

## For Immediate Release

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From: The United Way of Perth County  
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(Stratford, ON): Local United Way Surpasses National Benchmarks

Many people in Perth County are under the impression that the work of United Way winds down after the campaign achievement is announced in January. But nothing could be further from the truth. A significant amount of work goes on behind the scenes often out of the public eye.

For example the Program Review & Allocations Committee (PRAC) volunteers review agency applications and financial statements in order to develop funding recommendations for the Board of Directors. Meanwhile, on the campaign front, staff and volunteers are involved in an in-depth examination of the campaign numbers called an On-Site Analysis.

This year under the guidance of facilitator, Kimble Sutherland, former Executive Director of Brant United Way, local staff and volunteers were delighted to note a significant number of positive indicators after what was a challenging campaign. The major highlight being that since 2002 the overall campaign achievement has grown by 33%. Yearly this amounts to 8.25%, tracking well ahead of the national average at 6.8%%.

With very few exceptions, all of the fundraising divisions have shown consistent gains over the past four years. While industry and the manufacturing sector form a significant part of the results, the stats also revealed that the United Way's fundraising efforts are showing increased diversification across all sectors of the economy – a positive indication of the campaign's stability.

“This is a real testament to the dedication and support of our Campaign volunteers and the leadership shown by our Campaign Chairs,” notes Executive Director Ellen Balmain, “Results such as this would not be possible without their enthusiasm, compassion and generosity.”

Another bright spot not only for Ms. Balmain but also for 2007 Co-Chairs, Beverley and Peter Maranger, is the outstanding growth in Leadership Giving, which encompasses donors who contribute \$500 or more to the annual campaign. Of the growth experienced since 2002, 61% is attributable to gains in Leadership dollars and for the 2006 campaign represented over 24% of the final tally.

“One of our objectives for the 2007 campaign is to continue to build upon this growing trend. A donation to the United Way in any amount is one of the most effective ways of supporting our community, given the wide range of programs that receive United Way funding and giving at the leadership level is just that much more impactful,” commented Peter Maranger.

Added his Co-chair, Beverley, “And it can be so easy to do, using the United Way's payroll deduction plan or monthly withdrawals from a bank account or credit card.”

The On-Site process was developed by a former United Way of Canada president and is a service offered by the National body to support and strengthen United Ways at the local level.

**All media is invited.**

For more information please call Norma Reese at United Way 519-271-7730.

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