

Media Advisory

THURSDAY, NOVEMBER 24, 2010

MA2010-011-2



United Way
of Oakville

UNITED WAY OF OAKVILLE ANNOUNCES AMOUNT OF MONEY RAISED DURING 2010 CAMPAIGN

OAKVILLE, ONT. – The media is invited to attend the United Way of Oakville's Final Achievement Celebration. Barbara Burton, Chief Executive Officer, will announce the results of the 2010 fundraising campaign. The 2011 Campaign Cabinet will be revealed at the event.

Wednesday, December 8th, 2010

7:30 a.m. Networking and Breakfast
8:00 a.m. Awards Presentation

Sheridan College Theatre
MacDonald Heaslin Hall (Main Entrance)
1430 Trafalgar Road, Oakville

Awards include:

- Best Campaign Award
- Best New Employee Campaign Award
- Outstanding Campaign Volunteer Award
- Outstanding Employee Campaign Coordinator Award

More than 120 dignitaries, guests and supporters on hand to celebrate the end of the United Way of Oakville's 2010 fundraising campaign

Photo Opportunity during networking and immediately following the ceremony

All attendees are welcomed to park at the staff parking lot at no charge.
Parking map attached

-30-

INFORMATION

Contact: Ashley Brown
Manager, Marketing and Communications
Tel: (905) 845-5571 ext. 239
ashley@uwoakville.org

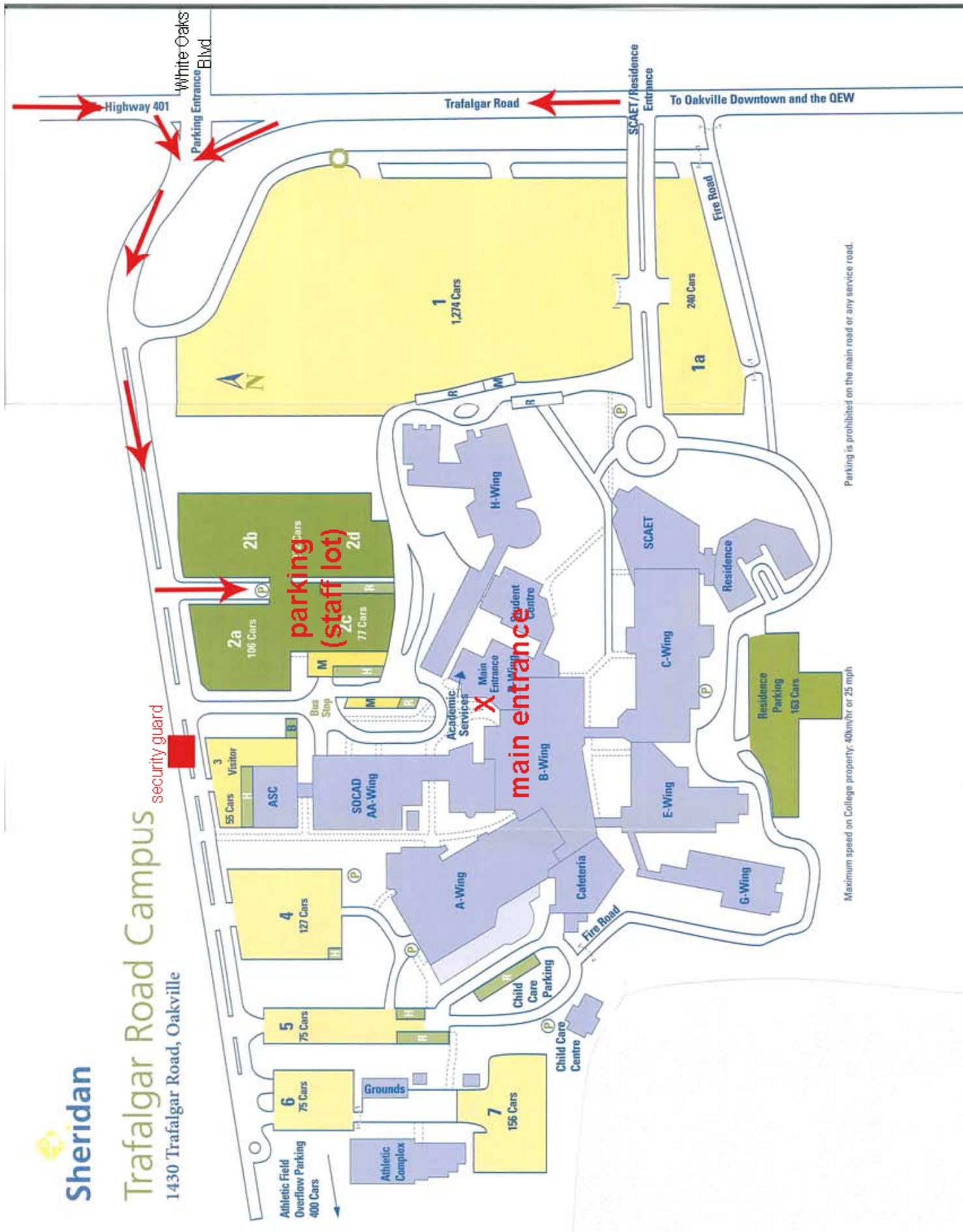
United Way of Oakville
466 Speers Road, Suite 200
Oakville, ON L6K 3W9
<http://www.uwoakville.org>





Trafalgar Road Campus

1430 Trafalgar Road, Oakville



security guard

parking (staff lot)

main entrance

Parking is prohibited on the main road or any service road.

