

April 2005

### 2005/2006 Campaign Cabinet

**David Barnes**

VP, Public Affairs & Communications  
 Amex Canada Inc.

**David Cook**

VP, Client Development  
 ACNielsen Company of Canada

**Michael Donoghue**

President & Chief Executive Officer  
 Allstate Canada Group of Companies

**Deborah Egan**

Executive Director  
 CHATS

**Bill Hogarth**

Director of Education  
 York Region District School Board

**Mike Hortie**

VP & General Manager, Mobile Devices  
 Motorola Canada Limited

**Vito Mabruzzo**

VP, Marketing  
 Cisco Systems Inc.

**Joe Mardini**

Director, ibm.com Sales Centers Americas North  
 IBM Canada Ltd.

**Ian McGinty**

VP, Human Resources  
 Johnson & Johnson Medical Products

**Paul Richardson**

VP, Customer Services  
 Amex Canada Inc.

**Doug Sheppard**

Unit Chairperson  
 York Region & Municipal Long Term Care Workers  
 CUPE Local 905

**Dennis Williamson**

President  
 Steelworkers #8670

**Mary Wilson Trider**

VP  
 Markham Stouffville Hospital

**Tom Whyte**

Solutions Executive  
 IBM Global Services Canada

**Solomon Yiu**

Chair  
 Chinese Community Council



Money may not make the world go round – but without enough to pay for food, housing and clothing - life becomes a huge juggling act. Believe it or not, having a job in York Region doesn't necessarily mean you can make ends meet. Statistics Canada data shows 72,000 people in York Region are low income. What is even more surprising is that 50% of them have jobs and over 60% have more than a high school education.

Income isn't the only barometer for social need of course. York Region's population is growing, aging, and becoming increasingly diverse.

The truth is – no one is immune to social problems. We all know that sometimes life hits hard. When it does, United Way of York Region helps people who cannot help themselves.

I want to thank members of the Campaign Cabinet and Account Executives for working diligently to meet with business leaders throughout York Region this spring. Their dedicated volunteer efforts set the pace for what I am confident will be another record-breaking campaign.

David Barnes  
 VP, Public Affairs & Communications  
 Amex Canada Inc.

### Energize Your 2005 Campaign

#### Success 2005

Plan for Quantum Leap Growth. Success 2005 sessions take the mystery out of campaigning. Trained facilitators can help you analyze, strategize and capitalize on your opportunities. Call (905) 474-9974 ext. 234 to book your Success 2005 session.

#### Leadership Campaigns

Many companies encourage their senior management teams to donate at a Leadership level (annual gifts of \$1,000 or more). Leadership campaigns enhance your employee campaign by rallying your senior team around one common cause - and motivating employees to follow suit.

#### Canvass people coming...and going

United Way of York Region can help you establish New Hires and Retiree Campaigns. Just talk to your United way staff partner or call (905) 474-9974 ext. 234.

## Setting the Pace in 2005

Introducing an incredible team of volunteer Account Executives who are meeting with local business leaders this spring, shoring up corporate support for the 2005 Campaign!

**Niloufer Afzal**, ACNielsen Company of Canada  
**Lesley Arbus**, IBM Canada Ltd.  
**Jamie Bennett**, Marshall Macklin Monaghan Ltd.  
**Wayne Bennett**, Amex Canada Inc.  
**Nick Biase**, IBM Canada Ltd.  
**Paul Bradley**, Johnson & Johnson Medical Products  
**Paul Canham**, IBM Canada Ltd.  
**Lucia Cascioli**, York Region District School Board  
**Vinay Chaudhry**, Johnson & Johnson Medical Products  
**Louise Cheung**, Amex Canada Inc.  
**Dennis Connor**, York Region District School Board  
**David Counsell**, Motorola Canada Limited  
**Wendy DaSilva**, Allstate Canada Group of Companies  
**Mark Deep**, BDirect Marketing  
**Tania D'Iorio**, IBM Global Services Canada  
**Paula D'Onofrio**, Allstate Canada Group of Companies  
**Daphne Elie**, Amex Canada Inc.  
**Kim Fennell**, IBM Global Services Canada  
**Betty Francis**, IBM Canada Ltd.  
**Ross Gieger**, Novell Canada Ltd.  
**Barclay Hancock**, Amex Canada Inc.  
**Danny Litonjua**, ACNielsen Company of Canada  
**Bill Lynch**, Motorola Canada Limited  
**Steve Lyon**, Amex Canada Inc.  
**Frank Maw**, Motorola Canada Limited  
**Bob McCulloch**, Community Alliance for York Region Education (CAYRE)  
**Ryan N. McNally**, IDC Canada  
**Lisa McWatt**, Allstate Canada Group of Companies  
**Rob Nicholson**, Amex Canada Inc.  
**Liz Nolan**, Motorola Canada Limited  
**John Ongaro**, Allstate Canada Group of Companies  
**Stephen A. Orr**, Motorola Canada Limited  
**Debbie Pimentel**, IBM Canada Ltd.  
**Ian Pryde**, IBM Canada Ltd.  
**John D. Ramdeen**, IBM Canada Ltd.  
**Jaimini Randev**, York Region District School Board  
**Sebastien A. Ruest**, IDC Canada  
**Sharon Ryan**, IBM Canada Ltd.  
**Peter Sawyer**, McAlpine Ford  
**Anne Sigouin**, Johnson & Johnson Medical Products  
**Inder Singh**, IBM Americas, ibm.com  
**Lianne Steinnagel**, Johnson & Johnson Medical Products  
**Mary Grace Truchan**, Allstate Canada Group of Companies  
**Brian C. Wilson**, IBM Canada Ltd.



## Campaign 2005 Kick-off

**Saturday, August 20<sup>th</sup>**  
at the

**ATI Technologies Inc.**  
**Dragon Boat Festival**  
in support of

**United Way of York Region**

at  
**Seneca College, King Campus**

**For more information contact:**  
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## Drop us a Line!



We love to hear about how United Way of York Region has impacted your life or your workplace. Send us your stories of interesting campaign ideas or profiles on your most dedicated campaign volunteers. We would also like to hear from people whose lives have been strengthened through the 37 Member Agencies and over 100 programs supported by United Way of York Region.

If you wish to unsubscribe to this newsletter, please contact:

**Bernie Sutton Robertson, Director of Marketing at (905) 474-9974 ext. 231 or [bsrobertson@uwyr.on.ca](mailto:bsrobertson@uwyr.on.ca)**

***Because...it takes so little, to do so much. Give generously to your United Way - York Region.***

**Aurora • East Gwillimbury • Georgina • King • Markham • Newmarket • Richmond Hill • Vaughan • Whitby-Stouffville**

**80F Centurian Drive, Suite 200, Markham, Ontario L3R 8C1**