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FOR IMMEDIATE RELEASE

UNITED WAY OF QUINTE ANNOUNCES RECORD BREAKING ACHIEVEMENT

At ceremonies held last evening, United Way of Quinte announced their 2007 Campaign Achievement as \$1,602,504. This total, which represents a 10 % increase in campaign revenues from the previous year is the most money ever raised in the history of the organization.

The local United Way had taken a fresh approach to establishing a community target this year choosing not to focus on the traditional financial goal but rather focusing media attention on the programs and agencies funded through donations; with the goal to raise more than what they were currently funding (\$1,455,000.00). "We felt as a community we could do more", said United Way Executive Director, Julia Gosson "and the community accepted that challenge; raising \$150,000.00 more".

The Agency focused fundraising strategy was adopted by several accounts including the largest company campaign at Procter & Gamble. "We embraced Julia's idea and the results were extremely positive" said P&G United Way co-chair Tammy Sokolowski, "our employee giving increased by 34% and was the highest result ever."

While the outstanding achievement was reason enough to celebrate, United Way staff took the opportunity to recognize volunteers and donors with the distribution of Spirit Awards in eleven different categories. The fundraising Cabinet were thanked for their contribution to the successful campaign and returning Chair Dr. Hal Wilson commented during his presentation that he had remained confident "the mission was still possible despite falling short in 2006".

He thanked his team for their hard work and the community for their generosity. "During his 2 years as Campaign Chair over \$3 million was raised to fund social service programs throughout Hastings and Prince Edward Counties," remarked Gosson, "we can't thank you enough for your leadership and perseverance".

Finally, certificates of appreciation were given to all the media partners acknowledging the significant role the media plays in the United Way Campaign. Thanking them for embracing the new approach and working closely with the organization to ensure the message to the community was consistent throughout campaign.

The funds raised will be allocated by 40 community volunteers in the upcoming weeks. Fifty applications for funding were received requesting in excess of \$2 million.

United Way of Quinte currently funds 50 health and social service agencies throughout Hastings and Prince Edward Counties.