

Connecting ... people to a common goal

Campaign Chair Message

Looking back on 2006, I am inspired by what can be accomplished when people work towards a common goal. United Way of Greater Toronto marked its 50th anniversary and it was a remarkable year. We set a record-breaking fundraising goal of \$100 million, and in the end, surpassed that goal by raising \$106.8 million. Given that only 10 per cent of the charitable money raised in Canada goes to the social services sector, this is an important achievement—one that ensures that UWGT, its member agencies, partners, and other foundations, can continue to provide critical, solid, and long-lasting impact in our community.

This notable campaign achievement is a reflection of just how much we care about our city. Toronto citizens—individuals, corporations large and small, and public institutions—all answered the call. Thanks to their time, effort and generosity, United Way agencies are already making a difference. Inner suburban neighbourhoods are strengthened, youth are given opportunities they might not otherwise have, and newcomers are accessing the springboard they need to make the most of life in their new country.

Thanks are in order for a number of people, starting with our incredibly dedicated Campaign Cabinet and Individual Giving Cabinet. As well, I can't forget our committed Leadership Chairs, Employee Campaign

Chairs, Sponsored Employees, workplace canvassers and agency staff and volunteers. Their selfless efforts did not go unnoticed and we're grateful for the role they each played in our success.

I believe agreeing to be 2006 Campaign Chair for United Way of Greater Toronto was one of the best and most rewarding decisions I have personally made. It has given me a clear understanding of just how essential United Way is to the place we call home. It is the dedicated work of United Way agencies, supported by the whole community, that help make Toronto a better, safer, stronger city for us all.

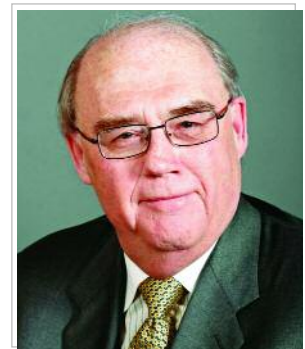


Rick Waugh

Rick Waugh
2006 Campaign Chair
President & CEO, Scotiabank



Rick Waugh, President and CEO of Scotiabank, celebrates a successful run with fellow Scotiabankers on June 15, 2006 at Scotiabank's annual Rat Race for United Way.



Bill MacKinnon
Chair, Major Individual Giving 2006

2006 Campaign Highlights



Photo: United Way

It's a sea of red – thousands of supporters don red hats at the annual P&G Walk for United Way on September 10, 2006.



Photo: Doug Berger

Close to 1,500 rat-costumed Torontonians participate in Scotiabank's Rat Race for United Way on June 15, 2006.



Photo: United Way

United Way supporter enjoys the view from the top of the CN Tower after completing 1,176 steps at the annual Enbridge CN Tower Stair Climb for United Way on October 19, 2006.



Photo: Kraft Canada, Inc.

On June 6, 2006, over 300 Kraft Canada employees participated in United Way's Days of Caring at 41 United Way agencies. These volunteers spent the day spring cleaning at Woodgreen Community Services at Queen St. and Logan Ave.