FOR RELEASE
September 30, 2020

Flag raisings launch United Way Month in the territory
Show your Local Love in a Global Crisis

October is United Way Month here in the Yukon! United Way Yukon's annual campaign will launch formally on Thursday, Oct. 1 at 9:45 am, with the raising of our flag in front of the YG Main Administration Building in Whitehorse with Yukon Premier Sandy Silver.

As well, Whitehorse Mayor Dan Curtis proclaimed October as United Way Month at the City of Whitehorse council meeting on Sept. 28. The City of Whitehorse will raise the United Way flag at both City Hall and 2 Mile Hill Fire Hall on Oct. 1.

Help create opportunities for a better life for everyone in our communities. Our goal is to raise $85,000 for this year – lower than in past years in recognition of the strain that COVID-measures have placed on us all.

We're well on our way thanks to the Yukon government breakfast and silent auction in September raised a record $36,000.

The need is greater than ever due to the pandemic. All funds raised go to support local charities and community organizations through United Way Yukon. This October we're inviting Yukoners to contribute:

- Join or start a campaign in your workplace. It's fun and meaningful.
- Sign up for regular payroll deductions. Even a few dollars per paycheque makes a difference.
- Make a personal donation online.
- More information about our campaign

Quotes
United Way Yukon continues to bring people together to support our communities. Fighting the COVID-19 pandemic has required sacrifices for many people and United Way Yukon has been there to help the most vulnerable in our territory. Thanks to all those who are showing their local love this year to keep our communities strong.

– **Yukon Premier Sandy Silver**

Every dollar donated supports Yukoners. You can make a real difference. This has been an especially tough year for many of us and we've all had to make sacrifices. Let's work together to help people receive the support they need to live healthy and productive lives.

- **United Way Yukon President David Whitehorse**

The United Way advances the common good by creating opportunities for a better life for everyone, providing leadership and promoting volunteerism in all segments of the community, and providing funding for local programs that help improve our quality of life.

- **Mayor of Whitehorse Dan Curtis**

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Quick facts

- Since 1994, the United Way Yukon has raised almost $3 million to assist local charities through a variety of fundraising activities. United Way Yukon's mission is to improve lives and build community by engaging individuals and mobilizing collective action.
- 2020 has been a particularly difficult year for many Yukoners. Fighting the Covid-19 pandemic has required sacrifices for many people, and the most vulnerable in our territory look to organizations like United Way Yukon to help.
- All money raised by United Way Yukon stays in the Yukon and goes directly to community programs and projects delivered by Yukon non-profit organizations that help Yukoners in need.
- The annual United Way Breakfast and Silent Auction, organized by YG departments Tourism & Culture and Environment, took place in September at Shipyards Park in a completely redesigned event. It featured hot meals from the Yukon Chef Collective, and delivery, drive-through and dine-in options. The breakfast and auction raised a record $36,000.
- The ongoing support that United Way Yukon receives from YG through payroll donations from employees raises more than $31,000/year.
- Last year United Way Yukon supported 13 programs run by 11 organizations across the territory that provide invaluable services to Yukoners in need – part of United Way Canada's work to create lasting, positive change in communities. These programs impacted over the lives of more than 2,000 Yukoners.
- United Way Yukon funds community programs and projects in three priority areas:
    1. Healthy People Strong Communities
    2. All That Kids Can Be
    3. From Poverty to Possibility

Learn more
United Way Yukon

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