

## United Way campaign looks to double up participation



PAUL MAYNE // WESTERN NEWS

Western launched its 2014 campuswide fundraising campaign for United Way of London and Middlesex, dubbed *Project 100%*, with hopes of doubling the number of community members who take part in this year's efforts.

As part of the launch festivities Tuesday, Western sponsored employee Dayna Munro, left, and United Way committee members Michael Bartlett and Janet Smith took part in a little game of *Jeopardy* to promote the new objective.

"While raising dollars for United Way remains our primary objective, we believe encouraging more of the Western community to get directly involved in the campaign is an important new part of our campaign because all forms of engagement matter," Western President Amit Chakma said. "We have established ourselves as the largest single workplace contributor to the United Way of London and Middlesex, and I want to ensure that we continue that legacy of giving this year." Previously, participation numbers reflected only those who made a formal dollar contribution. This year, whether someone is contributing at a one-off fundraising event, or helping to make one of those events happen, Western will count that toward its participation numbers.

This year's goal was set at \$750,000 in support of the region's overall campaign goal of \$9 million.

Western's 2013 campaign raised \$785,386, the largest donation ever made to the local United Way, breaking the previous record of \$746,101 set by the university's 2012 campaign. More than 100 volunteers and 1,300 students, faculty and staff donated to Western's campaign last year.

Western's campaign is off to a strong start this year, with \$120,000 already raised since online donation requests went out Tuesday morning.

The campaign concludes Jan. 27 with a wrap-up event in the Mustang Lounge.

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**OCTOBER Jazz Duos: 8 pm - 11 pm**

- 3<sup>rd</sup> • Larry Smith (vocals/guitar) & Darryl Stacey (bass/vocals)
- 10<sup>th</sup> • Barry Usher (saxophone) & Ariel Kasler (guitar)
- 17<sup>th</sup> • Rebecca Noelle (vocals) & John Noubarian (piano)
- 24<sup>th</sup> • Sonja Gustafson (vocals) & Nevin Campbell (piano)
- 31<sup>st</sup> • Chris Norley (guitar/vocals) and George Mitchell (bass)

**www.windermereanor.com**

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