

United Way reports back | 2010

reach

NEW:

- Giving Circles
- Day of Caring

2010 Strategy Update

5 Regional Priorities Make an Impact

WLU Student Leads Youth Engagement!



www.uwaykw.org



United Way

What's New?

Strategic shift: short-term goals to long-term impact

In the midst of a transformational three-year, \$21 million community impact strategy, we've made great strides – and we've only just begun.

We have much to celebrate. We've already generated commitments of more than \$5 million toward our new \$21 million target. We're investing in key community programs and initiatives that improve the quality of life for thousands of people each year. We're focusing on long-term, sustainable solutions to social issues. We're driven to **be change, make change and see change** in the Kitchener Waterloo area.

All this is possible because of YOU! Your support keeps us inspired to do more – working toward an even greater impact. I'd like to thank the volunteers who devote their time, talents and energy to our cause, the local businesses and labour with whom we partner, our generous sponsors and, of course, the tens of thousands of donors who believe in and support our efforts to build a healthy, thriving community.

A major shift in our three-year plan is a new focus on year-round fundraising. United Way has always been recognized for its successful annual fall workplace campaigns, and now we're diversifying revenue streams. We're engaging donors through special events, direct mail campaigns, and giving circles to name a few.

We have much to celebrate. We've already generated commitments of more than \$5 million.

Ongoing fundraising will ultimately enable us to make an even greater commitment to social change, like our recent \$3.2 million investment in local programs aligned with our five regional priorities: helping children and youth reach their potential; strong families; inclusive, thriving neighbourhoods; welcoming and supporting newcomers; and economic security.

Our three-year strategy isn't the only thing that's new at United Way. To an even greater extent, we're engaging you – our supporters – in ways that work for you. For example, our Women's Giving Circle (see page 9) is a new way women have connected and impacted social issues important to them. We're engaging youth who want to get involved and make a difference through a new student club at Wilfrid Laurier University (see page 5). We're also working with individual corporations to help improve social issues that are important to their leaders, employees and stakeholders.

Our Board is fully committed to the new strategy and has high expectations for this organization. Living in one of the world's most intelligent communities, a community of accomplished professionals, technological innovators and generous philanthropists, we believe we can achieve our goals and make a difference.

Jan Varner, CEO



You Get What You Give!

Reflections from the Board Chair

As a child, my parents made a point of reminding us that our family was fortunate and that it was important for us to give back to our community. They were tireless volunteers and we adopted the philosophy: "You get what you give."

This belief has echoed through my mind throughout my life. While I began supporting United Way through financial contributions, it was natural for me to step into an active role when asked.

Other than the government,
United Way is the biggest funder of social services.
We're making a life changing difference!

When you get involved in a cause like this and actually see the impact of the work we do, it's easy to get passionate about being able to help.

Now in my fifth year of active volunteering and after two years as Campaign Chair, I'm assuming the Board Chair. As Chair, one of the greatest challenges I see before us is the misconception that we live in an affluent community where the needs aren't all that great. The truth

is that despite our economic recovery, the needs have grown. We still have a fairly high unemployment rate and the manufacturing sector generally lags in an economic turnaround. There are many people who continue to need social supports.

United Way continues to monitor the needs of the community and set strategic priorities based on those needs. We work closely with the Region, local universities

and community organizations to get current data on social needs and trends and we invest accordingly. Other than the government, we are the biggest funder of social services. We're making a life changing difference!

I must also say that after my five years on the board, I feel privileged to work with such strong community leaders.



Victor Zamin, United Way Board Chair

Our directors are experts in their fields and I'm confident that this organization, our community and your financial contributions are in good hands. On behalf of the board, I want to applaud the thousands of United Way supporters who devote countless hours to this community. You are doing an amazing job.

«United Way is an integral part of our community. Through the critical funding United Way provides within the community priority areas, vital programs are available to support families and individuals in our community.»

- Lori Payne, Leadership Donor and United Way Volunteer

Thank You Dave!

A special thank you to Dave Fitzpatrick, Vice-President – Sales & Distribution at Economical Insurance Group, who served as our Board Chair for the past two years. Dave's leadership has been a great asset and he will continue contributing to United Way's success as a director.

