

# York United Way struggling to meet \$2.6 million goal

Volunteers at the campaign office of the United Way of York Region are trying to find ways of raising more money before the end of November.

"Our goal of \$2.6 million is a lot of money," said Murray Thorimbert (of AMEX), Chair of this year's campaign, "but, here in York, 33 local charities have asked us to try and raise this amount, which is exactly what we raised last year."

He said that while the United Way raises most of its money through employee campaigns at the work place, it also depends on individual giving, special gifts and special events to increase the amounts.

Totals to date are under the 40 per cent mark, while volunteers had hoped they would have raised at least 50 per cent of the money by now, with only five weeks left to go.

Statistics from the local charities, who are all focused on providing health and social service assistance to people in the region, indicate that one person in four is helped by at least one of the programs either directly or indirectly. They have also indicated that anything under the \$2.6 million will put extreme pressure on them to keep the services at the level they are now.

Mary-Ruth Flood, Executive Director of the United Way, said that all agencies are doing the best they can with very limited resources in a time when so many more people are asking for help.

Some of the charities who share in the proceeds from the United Way campaign are: The Red Cross, CNIB, Big Sisters, Yellow Brick House, Porter Place Canadian Mental Health Assoc., and Family Service Associations. Some of the lesser known charities

are: Telecare, Autism Society, Operation Catch-Up, Aim for Change and Rose of Sharon.

Despite the slowness of the campaign, Thorimbert and Flood both

praised the people of York as being caring, and they believe that their generosity over the next few weeks will bring the campaign as close to \$2.6 million as possible. Donations

can be made via the mail, in person at the United Way office, or on credit card by calling (905) 474-9974 or in areas south of Newmarket (toll free) at: (905) 324-3331.

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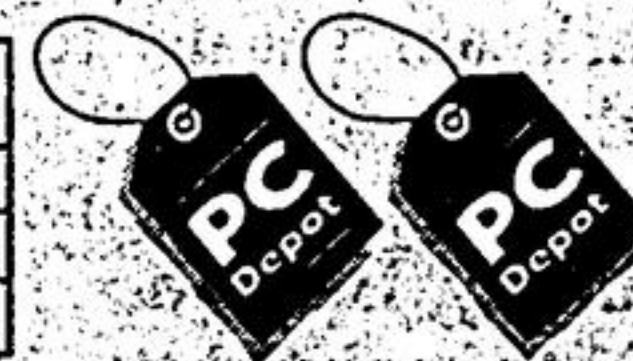
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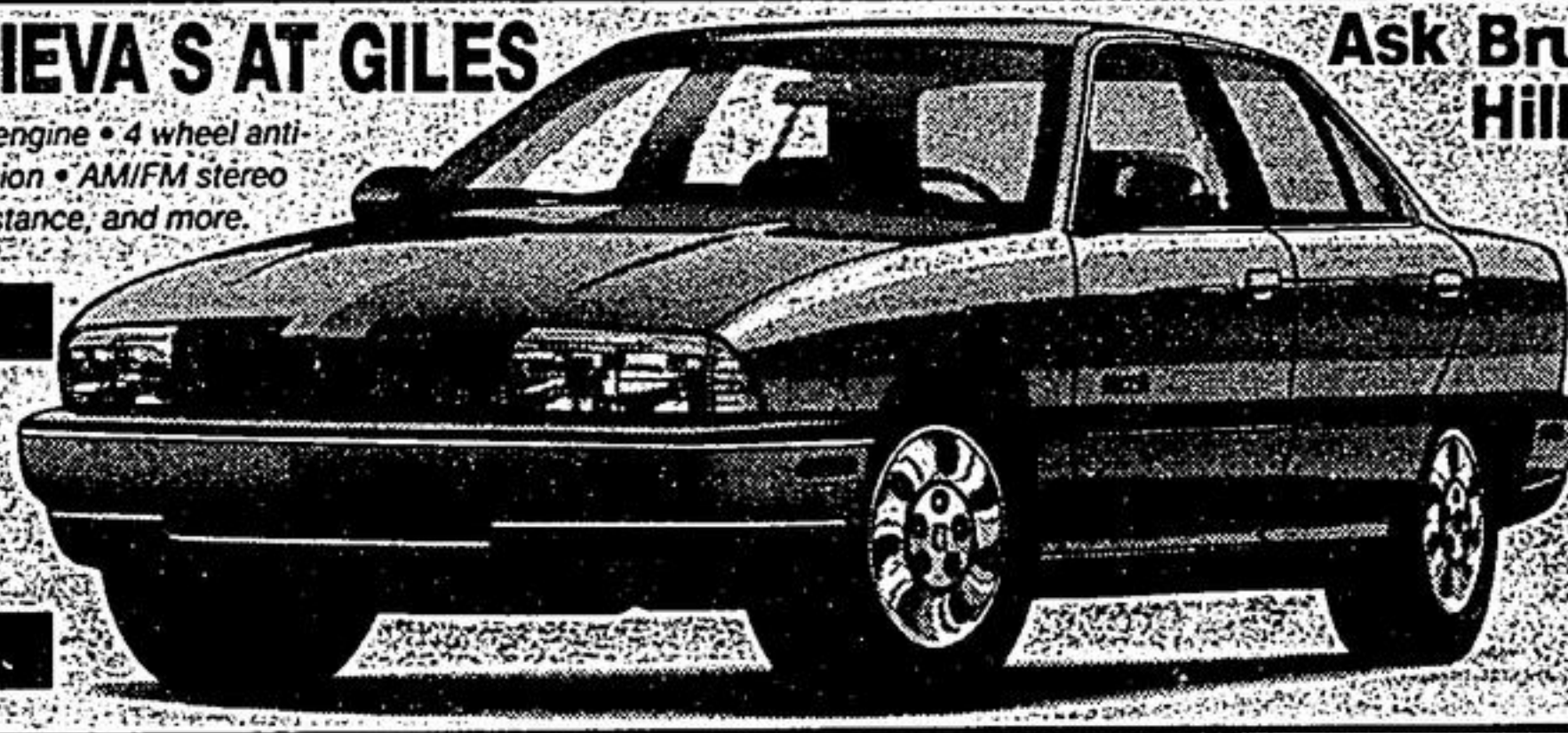
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