



United Way Glenelg

## ***MEDIA RELEASE***

### **UNITED WAY GLENELG LAUNCHES “OPPORTUNITY” CAMPAIGN VIDEO TO RAISE FUNDS FOR LOCAL COMMUNITY FUND**

United Way Glenelg (UWG) will launch their “Opportunity” campaign video at 5.00pm Thursday 31 August 2017 at Portland Arts Centre.

The video focuses on the message that behind every changed life, there is someone who made it happen!

UWG will use the video as an opportunity to reintroduce UWG to our local community, including individual people and businesses in the Glenelg Shire.

The video “Opportunity” features the work of nine community agencies, 11 programs funded by UWG and local people and businesses who donate to make it all happen!

Nicole Angelino, Executive Officer UWG said the video will provide a greater insight into the work that UWG does.

“UWG has been providing funds for projects in the Glenelg Shire for the last 18 years. That has resulted in nearly \$1 million dollars back into our community and yet there are people who are still unsure of who we are and what we do, said Ms Angelino

“The video is a great way to showcase UWG and will act as encouragement for people to start making a regular donation through their Workplace Giving program or to start a Workplace Giving program within their own organisation.

“All the programs funded by UWG would not be possible if it weren’t for our donors. Our donors choose to make a regular donation through the payroll by pledging an amount as little as \$2 per pay schedule,” conclude Ms Angelino.

The idea that a United Way model would work in the Glenelg Shire was the brain child of employees of Portland Aluminium, back in 1999. From these humble beginnings, the UWG has evolved and now has a number of very successful and high profile programs such as the Community Fund, Dolly Parton Imagination Library and the Lewis Court Fund.

UWG focuses on improving, and transforming, the lives of people living in the Glenelg Shire through three key impact areas of health, education and income stability. With no religious or political affiliations, and accredited by the ATO as a tax Deductible Gift not-for-profit organisation, by choosing UWG you are choosing to keep your donation local.

The video was filmed by the award winning audio visual company Powerhouse Productions and funded through the support of Port of Portland, Portland Seaview Real Estate and Powerhouse Productions. Local student, Dallas Meehan from Portland Primary School lent her voice to record the voiceover for the video.

If your business is interested in starting a Workplace Giving program please contact Nicole Angelino, Executive Officer United Way Glenelg on 0410513305 or [mail@unitedwayglenelg](mailto:mail@unitedwayglenelg) or go to [www.unitedwayglenelg.com.au/workplace-giving](http://www.unitedwayglenelg.com.au/workplace-giving)

**Media Interview and Photo Opportunity**

**Where:** Portland Arts Centre

**When:** 5.00-5.30pm Thursday 31 August 2017

**Who:** United Way Glenelg

**What:** Launch of campaign video "Opportunity"

**Why:** Encourage local people to make a regular donation to UWG Workplace Giving program.

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