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For Immediate Release

United Way Needs New Workplace Campaigns

Belleville, ON: With the recent announcement that the Quaker plant in Trenton will be closing its doors next February, United Way of Quinte extends their support to the employees & their families, "Our thoughts and best wishes go out to the employees of Quaker as they deal with this difficult news. We'd like to thank them for their generosity over the years and we hope that the programs & services they've contributed to through United Way, will be a support for them to draw on now, as they transition to the next chapter of their lives", said Executive Director, Julia Gosson. The residual effects of a plant closure are so far reaching in a community, not only impacting the workers & their families, but the suppliers, the sub-contractors, the municipality, & the United Way to name a few. "The campaign losses over the last year in Quinte West, including General Mills, are closing in on the \$100,000 mark."

As a result, United Way of Quinte is looking for new workplace campaigns, and a lot of them. Workplaces of any size are able to run a United Way payroll deduction campaign, regardless of the number of employees. "The premise of United Way is a lot of people doing a little bit," reminds Gosson. "Our statistics show that 1 in 3 Quinte residents will use a United Way funded program this year. If the other two thirds just gave \$1/week, we'd raise \$2.6 million!" United Way staff and volunteers make it easy to run a workplace campaign. They can give short presentations to groups of employees at team meetings to make the ask, and train the payroll person to set up the deduction. It doesn't need to be time consuming or additional work for a company's employees, and the repayment of the individual's pledge would start in January, after the holidays are over.

"As the mercury dips below the freezing mark, there are some in our community who are scrambling to pay off last year's heating bills so their heat source can be reinstated. That is a harsh reality for those experiencing it first hand and while we are all feeling the pinch of the economic downturn, it's more important than ever for those of us in the position to give, to still do so. We'd welcome calls from community minded individuals interested in starting a workplace campaign."

The fundraising campaign currently sits at \$865,914 or 52.5% of the \$1.65 million goal. United Way of Quinte funds more than 80 programs in 50 health and social service agencies throughout Hastings & Prince Edward counties.

For more information on how to start a payroll deduction campaign at your workplace or to participate in the Saddle Up trail ride this Sun, Nov 30th at Batawa Ski Hill, please call Connie Reid at 613-962-9531.