Olympian Clara Hughes to Speak

at Leadership Reception

Sponsored by Manulife Financial

Six-time Olympic medalist Clara Hughes – the only Canadian to win medals at both the summer and winter Olympic Games – will deliver the keynote address at United Way's Leadership Reception on November 11, 2010 at Bingemans.

Not only is this champion speed skater and cyclist an elite athlete, she is also an Olympic-hearted philanthropist. Clara has contributed significantly to a number of Canadian charities and become well known for her humanitarian efforts.

A leader extraordinaire, she is an Officer of the Order of Canada, a recipient of the International Olympic Committee's Sport and Community Award and a two-time recipient of the Spirit of Sport Award from the Canadian Sports Awards.

It is especially fitting that Clara will speak at the Leadership Reception which is held annually to thank United Way Leadership Donors – individuals who donate \$1,000 or more in a one-year period. Our Leaders' commitment and passion for positive social change is an inspiration. Leadership donations add up quickly and represent up to a third of annual funding. Many thanks to all Leadership Donors who give so generously year after year. Your contributions support exceptional programs that meet critical community needs.

This year's Leadership Reception is being held jointly with KW Counselling which is celebrating its 60th anniversary in 2010.



«United Way-funded programs and services make a difference to thousands of lives each year. The true human impact on even one life is immeasurable.»

- Jeff Daniel, Leadership Donor and United Way Volunteer

Update from the Community Impact Council

United Way's Community Impact Council, or CIC, comprises volunteers from the private, public and not-for-profit sectors. It ensures that funds raised benefit initiatives that support United Way's five community priorities: Children and Youth, Families, Neighbourhoods, Newcomers and Economic Security.

In the past year, the CIC has reviewed United Way investment processes and:

- the five priorities
- how programs, services and initiatives are contributing to particular outcomes

- the application review process used to make investment decisions

Once the application review process was evaluated and improved where needed, it was turned over to Priority Impact Teams (PITs), volunteers involved with each priority area and chaired by members of the CIC. PITs then evaluated each initiative to ensure funding for those that most strongly aligned.

CIC Chair Theron Kramer applauds their work: "Our volunteers and staff have worked diligently to ensure that

investment decisions were based upon knowledge of the issues and alignment with priorities for maximum positive impact."

A citizen of Waterloo Region for more than 40 years, Theron was asked to chair the council because of a long involvement with the not-for-profit sector. He believes this sector is a crucial part of any community's infrastructure, ensuring that community members can participate in – and benefit from – involvement in all aspects of community life.

Volunteer Profile:

WLU student eager to share United Way mission

Helen Himmelman, one of our newest supporters, is a bundle of energy who hails from far-away Mahone Bay, an idyllic “vacation destination” on the south shore of Nova Scotia. Her home town is so breath-taking you’d wonder how social problems could exist there. But they do.

As a teenager, Helen joined the Lunenburg County United Way board of directors as a student leader, with the sole objective of educating and engaging youth to support United Way. Now, as a first-year archeology student at Wilfrid Laurier University (WLU), she’s on a mission to do the same in Waterloo Region.

Over the winter, she contacted United Way CEO Jan Varner to see how she could help, and the result is a WLU United Way Club. Helen realized that, generally, students know little about the work of United Way, so she began by awareness building. She set up a booth in the Campus Centre and within three days, 30 students signed up – more than enough to meet the university’s criteria to start a new club.

“The initial focus was getting the word out and getting organized,” says Helen. “Our next goal is to organize or support four to five events in the coming academic year.”

Helen knows a thing or two about event management. She began volunteering at age seven for the Mahone Bay Classic Boat Festival. “It’s a town of summer festivals and everyone gets involved,” she says, noting that her parents were amazing role models.

Helen is hoping that the new WLU Club will inspire other student clubs in the area and she’s willing to mentor young leaders who need help getting started.

You can reach Helen by emailing hhimmelman@hotmail.com

Three years ago, she launched a successful student-run community picnic to support the Lunenburg County United Way. She smiles broadly when she says that after handing over the student leadership torch, the picnic will continue as a well-loved local annual event.