Maximum speed on College property: 40km/hr or 25 mph



BACKGROUND

For more than 50 years, the United Way of Oakville (UWO) has worked to bring people together and strengthen relations within our community. Each member of our town plays a key role in building a better future for our families, our friends and our neighbours. While Oakville is a strong and vital town, there are challenges, which are not as visible as in other communities. Homelessness, poverty, drug-abuse and violence although are marginalized, they are very present. The United Way works to meet these challenges and improve social conditions by identifying these social issues. With its partners, the United Way addresses the root of these issues, to strengthen our community.

The United Way of Oakville provides funding to agencies that work towards crisis prevention and intervention. This balance allows the UWO to help maintain the health of Oakville, and to provide support for those in the greatest need.

The United Way of Oakville is committed to providing funding to programs that serve children and youth, to address the approximately 850 children living in poverty in Oakville. This intervention also focuses on the needs of new Canadians. The UWO supports the approximately 21 per cent or 3,700 seniors who live alone in Oakville, as well as provides literacy programs for individuals with low literacy levels, and takes preventative action for the one in four women in Halton who have experienced, at least one time, violence at the hands of a boyfriend or husband.

United Way sponsors community outreach programs that reinforce a tight community. 'A dollar a day for the United Way' is a one dollar a day, \$365 a year, to the community fund, which provides 73 children with breakfast, lunch or snacks at their school through Halton Food for Thought. 'Leaders of the Way' is a donation of \$1,000 or more, to encourage individuals to take an active role in philanthropy, while encouraging others to follow suit. For example, the donation provides a child with a Big Brother or Big Sister, which benefits both the child and adult to stay on the straight path and develop new skills. 'The Sprott Leadership Matching Challenge' matches dollar for dollar new and increased leadership gifts of up to \$150,000 per year given to the United Way of Oakville. Furthermore, 'Gifts of Security' is an initiative that supports the donation of securities to the United Way as a way to eliminate a significant tax liability that would otherwise have to be taxed.

The United Way of Oakville supports a network of 32 human and social service agencies that target people in our community. In 2009, the United Way of Oakville was able to invest \$2.194 million into these programs, supporting a range of 60 programs and services in the community. This year the 2010 campaign is looking to raise \$3.6 million for the Oakville community.

LIVE UNITED!



United Way
of Oakville

NR 2010-05

NEWS RELEASE

Thursday, December 9, 2010

UNITED WAY OF OAKVILLE FINAL FUNDRAISING CELEBRATION

OAKVILLE, Ont., - Yesterday, at 7:30 a.m., the United Way of Oakville (UWO) hosted the Final Achievement Awards ceremony, where more than ### dignitaries, volunteers and community agency supporters gathered at Sheridan College, MacDonald Heaslin Hall to celebrate the Oakville community.

Each year, the United Way of Oakville pursues a fundraising campaign to raise money for its sponsored programs and human and social service agencies. The Final Achievement Awards were held to announce how much money was raised through the 2010 Live United campaign target of \$3.6 million that ran from September 8 to December 8, 2010. This year, the United Way of Oakville and its community supporters raised a grand total of \$ ## million.

"With the generous donations from our community and supporters we have had great success in our fundraising efforts for the year," said Barbara Burton, CEO of the United Way of Oakville. "The funds raised will make a difference in the Oakville community."

The money raised will be invested back into the community, with the intent of strengthening community relations. The Final Achievement Awards also hosted the announcement of the new 2011 Campaign Cabinet Chair, Campaign Cabinet Chair, for the United Way of Oakville.

"Campaign Cabinet Chair is a great addition to the United Way of Oakville team," said Burton. "As a collective, we are expecting many new developments in the community."

The United Way began in 1917 in Montreal and Toronto through community inspired initiatives. The United Way campaign raises money for local communities and individuals who are in need of assistance. With more than 125 supporters, and local business leaders, the United Way of Oakville provides funding to more than 32 local human and social service agencies and supports 60 programs throughout the community, with an emphasis on prevention and crisis intervention. The money will be fused into the communities who struggle with youth substance abuse, poverty, single mothers and the elderly. The balance allows United Way to help maintain the on going health of Oakville, enhancing workplace morale, and company pride, while focusing on corporate social responsibility.

Awards & Recipients

Best Campaign Award –Name of Receiver
Best New Employee Campaign Award – Name of Receiver
Outstanding Campaign Volunteer Award – Name of Receiver
Outstanding Employee Campaign Coordinator Award – Name of Receiver

- 30 -

For more information please contact
Ashley Brown
Manager, Marketing and Communications
Ph: (905) 845-5571 Ext: 239
ashley@uwoakville.org

United Way of Oakville
466 Speers Road, Suite 200
Oakville, ON L6K 3W9
<http://www.uwoakville.org>