

MEDIA RELEASE

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\$6.3 Million will ignite possibility in our community!

Saskatoon, SK – Together we are possibility and together can will make lasting change. Today, United Way has announced that **\$6.3 Million** was raised during the 2015 Community Campaign.

“We know that the citizens of Saskatoon and surrounding area believe in what’s possible for our community and are dedicated to making change. We really can’t thank everyone enough for their outstanding support,” says United Way of Saskatoon and Area Interim CEO, Jocelyn Zurakowski. “\$6.3 Million will have such a positive impact on the lives of our community’s most vulnerable people.”

Heather MacMillan-Brown, United Way’s 2015 Volunteer Campaign Co-Chair, is overcome by the support of this community. "In September we set a lofty goal to raise \$6 million and beyond during this campaign and together, with the outstanding support of our partners and donors we achieved our goal."

United Way of Saskatoon and Area believes that behind every changed life is someone who made it happen. Through collaborations and partnerships with local agencies, funders, businesses, labour and individuals they focus on sustainable solutions to social issues in three specific areas:

- Moving people from poverty into possibility – ensuring individuals and families basic needs are met, moving them out of poverty and into healthy sustainable situations.
- Building healthy people and strong communities – improving access to social and health-related information and support services, and making sure everyone feels like a valued part of their community.
- And finally, striving to help kids be all that they can be – improving access to learning and development programs, helping youth do well in school, and to make a healthy transition into adulthood.

As the gaps in our community continue to grow, 2016 promises to be year of possibility for United Way and the community. The organization’s newly advised annual investment strategy has already been put into action and planning for the 2016 Community Campaign is already underway with Board, staff and local agencies working to create change in 2016. United Way will continue efforts aimed at strengthening the network of services and the capacity of non-profits in our community by addressing the underlying causes of the major issues affecting this city and surrounding area.

Together, we are possibility.

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For more information please contact:

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