United Way is about community building and long-term goals.

Helen credits volunteering for teaching her great time and people management skills – and about community needs. “Coming from a small town, I know how important it is to support each other. United Way is about community building and long-term goals, which are everyone’s responsibility. After all, it’s our future too!”

Brandon Schitka (left) and Caleb Foo (right), WLU Student Supporters of United Way.



Helen Himmelman, United Way Supporter

Community Impact:

Your dollars at work in your community



ALL CHILDREN AND YOUTH reach their potential

Over the past several years, United Way of Kitchener Waterloo and Area and United Way of Cambridge and North Dumfries have been examining local and national trends to determine key community priorities, pressing issues and changes needed to address these issues.

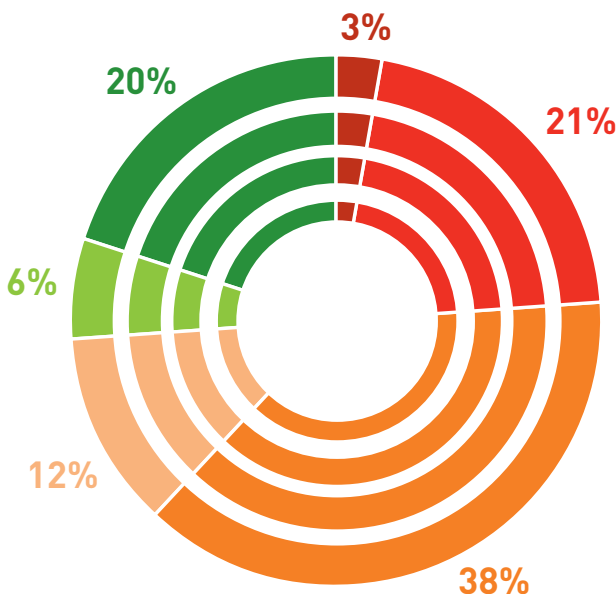
Together, the two organizations established five community priorities for investment. These priorities are broad domains with regional reach and local impact. For each priority, we developed three long-term outcomes that identify the measurable change we are actively seeking to achieve our goals.

This spring, our community investment application review process was led by several Priority Impact Teams – teams of volunteers with expertise in the five community priorities. These teams are continuously educated about community issues. They review funding applications and recommend United Way investments in programs, services and initiatives to help us achieve our long-term objectives.

United Way investments are strongly aligned with community priorities and desired outcomes, and over the next few years we will work to identify indicators to help us gauge change in these areas.

At present, United Way is investing in the following areas:

- Not-For-Profit Sector Supports
- Children & Youth
- Families
- Neighbourhoods
- Newcomers
- Economic Security



Children and youth deserve to live, learn and grow in a stable, caring environment where their basic needs are met. Supporting the healthy growth and development of children and youth is an important goal of this community. By targeting and resolving root problems, we, as a community, will help children and youth reach their potential.

This priority is focused on meeting the needs of all children and youth, including those with special needs and members of marginalized communities. In Waterloo Region, youth are defined as individuals up to age 25.

LONG-TERM OUTCOME:
Children and youth are healthy

- Overnight Camp Financial Assistance (YMCA)
- One-To-One Match Program (Big Brothers Big Sisters of Kitchener-Waterloo)
- Big Bunch (Big Brothers Big Sisters Of Kitchener-Waterloo)
- Prevention and Education (Brain Injury Association)
- Healthy Start - Children and Youth Services (Canadian Mental Health Association)
- Friends - Children and Youth Services (Canadian Mental Health Association)
- Therapeutic Horseback Riding (Central Ontario Developmental Riding Program)
- Children's Program (Interfaith Community Counselling Centre)
- Temper Taming (KW Counselling Services)
- Lifeline (R.O.O.F.)
- Youth Centre (Woolwich Community Services)
- Elmira District Secondary School (EDSS) Program (Woolwich Counselling Centre)
- Elementary Schools Program (Woolwich Counselling Centre)

LONG-TERM OUTCOME:
Children and youth are free from abuse and neglect

- WAYVE- Children and Youth Services (Canadian Mental Health Association)
- Child Witness Program (Child Witness Centre)

