

United Way surpasses goal

BY ROY GREEN
Staff Writer

The York Region United Way beat its 2004 goal of \$6.75 million.

It collected \$6.789 million, most of it through payroll deduction plans at companies and municipalities throughout the region.

"We had some really good municipal partners this year, as well as great support from corporations," Rahul Bhardwaj, CEO for York Region United Way, said Friday.

"There are always surprises; some ups and downs, but we were pretty confident we would reach our goal."



STAFF PHOTO/BILL ROBERTS

Allstate Insurance Company of Canada's John Ongaro and Cathy Meanchoff applaud news the United Way of York Region raised nearly \$6.8 million in 2004, surpassing the \$6.75-million goal. The United Way held its annual celebration Thursday at Angus Glen Golf Club in Markham, where agencies and corporate sponsors were given awards for outstanding support.

With more than 54 per cent of employees participating, town staff raised more than \$8,000 for the campaign.

"We have a really intense campaign each year to kick-start it," Ms Davidson said.

With 41 agencies under the United Way umbrella in York Region, donations touch the lives of more than 270,000 peo-

ple in four priority areas — breaking the cycle of poverty and abuse, nurturing children and youth in crisis, supporting families and assisting vulnerable seniors and people with special needs.

The agency also announced its campaign chairperson for the 2005 campaign, David Barnes of American Express in Markham.

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That goal was 8 per cent more than the 2003 target.

For the second year in a row, East Gwillimbury topped all local municipalities in the percentage of employees participating.

"It was more of a challenge this year, because everyone else was trying to beat us out, but it's a fairly easy task when you have such generous people to work with," said Sally Davidson, a program co-ordinator with the recreation department who helped to promote the United Way's payroll deduction plan.

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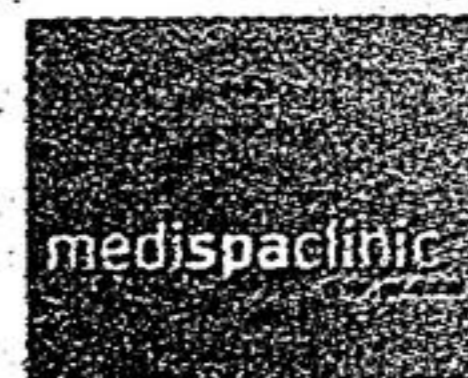
CORRECTION NOTICE

In the Thursday Jan. 27, 2005 edition of the Markham Economist & Sun/Stouffville Tribune, the Markham Subaru ad ran incorrectly. The purchase financing rates at 1.8% up to 60 months and 2.8% up to 48 months should have only read purchase financing from 1.8% & 2.8% without terms as listed. We apologize for any inconvenience this may have caused Markham Subaru and/or their customers.

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