



FOR IMMEDIATE RELEASE
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UNITED WAY ISSUES SPECIAL APPEAL TO TORONTO: NOW MORE THAN EVER YOUR COMMUNITY NEEDS YOU

TORONTO – Two weeks away from the end of its annual campaign, United Way today made a special appeal to the people of Toronto.

“We’re calling on people who may never have considered making a donation to United Way before,” said Frances Lankin, President and CEO of United Way Toronto. “This is the year we need you to join with us. Now, more than ever, we need everyone pulling together to help our community through these tough economic times.”

In September, United Way set its sights on an important goal: to raise \$110 million to support growing needs across our city. As of today, \$106-million has been raised. But United Way set its goal based on what would be needed in the community — and there’s still some distance to go.

Economic headlines over the past weeks and months have gone from bad to worse. About 71,000 jobs were lost in this country in November. The pressure on the community has never been greater.

“As people find themselves struggling, they are turning to United Way and our agencies for help,” Lankin said. “Now we are turning to the people of Toronto. We’re all in this together. We cannot wait for someone else to help.”

Lankin noted many examples of how United Way agencies meet urgent needs and make a real difference in people’s lives every day. People who can no longer afford their homes are turning to St. Stephen’s Community House for support in finding affordable housing. Those who have lost their jobs are visiting agencies like ACCESS and Jobstart to get the training and support they need to find new employment.

Lankin also emphasized that United Way Toronto’s situation is not unique. Throughout Ontario and across Canada, communities are reeling from the fallout of the economic crisis. Each one is facing its own unique challenges in getting through these tough times.

“There are just two short weeks left to make a difference,” said Lankin. “At times like this, every gift matters.” To make a donation, visit unitedwaytoronto.com or call 416-777-2001 today.

Established in 1956, United Way Toronto is a charity working to advance the common good and create opportunities for a better life for everyone in our city. Working in partnership with others, we mobilize people and resources to address the root causes of social problems and to change community conditions for the better. United Way supports agencies that provide services to strengthen individuals, families, and communities.

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