

York employees aim to raise \$400K for United Way

BY CHRIS TRABER
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York Regional Police and municipal staff announced Monday a record \$400,000 goal for their 2012 United Way employee campaign.

Launching the initiative at the region's administrative centre in Newmarket, York Region chairperson and chief executive officer Bill Fisch said most of York's 1.1 million residents are doing well. For those in need, however, United Way of York Region has been a significant and consistent source of help and hope.

"York Region staff give generously to the

United Way every year to help the community and make it an even better place to live," Mr. Fisch said. "By supporting the United Way, we help improve the lives of those in need, whether they are friends, family or neighbours."

In 2011, York Region surpassed its campaign goal and raised \$381,000. Since 1999, the region has raised more than \$1.8 million for the United Way, he said. Each year, United Way York Region assists more than 270,000 people overcome difficulties through the support of more than 40 community programs.

"Through every United Way campaign,

I am amazed at the kindness and commitment employees demonstrate to help others through our fundraising efforts," environmental services commissioner and campaign co-chairperson Erin Mahoney said. "This year's campaign goal is challenging, but not insurmountable. I look forward to seeing everyone pull together, as they have year after year, to reach our goal."

The region's campaign theme was also unveiled. "There's a hero in all of us" is the campaign slogan, reinforced by "Helping MY community, MY way."

York Regional Deputy Police Chief and

campaign co-chairperson Tom Carrique expects this year's campaign to be the most successful to date.

"Like our EMS colleagues, our front-line police officers see how United Way helps every day, whether it's seniors, children, victims of violent crime or those with mental health challenges," he said. "Even a little means a lot to a person in need. Deeds speak."

United Way chief executive officer Daniele Zanotti is enthused by the region's fundraising target, one that will hopefully help the organization reach its record \$8.26-million goal for 2012.

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