



**United Way
Brant**
Change starts here.

Brant United Way Unveils 2012 Campaign Goal

Organizations most ambitious goal to-date.

For Immediate Release

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Brantford, ON - Brant United Way was once again the feature presenter at Friday's Rotary meeting at the Brantford Golf and Country Club. Grant Darling, Brant United Way's 2012 Volunteer Campaign Chair, announced an ambitious goal for the 2012 fundraising Campaign. The goal is **\$1,625,000**. This is a 6.5% increase over last year's goal, and the largest increase in the goal from one year to the next.

"Our goal for 2012 is to build on this momentum and continue to make great things happen in our community," said Darling. "There is still work to be done. On a local level, 27% of children in Brantford don't graduate from high school. Our local food bank is supporting more and more families every month. In the next decade, our health care facilities will be overwhelmed with the massive number of aging boomers now needing long-term health care."

"This goal is a milestone for our community. It is our biggest goal to date and will represent our largest achievement," said Darling. "This will result in a bigger investment in our community. It will be a challenge, but together, I know we can achieve this!"

For more information contact:

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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.