

Updated December 29, 2008

Press Release - December 15, 2008

For Immediate Release

United Way Agencies Will Face Additional Pressures

Belleville, ON: With only 16 days left before the 2008 charitable income tax receipt deadline, United Way of Quinte currently sits at 80% of their \$1,650,000 goal with just over \$1.3 million in pledges reported.

At the Dec 1st funding application deadline, UWQ received over \$300,000 more in requests than what they are currently funding, meaning an achievement of \$2 million would be necessary to fund the entire amount. While it's understood that the need will generally outstrip available resources, and \$2 million would represent a 25% increase over 2007, the local funder is worried they won't even be able to maintain their current level of funding. "It is of the utmost concern to our organization that the gap is not widened this year," said Executive Director, Julia Gosson. "Our agencies must be prepared to address the additional pressures that will be imposed upon them as a result of the current economic situation and therefore cannot be worried about a decrease in funding too." It's more important than ever for those in a position to give, to do so.

"Canada's unemployment rate now sits at 6.2%, so we're asking the other 93.8% to give the gift of hope this holiday season by donating to United Way of Quinte." There are a variety of methods through which you can contribute. You can make an immediate donation with cash, cheque or credit card; you can set up a pledge to be paid off during the 2009 year through automatic withdrawals from your bank account or credit card; or you can ask your employer to set up payroll deduction to fulfill your pledge. Many local businesses are also giving local shoppers the opportunity to support United Way by adding a dollar to their total at the check out. The LCBOs in the region raised over \$21,000 throughout the month of October with just such an event, making this a very easy and effective way to fundraise.

Because the campaign does not officially close until January 22nd, some organizations have plans to run events in the New Year. The Belleville Bulls will be passing the hat at a home game, and Procter & Gamble will hold a small Tide and Downy product sale on Jan 15th. "This community has a long history of digging deep in times of need, we are still optimistic that our goal is attainable," said Gosson, "we all just need to come together in the United Way."

For more information on how to start a payroll deduction campaign at your workplace, to hold a customer event at your business, or to contribute or pledge to the current campaign, please call 613-962-9531.