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For immediate release

Time is running out: United Way encourages community to help “Reach the Goal”

Moncton, NB – United Way of Greater Moncton and Southeastern New Brunswick is launching a community-wide, end-of-campaign blitz. In the upcoming weeks, United Way is encouraging the community to join together to help them reach the goal.

“Thanks to the contributions of donors and corporate partners, our Campaign is so close to its goal. We currently have \$90,000 to go to reach our \$2.5 million goal,” says Kirk Muise, Campaign Cabinet Chair for the United Way. “When you support the United Way Community Fund, money is invested right here in Southeastern New Brunswick in programs that are critical to the success of our community. Reaching our goal means changing more lives.”

Thanks to the community’s generous donations, the United Way is able to help the most vulnerable people of Southeastern New Brunswick access the help and support they need to thrive. As the region grows, so does the need for high-quality programs. In 2018, United Way will be funding 27 programs provided by 24 local agencies.

“I work with our partner agencies to ensure they receive support from United Way to deliver programs that make a difference. If we are not able to reach our goal, it means that the allocations the agencies are expecting could be adjusted,” explains Kate Doyle, Community Impact Manager at United Way. “It is truly incredible what these agencies can accomplish when they receive the funding they need to change lives.”

There are many ways to get involved in this end of campaign blitz. Individuals are encouraged to donate to the United Way Community Fund. Workplaces are encouraged to make a corporate donation, or organize special staff events such as a bake sale, 50/50 or a casual day. United Way staff and volunteers are available to help support initiatives in the community. **Donations can be made at reachthegoal.ca or by calling 858-8600.**

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