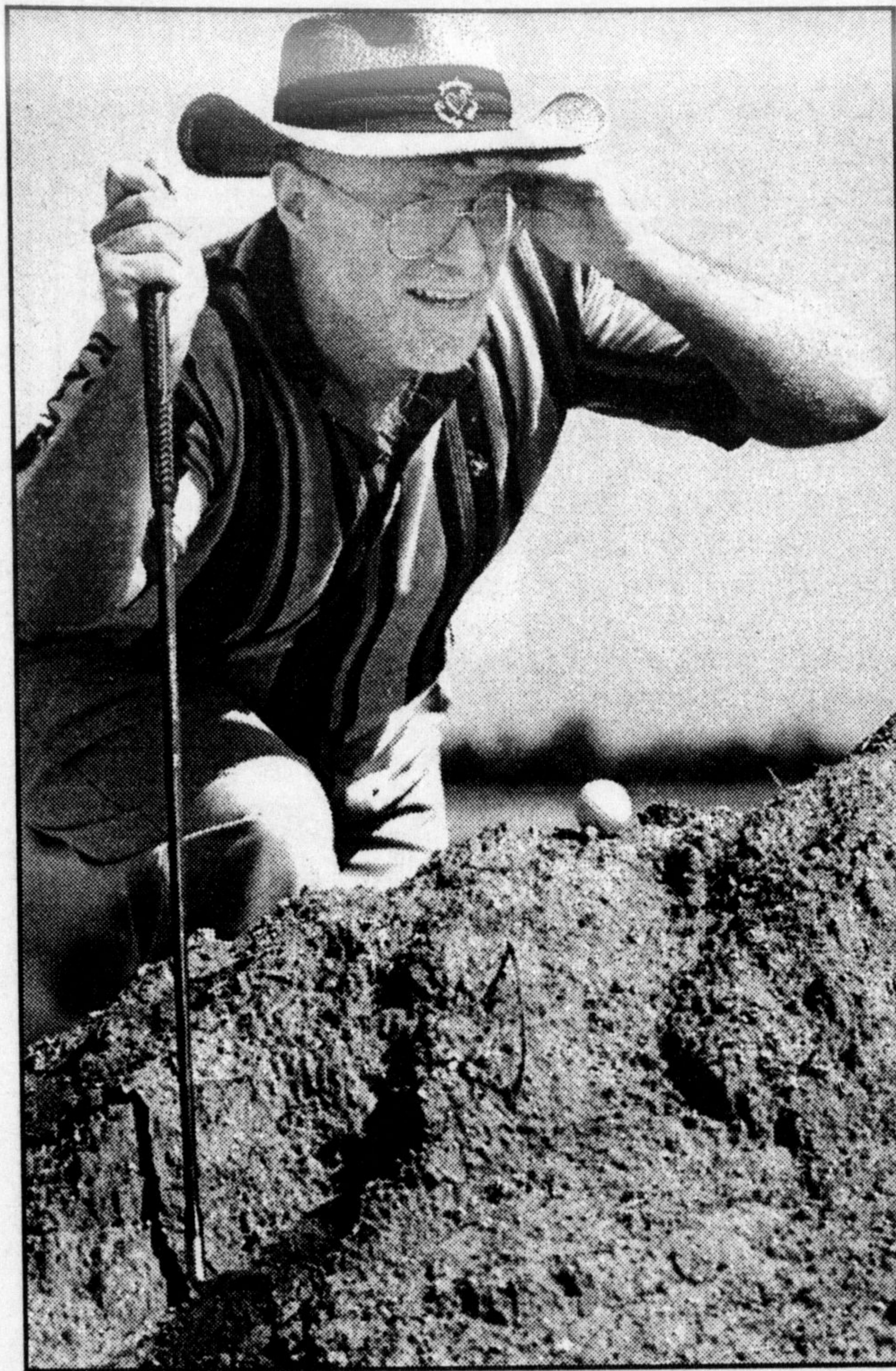


Photo by GRAHAM PAINE

Volunteers feel uncomfortable knocking on doors; residents feel uneasy answering them

By **KAREN SMITH**
The Champion

The United Way of Milton will strive to raise the most funds in its history as numerous local agencies continue to rely on the organization for help.

This year's goal has been set at \$290,000 — \$15,000 more than the already ambitious 1998 target of \$275,000.

A twist in this year's campaign will see a traditional fundraising practice go by the wayside.

No door-to-door canvassing will be done this year, said Anne Eadie, United Way of Milton executive director.

Instead, the organization has staged a massive mailing to every Milton home. More than 11,000 letters were sent out last week and a second mailing will take place in October.

The correspondence asks residents to send in a donation or give through their work payroll deduction plan.

The new system eases the load for United Way volunteers, many of whom said people just aren't willing to open their doors to strangers like they used to, especially after dark.

Some volunteers have also expressed

concerns about their safety, Ms Eadie said. "It's increasingly more difficult to get volunteers. People are so busy with their jobs, and it's becoming less and less comfortable for people to open their doors."

The organization also came up short in filling the position of campaign chair, so they recruited an honorary chair.

After no one would take on the campaign chair, they recruited an honorary chair. • see **THREE** on page 9

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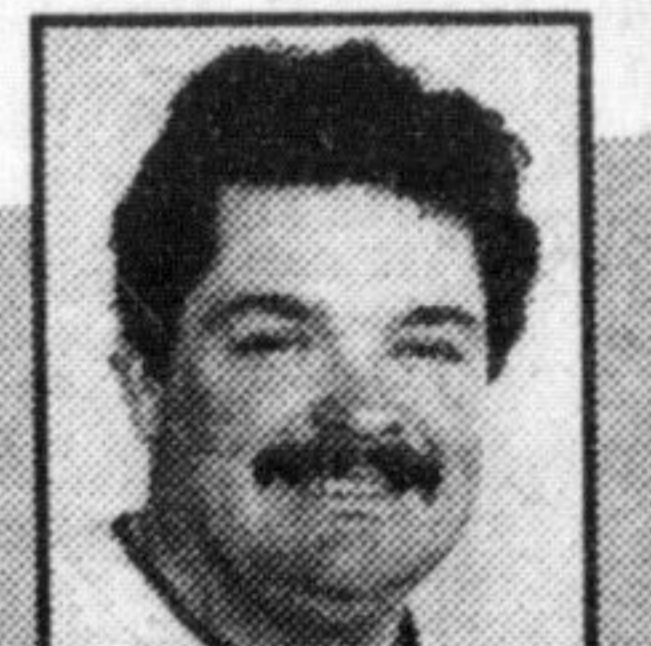
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