



## MESSAGE FROM THE MARKETING & COMMUNICATIONS COMMITTEE

Every day, United Way competes for top-of-mind awareness in an environment that is increasingly cluttered and where information overload is a fact of life. The role played by marketing and communications is more important now than ever before.

During our 2002 ad campaign, you met René, Sandra and Rick – just three of the thousands of people who have turned their lives around thanks to United Way member agencies. We're pleased to announce that Arnold Worldwide (formerly Vickers & Benson Arnold), who created the powerful "Your Money Got To Me" campaign, has signed on for two more years as our *pro bono* ad agency.

Special thanks once again to local media for their generosity. Last year, \$9.4 million worth of editorial and advertising support was provided to United Way of Greater Toronto, up a remarkable 16% from 2001. In particular, our work around pressing social issues attracted considerable attention. Reports such as *A Decade of Decline*, and *Opening Doors: Making the Most of Community Space*; our *Strong Neighbourhoods, Healthy City*

strategy examining poverty in the inner suburbs; and our deputation to the Romanow Commission all positioned United Way of Greater Toronto as an agent for social change.

Two popular fundraising events celebrated milestones in 2002. The run/walk Procter & Gamble Leaps and Bounds event completed its 20<sup>th</sup> year, while our 25<sup>th</sup> Enbridge CN Tower Stair Climb raised record dollar amounts. Another event, the United Way Mural Contest, was new in 2002, with six Toronto advertising agencies designing and painting murals for United Way member agencies. Congratulations to MacLaren McCann Canada Inc. which won for its colourful design at Jessie's Centre for Teenagers.

Last year also witnessed the successful launch of the community information hotline, 211. The launch was supported by a staggered marketing campaign that allowed the service to be rolled out in a controlled manner and for service levels to remain high. The service is now one of the busiest in North America and a marketing campaign directed at Toronto's diverse multilingual population is currently underway.

Our public presence has expanded well beyond the mainstream, and we are benefiting from strengthened relationships with Toronto's many South Asian, Chinese and African/Caribbean media. Also raising our profile – as well as donations – are gala events in these communities, such as The Blossom Ball and The Enchanted Moghlai Evening.

United Way of Greater Toronto is also dedicated to reaching the youth segment of the population. Through youth-oriented volunteer opportunities, communication vehicles and fundraising activities, we're working hard to engage the next generation of philanthropists.

I would like to thank the members of the Marketing and Communications Committee for providing strategic guidance and advice, a great help as we face new challenges next year, and in the future.

**Mona Goldstein**  
President, The Goldstein Group  
Chair, Marketing & Communications Committee



**JUNE 18**

*Strong Neighbourhoods, Healthy City* strategy launches

# MEDIA HONOUR ROLL

680 News  
98.1 CHFI  
97.3 FM EZ Rock  
Alliance Atlantis Communications Inc.  
Arnold Worldwide Canada  
Asian Television Network  
Bell Globemedia Inc.  
CanIndia  
CanWest Global Communications Corp.  
CBC/Newsworld  
CFRB AM 1010  
Chatelaine  
CHIN Sing Tao Chinese Radio  
CHUM Limited  
CIRV 88.9 FM  
CP24  
CTV Inc.  
Desi News  
Elle Magazine  
Fairchild Media Group  
Flare  
Global Television Network

The Globe and Mail  
globetechnology.com  
Hillside Communications  
Homemakers Magazine  
Hot Like Pepper Indian Radio  
International Media Advertising  
Investment Executive  
Kiss 92.5 FM  
Maclean's Magazine  
Marketing Magazine  
Metromedia Inc.  
Ming Pao Newspapers (Canada) Ltd.  
MIX 99.9  
Modesty Publications  
Mojo Radio AM 640  
mybindi.com  
National Post  
New Ad Media  
OMG  
OMNI Television  
Q 107 Classic Rock  
Reader's Digest Magazine Ltd.

RoadSide TV  
Rogers Cable  
Rogers Communications Inc.  
Sing Tao Daily  
South Asian Voice  
Sri Lanka Reporter  
St. Joseph Media  
Sun Media Corporation  
The Fan 590  
theglobeandmail.com  
Toronto CCBC  
Toronto Community News  
Toronto Life  
Toronto Star  
The Toronto Sun  
Transcontinental Media Inc.  
TV Guide Magazine  
U-TEL Magazine  
Viacom Outdoor  
The Weekly Voice  
World Journal  
Zoom Media Inc.

# GIFTS-IN-KIND HONOUR ROLL

Alice Fazooli's  
Artez Interactive  
Benjamin Moore & Company Ltd.  
BMO Nesbitt Burns  
Bombardier Aerospace  
The Canadian Children's Book Centre  
Costco Wholesale  
Crystal Decisions  
The Dow Chemical Company  
Export Packers  
F5  
First Resort  
The Gap Inc.  
Holiday Inn Select

Hewlett-Packard Company  
Hydro One Networks Inc.  
IBM Canada Ltd.  
Keynote Systems, Inc.  
Mirvish Productions Group Sales  
NetIQ  
Northern Response Ltd.  
Norwood Long Term Care Facility  
Office Depot  
Ontario Science Centre  
Procter & Gamble Inc.  
Purulator Courier Ltd.  
Pylon Design  
Raptors Foundation

Robert Half International Inc.  
Soheil Mosun Limited  
Sony of Canada Ltd.  
Suncor Energy Products Inc.  
Toronto Argonauts  
Toronto Blue Jays Baseball Club  
Villa Colombo  
Walt Disney Company Canada Ltd.  
Xentel DM Inc.  
Xerox Canada Inc.

Applies to gifts of \$5,000 or more

# DONATED SERVICES HONOUR ROLL

The Advertising & Design Club of Canada  
Arnold Worldwide Canada Inc.  
Bowne of Toronto  
The Digital Office Technology Co.  
Dominion Printech Inc.  
Fat Free Communications

Fidelity Investments Canada Ltd.  
Inflection Design  
Kenneth and Mary Cheung  
KPMG  
McKinsey & Company  
Phillips, Hager & North  
Investment Management

Securicor  
Service Master of Downtown Toronto  
Ted Weber Productions  
Toronto Transit Commission  
Voice-Link/VOXX Corporation

