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# Donors dig deep despite economic worries

*But York United Way needs help to reach goal*

BY CHRIS TRABER  
Staff Reporter

York Region residents, employees and corporations are "getting their United Way on", participants at Wednesday's mid-campaign report meeting were told.

To date, the 2008 campaign has raised 63 per cent of the organization's \$9.5-million goal, United Way of York Region CEO Daniele Zanotti said.

The gathering, held at Motorola's National United Way Campaign kickoff in Markham, was informed that despite the success of campaigns, United Way needs help to reach this year's goal.

A midway analysis reveals that in the face of economic uncertainty, residents, employees and corporations are trying harder, digging deeper and giving more to lend a helping hand to those in need across York Region, Mr. Zanotti said.

"The story today is not \$9.5 million or our march towards it," he said. "The real story is the resolve and enthusiasm we've seen so far from long-time and new friends of United Way of York Region. The real story is that in unprecedented economic times, we are most remarkable, together."

Examples of the campaign's infectious zeal and commitment were evident.

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## 40 agencies in York receive United Way money

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Darlene Crofton of Canada Post spearheaded her workplace campaign. She is passionate about United Way of York Region, as her granddaughter was born with many challenges, she said.

Understanding Ms Crofton's passion and the importance of UWYR to the community, Canada Post has released Darlene from her responsibilities for four months so she can act as an ambassador for United Way of York Region.

With the economic crisis acting as a

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catalyst, long-time supporter and MMM Group Partner, Bob Koziol, put together a large committee and ran an energetic campaign that surpassed last year's campaign total by \$12,000, an impressive 18-per-cent increase.

Despite American Express' corporate hardship, the Markham-based company also experienced a dramatic increase in its campaign this year, president and CEO Denise Pickett said. "It does show again, AMEX cares."

Funds raised are channelled to United Way of York Region's Community Fund through 40 member agencies operating close to 100 critical programs.

To donate, contact Ellen Sooley at 905-474-9974, ext. 242. To organize an employee campaign at your workplace contact Monika Fox at 905-474-9974 ext. 231 or visit [www.unitedwayofyorkregion.com](http://www.unitedwayofyorkregion.com)