LONG-TERM OUTCOME:
Children and youth succeed in school

- Virtual Y (YMCA)
- In-School Mentoring (Big Brothers Big Sisters Of Kitchener-Waterloo)
- Teen Counselling (Interfaith Community Counselling Centre)
- Crime Prevention K-W (John Howard Society)
- Tutoring Program (Learning Disabilities Association)
- Families & Schools Together (Mosaic Counselling & Family Services)





ALL FAMILIES are strong



ALL NEIGHBOURHOODS are inclusive and thriving

Strong families are resilient in the face of stressors, have a high degree of caring and mutual support, low incidence of violence, high economic security, low divorce/separation rate, and high involvement in community affairs. For the purposes of United Way community priorities and long-term outcomes, “family” is broadly defined and is one of the most important and basic units of every society.

LONG-TERM OUTCOME: Families are free from violence

- Family Violence Prevention (John Howard Society)
- Family Violence Counselling (Mosaic Counselling & Family Services)
- Residential Program (Women’s Crisis Services of Waterloo Region)
- Outreach Program (Women’s Crisis Services of Waterloo Region)

LONG-TERM OUTCOME: Families are resilient and supported by their community

- Community Development and Education Services (Canadian Mental Health Association)
- Friendly Visiting (Community Support Connections)
- Individual, Family, Couple Counselling (Interfaith Community Counselling Centre)
- Family and Community Solutions (KW Counselling Services)
- Therapeutic Counselling (KW Counselling Services)
- Individual Family and Group Counselling (Mosaic Counselling & Family Services)
- Therapeutic Counselling (Shalom Counselling)
- Community Counselling Service (Woolwich Community Counselling Centre)

LONG-TERM OUTCOME: Families with complex needs are supported

- Distress Centre (Canadian Mental Health Association)
- Revive (Community Justice Initiatives)
- Stride (Community Justice Initiatives)
- Crisis Intervention (Community Support Connections)
- Live and Learn (House of Friendship)
- Community Aftercare (John Howard Society)
- Recreation (KW Access-Ability)
- Information & Referral (KW Access-Ability)
- Resource Centre (Learning Disabilities Association)
- Out of Home Respite (Parents for Community Living)
- Therapy Dog (St. John Ambulance)
- St. Jacobs Family Support (Woolwich Community Services)
- Women’s Health (Planned Parenthood of Waterloo Region)

We define neighbourhoods as networks of informal support between neighbours within more formal geographic boundaries. Thriving neighbourhoods are characterized by increased trust and a high degree of organization. Respect and appreciation create neighbourhoods that are not just places to live, but true communities. Being proud of our neighbourhoods – our home – is important to this community. It is critical to target the root cause of neighbourhood challenges to create inclusive and thriving neighbourhoods.

LONG-TERM OUTCOME: Neighbourhoods have strong, accessible supports and services

- Outreach Support (ACCKWA)
- Social Support (Brain Injury Association)
- Volunteer Development and Information Services (Canadian Hearing Society)
- Counselling & Referral (CNIB)
- Independent Living Skills (CNIB)
- Library Services (CNIB)
- Orientation & Mobility (CNIB)
- Core Funding (Community Care Concepts)
- Resolve (Community Justice Initiatives)
- Community Centre Program (House of Friendship)
- Community Support Services (Independent Living Centre)
- Patient Care (St. John Ambulance)
- Community Information (Woolwich Community Services)
- Growing Together (Woolwich Community Services)

LONG-TERM OUTCOME: Neighbourhoods have inclusive and safe gathering places

- United Way does not currently invest in any programs within this long-term outcome. This is noted as a gap in United Way’s community investments and deserves attention.

LONG-TERM OUTCOME: Neighbourhoods have groups that are connected and working together to take action

- United Way does not currently invest in any programs within this long-term outcome. This is noted as a gap in United Way’s community investments and deserves attention.





