

Coverage of Special Appeal

Print media impact (from Infomart)

- Print media: Post, Star and Globe. Articles from Scarborough Mirror not yet available.
- Total circulation of print media stories: 1,759,759
- Ad value: \$48,430

January 7

Globe and Mail

“United Way to issue special plea for donations”

Tenille Bonoguore

The United Way of Greater Toronto will issue an urgent appeal for help today

Global News at noon

12:08 to 12:13 p.m.

“As global news first reported in December, United Way Toronto is in danger of missing its fund-raising goal for the first time in 18 years. Today they issued an urgent appeal for donations. Just two weeks left to go in the annual campaign, United Way Toronto is short of its goal of \$110 million. The CEO of the charity blames the slowing economy”

Scarborough Mirror

“United Way campaign seeks help to overcome fundraising shortage”

Dave Nickl

Scarborough Mirror

“United Way appeal a sad sign of the times”

Comment

Inside Toronto online

Video

Dave Nickl

CBC Radio One, Here and Now

3:20 to 3:30 p.m.

Frances Lankin makes a special appeal

CBC Radio One, Local News

12:30, 1:30, 2:30, 3:30, 4:30, 5:30

Global Ontario

11:15 - 11:20 p.m.

How extraordinary these times are. It's been 18 years since the United Way didn't make a fund-raising goal. That was in the depth of a recession in the 1990s. They could raise less money overall than last year when they pulled in \$108 million and that hasn't happened since 1971. The United Way blames the obvious culprit, the spiralling economy.

CFRB 1010

Jane Brown

12:05 - 12:09 p.m.

Frances Lankin interviewed.

CFRB 1010 & CFRB.com

Lori Paris

1:18 p.m.

United Way asks for help in reaching goal. Four million dollars in two weeks. That's what the United Way needs to raise in order to reach their 110 million dollar fund raising goal for the year. United Way President and CEO Frances Lankin says so far, 106 million dollars has been raised. And while that is a significant amount of money, the goal was set to meet the projected needs of the community.

"As people find themselves struggling, they are turning to United Way and our agencies for help. Now we are turning to the people of Toronto. We're all in this together. We cannot wait for someone else to help." Lankin says having this kind of shortfall is unusual for the United Way, but she's keeping optimistic about reaching the 110 million dollar goal.

"There are just two short weeks left to make a difference. At times like this, every gift matters."

97.3 EZ Rock & EZrock.com

Lori Paris

3:18 p.m.

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of shortfall is unusual for the United Way, but she's keeping optimistic about reaching the 110 million dollar goal.

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Global News

12:08-12:13 p.m.

United Way Toronto is in danger of missing its fund-raising goal for the first time in 18 years. Today they issued an urgent appeal for donations. Just two weeks left to go in the annual campaign, United Way is short of its goal of \$110 million. The C.E.O of the charity blames the slowing economy. Clip of Frances Lankin.

CityNews at 5,

5:25 - 5:30 p.m.

The economic crunch has prompted the United of Toronto to launch a special appeal. It is at risk of falling \$4 million short of it's goal. Frances Lankin, "We are asking people who have never given to United Way to consider giving now." In 2007 the United Way raised over \$108 million for local charities and social services.

CityNews at 6

6:38 - 6:43 p.m.

And the hard economic times are threatening to leave the United Way of Toronto short of its 2008 fundraising goal. The charity drive has launched a special catch-up campaign ...

CityNews at 6

6:39 - 6:44 p.m.

United Way Toronto is making a special appeal to the broader public. In 2007 the United Way raised \$108 million. The last time United Way Toronto failed to meet its goal was back 38 years ago in 1971. Clip of Frances Lankin.

CBC TV, Local News

6:40 - 6:45 p.m.

Charity Check-up: The economic downturn has forced many companies to rethink their charitable donations and United Way campaigns across the GTA have felt the pinch. The United Way of Peel has two weeks left to meet its \$13.5 million goal. They're 82 per cent of the way there. The United Way of Toronto pleaded for people to open their wallets. If they can't raise \$4 million in two weeks to meet its \$110 million goal programs will suffer. "This is one of the toughest campaigns we've ever experienced," Frances Lankin.

Daniel Zanoti of United Way of York region also talks about difficulty raising funds this year. York has reached 85 per cent of goal.

Global Ontario

6:51 - 6:56 p.m.

