

Brant United Way Unveils 2014 Campaign Goal

Committed to creating positive change

For Immediate Release

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Brantford, ON - For the 6th year in a row, Brant United Way was the feature presenter at Friday's Rotary Club of Brantford meeting at the Brantford Golf and Country Club. Campaign Chair, France Thibeault, announced the goal for the 2014 fundraising Campaign. **The goal for this year is \$1,651,000.** The Brant United Way has a long-term commitment to our community. This year's goal is a reflection of both the community need and the capacity of our local supporters.

"Our goal for 2014 reflects our ongoing commitment to our community and our three focus areas: helping kids be all they can be, creating healthy people and strong communities and moving people from poverty to possibility. We have such caring donors, and we know they will help us stay the course" said Thibeault.

"This campaign truly belongs to the individuals and organizations that rally around the United Way each year. It's the epitome of a community-wide effort. Thanks to our donors, thousands receive assistance across Brantford, Brant County and Six Nations of the Grand River. With another successful campaign in 2014, we can ensure these supports are available for community members in the years to come. Change starts right here in our community – change starts with you."

Brant United Way funding is working to create positive change for people in our neighbourhoods. Last year, over 41,500 people in Brantford, Brant County and Six Nations of the Grand River received help from a Brant United Way funded program.

The need for support is felt across our region. In Ontario, 25% of children are behind their peers when it comes to their readiness to learn at school. Families are struggling to meet basic needs with incomes below the Low Income Cut Off (LICO). In Brantford and Brant County alone, the population of seniors will more than double, growing from 19,000 in 2007 to approximately 40,000 in 2031.

The more than 60 programs and services and 18 member agencies funded by the Brant United Way are having a great impact on our community. Each year the annual campaign works to continue to support the impact felt locally.

Already the Brant United Way has benefitted from successful Giant Warehouse Sale and Hockey Night in Brantford events. The campaign kicks off today and our achievement will be announced on December 18th. Each year hundreds of volunteers and thousands of donors unite behind the annual United Way campaign to support the agencies and individuals who need our help. To find out more about how you can get involved in the campaign, please visit brantunitedway.org.

"Our course is clear, a united effort is needed." Thibeault remarked, "Please join me in donating to the Brant United Way. Help make this Campaign a success."

For more information contact:

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Change Starts Here

Brant United Way is a volunteer-led organization with a vision to improve the lives of people in the Brant Community.

Donations are invested locally to help **change** lives; Moving people from poverty to possibility, creating healthy people and strong neighbourhoods, and giving kids the opportunities to be all they can be.