



For Immediate Release - September 11th, 2009

United Way of Newfoundland and Labrador Kicks Off 2009 Campaign

(St. John's) – United Way of Newfoundland and Labrador, the most recent addition to the United Way – Centraide Canada team, is starting what will undoubtedly be another successful year today with their 2009 Campaign Kick-Off, presented by CIBC.

Hosted by Honourary Chair Toni Marie Wiseman, the Campaign Kick-Off is being held between 12:00 – 2:00 pm today at the Swilers Club on Crosbie Road. Volunteers, corporate donors and funding recipients will gather to celebrate recent successes and the beginning of another year of community giving and will be entertained by local group Síochána.

“With a workforce of approximately 40,000 there are many CIBC employees that have been helped by United Way in some way or have friends and family that have needed support. Getting involved with the CIBC United Way Campaign is a rewarding opportunity. Many people find that when they help others, they also help themselves,” says Rick Graham, Director, CIBC Commercial Banking Newfoundland and Campaign Chair of United Way of Newfoundland and Labrador Campaign. “Last year, the United Way campaign locally raised over \$750,000 through the support of corporate and individual donors and our incredible base of volunteers. Our organization prides itself on exceptional partnerships that ultimately build a stronger community. We look forward to another record setting year for our team!”

From the proceeds of the 2008 campaign, 36 community organizations received funding in the amount of \$450,000 through the United Way of Newfoundland and Labrador Community Fund. Agencies receiving funding include Kids Help Phone, Big Brothers Big Sisters, The Pottle Centre, and Roots of Empathy.

Funding recipients, who often struggle to fundraise for key programs, are grateful for the presence of a growing and active United Way in our community. Hazel Clarke of Roots of Empathy said today, “As a 2008 funding recipient for United Way of Newfoundland and Labrador, we are thankful for this substantial support that will allow us to further train mentors and instructors for our classroom programs throughout the province. Our program has shown a dramatic effect in reducing levels of aggression among schoolchildren by raising social & emotional competence and increasing empathy – all through the use of a Baby as a Teacher. United Way, in a very short period of time, has become an integral part of our ability to increase our reach into urban, rural and aboriginal communities.”

For additional information, please visit www.nl.unitedway.ca.

Please find attached a document outlining the organizations who received United Way of Newfoundland and Labrador funding as a result of the 2008 campaign success.

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For More Information:

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