It has been 18 years since the United Way last failed to meet a fundraising amount, but they're in danger of raising less money overall than last year when they pulled in \$108 million and that hasn't happened since 1971. They blame the obvious culprit, the sputtering economy. The tough times means the demand for services they fund is sure to go up ... A key portion of their budget [Foodshare] comes from the United Way. And the fundraiser of fundraisers is having a tough year. They can only give what they get. If United Way is short, all of the agencies are potentially short. "This is quite extraordinary for us to be \$4 million below goal."

OMNI News, South Asian Edition

8:09 - 8:14 p.m.

With just two weeks to go in the fundraising campaign, the United Way is still \$4 million short of reaching its target. United Way Toronto President and CEO Frances Lankin and United Way Campaign Chair Bill McKinnon made a special appeal in an attempt to reach out to new donors. The last time the United Way Toronto failed to reach its goal was 18 years ago.

OMNI News, Portuguese Edition

9:33 - 9:38 p.m. (Coverage in Portuguese)

OMNI News, Cantonese edition

9 p.m. (Coverage in Cantonese)

Fairchild Television

Toronto Star online

"United Way \$4M short with two weeks to go"

Jason Miller

JANUARY 8

CBC Radio One, Local News

7:30 & 8:30 a.m.

Global Morning News,

6:15 a.m. and 7:15 a.m.

United Way Toronto is potentially \$4 million short of its goal. They made a special appeal for last minute donations to reach the \$110 million target. If the United Way is short, its 150 agencies will suffer as well as needy clients. Foodshare interviewed. A key portion of their budget comes from the United Way.

City TV, Breakfast Television

6:50 a.m.

Hard times at the United Way. The charity is at risk of falling \$4 million short of the goal and is launching a special appeal. Frances Lankin: "We're two weeks to go. We have raised \$106 million, so we have a gap. We've been doing a lot to close the gap and now we're making a special appeal to donors. We ask those who have not given before to United Way to consider giving to us now."

OMNI News, South Asian edition

6:10 a.m.

With just two weeks to go in the fundraising campaign, the United Way is still \$4 million short of reaching its target. United Way Toronto President and CEO Frances Lankin and Campaign Chair Bill MacKinnon made a special appeal in an attempt to reach out to new donors.

OMNI News, Portuguese edition

6:05 a.m.

With just two weeks to go in the fundraising campaign, the United Way is still \$4 million short of reaching its target. United Way Toronto President and CEO Frances Lankin and Campaign Chair Bill MacKinnon made a special appeal in an attempt to reach out to new donors.

OMNI News, Cantonese edition

7 a.m.

Globe and Mail

"United Way warns of program cuts if targets not met"

Tenille Bonoguore

National Post

"United Way at risk of missing \$110M goal, issues special appeal"

David Bowden

Toronto Star

"If campaign fails, 'whole city will suffer'"

Jason Miller and Noor Javed

Toronto Star

"United Way in need"

Editorial

Metro

"United Way 4M short"

TorStar News Service

24Hrs

"United Way \$4 million short of its goal"

Rosalyn Soloman

Ming Pao

"United Way calling on people to make donations as its target is not met"

JANUARY 9

CBC Radio One, Metro Morning

7:20 to 7:28 a.m.

Frances Lankin says that we're making the appeal because the need in the city is greater, but donations are down. If we don't meet our goal, we're going to have to make difficult decisions. We're appealing to people who don't usually give to United Way, because we're all in this together.

Frances Lankin discusses the fact that she's starting to see change in the city's 13 priority neighbourhoods. Ex. Scarborough cricket club

JANUARY 10

Global, Focus Ontario

6:52 to 6:57 p.m.

The CEO of United Way Toronto said on "Focus Ontario" that she feared they might miss their fundraising target for the first time in 18 years. Now, with only two weeks left in the campaign, it's a clear and present threat. "This is quite extraordinary for us to be \$4 million below goal and \$2 million below what we achieved last year. But we believe we can..."

Backed by their 150-plus agencies, organizations like FoodShare, United Way keeps Toronto a liveable city. So, for people listening out there, we always say look to the left, look to the right. One of any three people has used a United Way agency in the last year.

JANUARY 11

Global, Focus Ontario

7:22 to 7:27 a.m.

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JANUARY 15

York Guardian

“Down to the wire for United Way Campaign”

Chris Traber

Toronto Star

“Charities want Harper to increase tax credit”

Stuart Laidlaw