

Dress Down Days

By RON WOLF
Staff Writer

Dress Down Fridays, prizes, parking permits and helping others are all incentives in the Niagara College United Way drive.

Niagara College is hoping to raise \$20,000 for the United Way of South Niagara, beating last year's goal of \$13,000, said Rick Demers, Niagara College's United Way campaign co-chair.

Demers and Holly Gennings are Niagara College's United Way campaign co-chairs.

Mike Collins, a Niagara College English instructor and a longtime supporter of the United Way, was also on hand for the kickoff event on Sept. 27.

"The United Way has proven to be a cost-effective way to help low-income people and deserves public support," said Collins. "There will be more need for United Way agencies because of tough times created by provincial government cutbacks."

Pledge packages have been sent to the staff and they are encouraged to send the forms back as soon as possible. Early returns are eligible for prizes.

"It's an incentive to return the forms as soon as possible," said Michelle Pugh, committee member for the United Way of South Niagara.

Dress Down days started last Friday for the staff at the college.

Interested staff members can donate \$1 towards the United Way of South Niagara. This will allow the staff members to dress in non-traditional clothes such as jeans and T-shirts.

If the forms are returned in the first week by staff, they are eligible to win a one-year parking permit donated by Ancillary Services.

The second week's prize is a Continuing Education gift certificate donated by Continuing Education. The third week's prize is a gift donated by the Horticulture Centre in St. Catharines. The fourth week's prize is two bottles of wine donated by Continuing Education, followed by a day off with pay approved by Carol Boettcher, Niagara College's vice-president of student life and human resources. On the fifth and sixth weeks, a dinner is available for two at the Hospitality and Tourism Centre in Niagara Falls.

The staff will have a chance to donate but how much and from whom will not be known, said Pugh.

Students can pick up pledge packages at Employment Services in Room S101 in the Welland campus, but won't be eligible for prizes.

Other activities for staff and students will include a 50/50 draw.

A jar will be in the main security office where staff and students will be invited to donate \$1 along with their name and phone number.

The winner will receive half the money in the jar with the other half going to the United Way of South Niagara.

The winning names will be drawn starting Oct. 6 and every Friday afternoon when it's convenient for the security staff, said Demers.

Coin boxes will be placed at various locations throughout the college for students and staff to make donations.

Sharon Svob, campaign and marketing director for the United Way of South Niagara, attended the kickoff event, along with Nancy Avolio, Shelly Dumas, Michelle Pugh and Al Unwin Jr.