

## Brant United Way 2015 Campaign Goal Revealed

### For Immediate Release

August 28, 2015

**Brantford, ON** - This year's Brant United Way Campaign Kick Off was a family-friendly event held in conjunction with the Movies in the Square presentation of Cinderella in Harmony Square. United Way staff and volunteers distributed colouring pages and information about community resources to the hundreds of eager families in attendance.

Campaign Chair Larry Brock announced the goal of the 2015 fundraising Campaign of **\$1,651,000** which was unfurled from a banner attached to a Brantford Fire Department ladder truck with a drumroll lead-in from the Navy League drummers.

**"Our goal for 2015 reflects our ongoing commitment to our community. Building on last year's success, our talented and dedicated campaign team has been working hard behind the scenes to ensure that we once again rise to the challenge of meeting the financial needs of our community.**

**Everyone in the community, no matter where they live, deserves a chance at a better life. We believe that children should have the best opportunities to thrive, that people should have the opportunity to feel like they belong and that our neighbours should have the chance to change their life circumstances. I am a father of two precious little girls, and in them I see dreams of the future. Together, we can make those dreams possibility,"** said Larry Brock.

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

"We are excited to bring the Campaign Kick Off into the community this year and we encourage everyone to support the campaign to strengthen Brantford, Brant and Six Nations of the Grand River. We are such a generous community and together we are creating possibility for ourselves and our neighbours," said Campaign Director Linda Moyer.

For more information about how you can get involved, please visit [www.brantunitedway.org](http://www.brantunitedway.org)

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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.