

Community responds to United Way's plea – over \$20,000 raised in 2 weeks

For Immediate Release

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Having announced a \$40,000 shortfall on November 25th, the United Way is happy to announce that the community has stepped up to help. As of December 12th, the shortfall has shrunk to \$20,000.

Shortly after revealing the news of the shortfall, local businessman, Wayne Branchaud, challenged the community to follow his lead and step up for Brant United Way. The **#StepUp4Brant** appeal encouraged individuals to make their donation and spread the word on social media. Since launching the #StepUp4Brant challenge, over \$20,000 of corporate and individual gifts has been donated to the local agency.

When asked about the update, Branchaud remarked that. "This success is proof that when we ask people to step up, they do. We live in a caring community that truly supports one another when it's needed. We're half way there, folks – we can do this!"

Even with the added support, Brant United Way is projecting a \$20,000 shortfall. This will have a direct impact on the 60+ programs and services that the Member Agencies offer.

"The need for support in our community has not diminished. The donations that people give make significant differences in people's lives. Please join us in changing lives." Said Sherry Haines, Executive Director of Brant United Way.

Brant United Way urges everyone to give what they can. Every gift counts and will add up to success for our community. Call the Brant United Way office at 519-752-7848 for pledge cards and more information.

As a group of strong champions for our community, we can create real, lasting change through our United Way campaign. "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. With another successful campaign in 2014, we can ensure these supports are available for community members in the years to come. If not you, then who will step up to the plate? Change starts here - change starts with you." Said Campaign Cabinet Chair, France Thibeault.

You can make a donation by calling 519-752-7848, in person at 125 Morrell Street, Brantford or on-line at www.brantunitedway.org. The Brant United Way campaign achievement will be announced on Thursday, December 18th.

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Partnership in the Community

Brant United Way is a volunteer-led organization with a vision to improve the lives of people in the Brant Community. Brant United Way is supporting over 60 programs and services in our region to help ensure that the citizens of Brantford, Brant County and Six Nations of the Grand River are supported in all facets of their lives.

We understand the need to address the root cause of a problem. The variety of programs supported by Brant United Way offer multiple levels of support ranging from temporary support in crisis situations, to preventative solutions that ensure individuals and families of this community have the support they need to prosper.

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. Approximately 45,000 citizens or 1 in 3 have been helped by the over 60 programs supported by Brant United Way.