

# Remarkable Together

## Mid-Campaign Review Reveals York Region is "Getting Its United Way On"

Despite economic uncertainty, lay-offs, and trepidation for the future, people who live and work in York Region are revealing they have a lot of heart. At a mid-campaign press conference at Motorola Canada Limited, donors and businesses spoke of their resolve to make sure United Way of York Region raises as much as they can at a time when people need help the most.

[Click here to see the Media Release.](#)

## Canada Post Employee Motivated by Granddaughter's Needs

Darlene Crofton is a full-time letter carrier for Canada Post in Newmarket and proud grandmother of a beautiful two year old girl, Megan. Right from birth, Megan had many health problems, and is a special needs child. Without support from United Way funded agencies, her family may have experienced tremendous heartache, and Megan's story may not have turned out as well as it has.

[Click here for the full story.](#)

## Highlights from the Campaign Trail

Long time corporate supporters and new companies alike seem to understand; it is at times of economic uncertainty when people need help the most. The best way to make sure your donation dollars reach the most people with the highest need? Hold your own Employee Campaign in support of United Way of York Region.

- **LEA Consulting Boasts First Time Campaign Success**  
President of LEA Consulting, Dave Saunders, could see that many companies were suffering cut-backs and lay-offs in a number of sectors. It seemed like the right time to support United Way and hold an Employee Campaign. Not only did the campaign raise morale, it was a huge success, with over 87% of employees participating.
- **HUB Financial New Long-Time Supporter**  
President of HUB Financial, Terri DiFlorio, was impressed by United Way's impact in the region and, after a corporate visit, was even more convinced to hold an Employee Campaign. After experiencing overwhelming enthusiasm at their campaign kick-off, Ms. DiFlorio is already planning special events throughout the year in support of United Way of York Region.
- **Despite Hard Times, AMEX Employees Dig Deep**  
AMEX cares ... and gives. With an aggressive \$550,000 goal in support of United Way of York Region and a tough economy, AMEX staff rallied to help

others in need. Tears were shed by many within the company when they announced that the employees had raised an astounding \$580,000 by campaign end. Denise Pickett, Senior Vice President and Country Manager, stated, "I am humbled by the generosity of our employees during a challenging time for the company. It does show our true spirit." Indeed, it does.

- **MMM Group Shows How to Kick it up a Notch**

With the economic crisis acting as a catalyst, long-time supporter MMM Group, under the leadership of Bob Koziol, put together a dedicated committee and ran an energetic campaign. Overall, MMM Group surpassed last year's campaign total by \$12,000, an impressive 18% increase.

- **Motorola Canada Limited Gearing up to Meet the Need**

Despite organizational changes, Motorola Canada Limited employees are determined to reach their national United Way campaign goal this year of \$130,000.

[Click here to view photos of 2008 Campaign Highlights.](#)