

MEDIA RELEASE

For Immediate Release: Wednesday, March 4, 2020

United Way celebrates the community achievements of 2019.

It was a message of resilience and optimism for hundreds of United Way donors, volunteers, corporate and labour partners, residential and 60s scoop survivors and community agencies who gathered on March 4th for United Way's annual Celebrating Possibility luncheon.

As the 2019-20 fiscal year comes to an end for United Way of Saskatoon and Area they reflected on the many acts of local love that took place during the past year. The program included messages from United Way CEO, Sheri Benson, Board Chair, David Fisher, and incoming Fundraising Cabinet Co-Chair, Lindsay Arnott.

United Way highlighted community events and long terms partnerships such as the 25th anniversary of the Labourship Partnership with the Saskatoon and District Labour Council and the 20th Anniversary of the President's Leadership Reception with the University of Saskatchewan.

They also recognized corporate and labour partners for their cumulative million dollar donation milestones including; Nutrien Mine sites, Allan, Cory and Vanscoy which raised 2 million, 2 million, and 5 million, respectively along with their USW Locals 7689, 7458, and 7552; the Saskatchewan Health Authority, 1 million; BHP 1 million; SaskTel, 1 million, and MLT Aikins, 1 million.

United Way was pleased to share that they raised \$3.8 million for the 2019-20 campaign year– a sign of steadiness, resilience, and optimism in the organization and they are hopeful for the momentum they feel going into 2020-21.

2019 was also celebrated as it was the 60th anniversary for United Way of Saskatoon and Area. United Way of Saskatoon was established in 1959 when business, labour, and community leaders joined together to create an organization focused on creating a better place for everyone to live.

The first stated objective at that time was, *"To promote the social welfare of Saskatoon by encouraging co-operation and community planning among citizens of Saskatoon..."*

United Way does year-round fundraising with their community investments focused on positively impacting children, youth and their families so they have the means to thrive as strong citizens in our community. Investments in the community are made within three focus areas; helping kids be all that they can be; building strong communities; and moving people from poverty into a life of possibility.

For more information, please contact:

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