



It's our community

For Immediate Release

September 10, 2009

United Way of Quinte Launches Campaign and New Website

Belleville, ON: United Way of Quinte launched both their annual fundraising campaign and a new communications strategy at an event held earlier this morning at the Quinte Mall. Unveiling a new website, created pro bono by ReVue Design, marketing materials featuring shots of local UW supporters donated by Bob House, and a new thermometer on display at the Quinte Mall to track the campaign's progress, the focus of this year's appeal became clear early on. It's our community. Ours to live in, to care for, and to celebrate.

Campaign Chair Mark Philbin, Program Director for Classic Hits 95.5, hosted a game show themed function which showcased the Top 5 Reasons to give to UWQ, and Price is Right style introductions of his Campaign Cabinet that welcomed local volunteers to "Come on Down" wearing slogan t-shirts with United Way inferences. While the program was intended to be entertaining and fun, Philbin also spoke seriously, saying "Good communities take care of their own. Now, more than ever, we must help create opportunities for a better life for all"

In an attempt to highlight that point, a young man by the name of Scott Gibson gave a courageous account of how he recently benefitted from Quinte Adult Day School, a United Way funded agency. Learning practical new skills, Scott applied those talents and landed a job with a local construction company; improving both his outlook and his future.

Thanks a Million awards were distributed to 12 local companies who, combined, gave more than \$1 million to United Ways across Canada in the 2008 campaign. And launch attendees were invited to participate in a Seeing is Believing tour which departed immediately following the Mall sponsored breakfast, and visited several funded agencies in Belleville giving them the opportunity to see first hand how their donor dollars are put to use.

UWQ chose not to announce a fundraising target for the second time in 3 years, citing the economic uncertainty and the decline in the manufacturing sector as two reasons why it was difficult to accurately assess the community's capacity to raise money. Those same two factors also make it impossible to predict the need. "We have our work cut out for us," Executive Director Julia Gosson said with cautious optimism, "but I believe strongly that we all win when a child succeeds in school, when families are financially stable and when people have good health." So with that in mind, UWQ will set out to engage as many companies and individuals in their campaign, to raise as much money as they can to positively influence regional conditions.

United Way of Quinte funds more than 75 programs in 49 health and social service agencies throughout Hastings and Prince Edward Counties. 1 in 3 people will use at least one of those programs this year. For more information please visit www.unitedwayofquinte.ca or call 613-962-9531.