

Media Honour Roll

United Way relies on the generous support of media companies to get our message to the public. In 2004, we received more than \$14 million worth of donated advertising space and editorial coverage from newspapers, magazines, radio stations, television stations, out-of-home media and websites. We gratefully acknowledge the following media companies for their support last year.

102.1 The Edge (CFNY)	CBC Radio	Flow 93.5 FM	mybindi.com
104.5 CHUM FM	Chatelaine and chatelaine.com	Forest Hill Journal	National Geographic Channel
1050 CHUM	CHFI-FM (98.1)	Global Television Network	NewAd
24 Hours Free Daily	CHIN Sing Tao Chinese Radio	Gujarat Abroad	Newstalk 1010 CFRB
680 News (CFTR-AM 680)	CHIN-AM 1540	Hillside Communications	North Toronto Post
820 CHAM	Chinese Canadian Times	Hindi Abroad	North Toronto Town Crier
97.3 FM EZ Rock	CHRY 105.5 FM	Hindi Times	North York Mirror
Alliance Atlantis Communications Inc.	CHUM Limited	History Television	Nri-link.com
ATN	Citytv Toronto	Homemakers	OMNI 1
Bayview Mills Town Crier	CKLH FM 102.9	Hot Like Pepper Radio	OMNI 2
Bayview Post	CKOC 1150 Radio	IMA Outdoor	Reader's Digest
BBC Canada	Classic Rock Q107	Independent Film Channel Canada	Recognize Magazine
Beach Metro Community News	Corus Entertainment	India Abroad	Report on Business Magazine
Beaches/South Riverdale Mirror	Craftwell Canada	India Journal	Rogers Communications Inc.
Bell Globemedia Inc.	CTV Inc.	Investment Executive and investmentexecutive.com	Rogers Television
Bloor-West Villager	Desi News	Jack-FM (92.5)	Saturday Night
Bollywood Buzz	discoverychannel.ca (Canada)	Leaside-Rosedale Town Crier	Scarborough Mirror
CablePulse24	Discovery Health Channel Canada	Macleans' and macleans.ca	Showcase Action
CanadaExtra	East York Mirror	Mahiram.com	Showcase Diva
Canadian Business and canadianbusiness.com	El Popular	Marketing Magazine	Sing Tao Daily
Canadian Jewish News	entrepot	Metromedia Inc.	South Asian Observer
Canadian Living	Etobicoke Guardian	Mid Week News Weekly	South Asian Outlook
CanIndia News Weekly	Fairchild Radio	Ming Pao Daily News	St. Joseph Media
CanWest Global Communications Corp.	Fairchild Television	MIX 99.9 FM	Standard Broadcasting Corporation Ltd.
Caribbean Camera	Famous Players	MOJO Radio 640	Star!
	Fashion Television	MuchLOUD	Sun Media Corporation
	Fineliving	MuchVibe	Talentvision
	FLARE and flare.com		

United Way Blossom Ball



Success By 6®



The support that United Way provides to its agencies across the city depends significantly on the success of its annual fundraising campaign. Marketing and communications play an important role in this endeavour.

In 2004, the United Way message was disseminated through a highly visible advertising campaign, dozens of public events, fundraising initiatives and media announcements throughout Toronto.

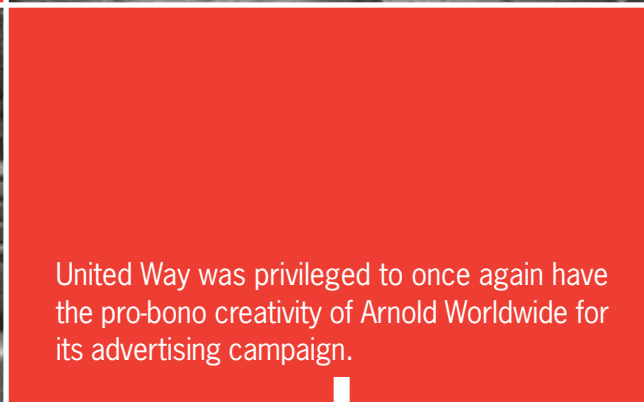


Caring for Others

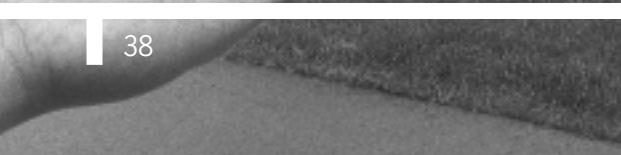


Strong Neighbourhoods Task Force

Getting the Message Out



United Way was privileged to once again have the pro-bono creativity of Arnold Worldwide for its advertising campaign.



Tandem News
The Annex Gleaner
The Annex Guardian
The Bay Street Times
The Bloor Villager
The Fan 590 (CJCL AM)
The Globe and Mail and websites
The Indian Express

The National Post and website
The South Asian Voice
The Sri Lanka Reporter
The Toronto Sun
The Weekly Times of India
The Weekly Voice
Today's Parent
and todaysparent.com

Toronto 1
Toronto Chinese Radio
Toronto Community News
Toronto Life
Toronto Star
Toronto.com
Torstar Corporation

Transcontinental Media
TSN.ca
Urdu Times
Viacom Outdoor
World Journal
York Guardian
Zoom Media Inc.

Donated Services Honour Roll

Arnold Worldwide Canada Inc.
Assante Corporation
Business Objects
Conundrum
Christina Kaya, Kayaco Inc.
Dominion Printec (Canada) Inc.
Government of Canada
Government of Ontario
Kenneth and Mary Cheung

KPMG LLP
Labelad/Sandylion Sticker Designs
Mercer Human Resource Consulting,
Mercer Delta, Mercer
Management Consulting, and
Mercer Oliver Wyman
Mike Lipkin
Miyabi Landscape Design
& Construction

Phillips, Hager & North Investment
Management
Pirate Radio & Television
Prime Advertising Co. Ltd.
Purolator Courier Ltd.
Securicor
ServiceMaster of Downtown Toronto
Spank Films
The Strategic Counsel Inc.

Sugino Studios
Technical Security & Intelligence Inc.
(TSI)
Toronto Transit Commission
VJ Graphics
Voice-Link/VOXX Corporation

Gift-In-Kind Honour Roll*

Beauty Express
Bell Canada
Catherine Curtis Designs
CIBC
Coinamatic Group
Colgate-Palmolive Canada Inc.
Danier Leather Inc.
Deloitte

Enbridge Gas Distribution
George & Tami Cope
George Minarsky Investment Ltd.
Grand & Toy Limited
Heather Wolf
IBM Canada Ltd.
Kirsch Cosmetic Clinic
Kraft Canada Inc.

Petro-Canada
RBC Financial Group
Raptors Foundation
Rogers Wireless
Scotiabank Group
Tai Foong International Ltd.
Taj Banquet Hall
The Sutton Place Hotel

Tim Horton Children's Foundation
Toronto Hydro Corporation
United Airlines
Walt Disney Company Canada Ltd.
Xerox Canada Inc.

* Applies to gifts of \$5,000 or more