

United Way Week launches at YRP Headquarters in Aurora



By Brock Weir

The York Regional Police are once again going 'above and beyond the call of duty' in helping local residents in need.

The YRP held a barbecue for staff members on Monday to kick off United Way Week, which CEO of United Way York Region (UWYR) Daniele Zanotti called a 'big push' to promote funding and awareness for UWYR's 'In Every Neighbourhood' campaign.

'While the 'In Every Neighbourhood' campaign is a three-year commitment, this is really a way to raise more awareness and get as many people involved as possible,' he said.

UWYR launched In Every Neighbourhood last year, setting the bar to raise \$30 million in three years to help extend programs and services to those in need in York Region.

Ever the novel civil servants, the YRP's campaign is annually United Way York Region's largest, last year raising over \$425,000 for the organization.

Deputy Chief Andre Crawford sees the situation from the shoes of the police force.

'We're just a small part of it,' he says. 'The big thing for us is what the United Way does for us. Our officers day in and day out are on the streets, and they're the ones dealing with the folks that the United Way helps. They have the programs that we need to take care of these people and make sure that their lives get better.'

To Crawford and the YRP, the long-term effects of United Way's assistance for locals in need makes the everyday life of a police officer that much easier.

'There's all kinds of different things and people that we come across that need help. We're just the cops, right? We deal with what we can, and what we get called to. What we need is someone to take care of them afterwards? victim services, victim relations. [United Way] deals with victims day in and day out. That's why we partner with them.'

The YRP are setting an even loftier goal than last year's numbers, looking to raise \$440,000 in the campaign.

'The bottom line is, it's about helping people. All about helping those in our community.'

To learn more about UWYR's campaigns and events, visit www.york.unitedway.ca.