

United Way \$227,757 short of its goal



Hamilton Spectator Photo

24 hours to reach target

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SPECTATOR**

The mayors of Hamilton and Burlington have joined forces to help the United Way reach its target for its annual fundraising campaign.

Hamilton Mayor Fred Eisenberger and Burlington Mayor Cam Jackson issued a joint statement yesterday urging residents to help the United Way of Burlington and Greater Hamilton hit its target of \$6.9 million by tomorrow.

"We are proud of how the citizens have responded to the relief efforts in Haiti and are proud of our collective achievements," the mayors said in the statement. "The need remains very real in both Hamilton and Burlington. Agencies have seen as much as a 25 per cent increase in the demand for services.

"This is not about the pride of reaching a target; this is about the ability to meet the needs of people in Burlington and Hamilton."

The local campaign is shy of its target by \$227,757.

It's short of its Hamilton target of \$4.8 million by \$218,757 and short of its Burlington goal of \$2.08 million by \$9,000.

United Way CEO Len Lifchus said he was optimistic the target can be met. Volunteers were calling donors and former donors and "e-mail blasting" 9,000 United Way supporters seeking donations.

Eisenberger and Jackson said helping the United Way was "about helping those who cannot ask for themselves."

"If there ever was a time that our neighbours, friends, work colleagues and family need our support, that time is now," the mayors said in the statement. "Without your support, programs are in danger. Together we have the power to prevent that from happening."

Both said residents might think back on recent campaigns and think the United Way has always made its target.

"This might be the situation under normal circumstances, but these times are not normal," the mayors said.