

PowerStream gives big boost to United Way funding drive

PowerStream, the electricity distributor owned in part by the Town of Markham, gave the spirit of giving more than a simple thought this season with its \$100,000 donation to United Way of York Region.

The company's "give it more than a thought" campaign ran for just over one month and met its generous goal through a combination of an internal employee drive, external fundraising events and a hefty corporate donation to match.

This year's gift is the largest in the company's five-year history and puts PowerStream in United Way's top 10 most generous corporate donors.

PowerStream spokesperson Eric Fagen credits employee ingenuity and increased resources for making such a donation possible.

"Especially in this time of economic downturn where it's that much more important for those who are in a better position to donate, that they actually come through," Mr. Fagen said. "Unfortunately, you're never quite sure as to whether you're going to be the person at the other end of the spectrum, it can happen to any of us."

United Way of York Region serves 230,000 people through all of its programs. That's one in three people across the region, the organization's CEO, Daniele Zanotti said.

A contribution of this magnitude will help provide funding for many priorities, including mental health, domestic violence, support for newcomers, affordable housing, homelessness and literacy.

The organization receives no government funding and 87 per cent of its money is a product of direct donations from employees across the region.