**ALL
NEWCOMERS**
are welcomed
and supported



**ALL
PEOPLE**
are economically secure

The needs of newcomers are an increasingly important priority for social investment. A community that welcomes and supports newcomers is a community where newcomers do not face discrimination. Generally, newcomers face many barriers that prevent them from becoming fully contributing members of society. Efforts to eliminate the root cause of these barriers will help newcomers settle into communities.

**LONG-TERM OUTCOME:
Newcomers are meaningfully
employed**

- Learner Resource Centre (Focus For Ethnic Women)

**LONG-TERM OUTCOME:
Newcomers are involved
in and have a voice in
community settings**

- Newcomer Youth (YMCA)
- Healthy Lifestyles (Focus For Ethnic Women)
- Therapeutic Counselling for Newcomers (KW Counselling Services)
- Newcomer Outreach (Mosaic Counselling & Family Services)

**LONG-TERM OUTCOME:
The community is inclusive
and newcomers are free
from discrimination**

- New Canadian Membership Financial Assistance (YMCA)
- Diversity Initiatives (Extend-A-Family)
- Cultural Interpreter Program (KW Multicultural Centre)

Income disparity impacts individuals and the community. Financial strain can have negative effects on both physical and mental health. When people are not economically secure, their capacity to participate in community life is reduced which often results in isolation. Breaking the cycle of poverty for future generations is important to this community. By targeting the root causes of financial difficulties, we may improve economic security for the people of Waterloo Region.

**OUTCOME:
People have basic needs met**

- Mary's Place (YWCA)
- Credit Counselling (Mosaic Counselling & Family Services)
- Settlement and Outreach (KW Multicultural Centre)
- Emergency Food Hampers (House of Friendship)
- Charles Street Men's Hostel (House of Friendship)
- Assistive Devices Program (Ontario March of Dimes)

**OUTCOME:
People have affordable and
accessible education, training
and learning opportunities**

- Adult Literacy, 1-1, and small group tutoring (The Literacy Group)

**OUTCOME:
People have sufficient and
stable employment**

- Help Centre for the Unemployed (The Working Centre)
- Lunch Box (R.O.O.F.)



PARTNERSHIPS

In addition to the programs and services mentioned above, it is important to United Way to invest in partnerships that address community conditions. United Way is currently involved and investing in the following community initiatives:

- Alliance for Children and Youth of Waterloo Region
- Labour Program of Waterloo Region
- Opportunities Waterloo Region
- Waterloo Region Immigrant Employment Network (WRIEN)

NOT-FOR-PROFIT SECTOR SUPPORTS

A strong and resilient not-for-profit sector is key to ensuring that the social support networks needed by all community members are available and sustainable. For this reason, United Way is committed to investing in not-for-profit sector supports. United Way is currently investing in the following organizations:

- Capacity Waterloo Region (Tides Canada)
- Volunteer Recruitment and Referral (Volunteer Action Centre)
- Waterloo Region Shares (The Food Bank of Waterloo Region)

To truly Be Change, Make Change, See Change more investment needs to be made in all priorities and in not-for-profit sector supports. Continue to support United Way and invite your networks to join you. It takes all of us to create a community where everyone is truly supported and included.

News Briefs

NEW GIVING CIRCLES MAKE GIVING A SOCIAL, PERSONAL EXPERIENCE

Last September, 15 local women joined forces in a "Women's Giving Circle" to enable them to support United Way's work even more significantly than individual efforts allow. Giving Circles enable groups of friends, colleagues or business leaders to pool their money for philanthropic efforts and decide, together, how it should be invested in United Way's priorities.

This inaugural Giving Circle is chaired by Amanda Knapp, a financial planner and investment advisor with RBC Dominion Securities. "We hope this launches an exciting trend," says Amanda. "Giving Circles offer a more personal and meaningful experience for people who are passionate about helping our community." If you are interested in learning more about how to start a Giving Circle, contact the United Way Office at 519-888-6100 or email info@uwaykw.org.

HAIL TO THE CHIEF – SALUTING MATTHEW TORIGIAN

When Waterloo Regional Police Chief Matthew Torigian entered Police College years ago, little did he know that he would one day become a local celebrity for his commitment to public service.

On October 28, 2010, United Way hosts its annual Celebrity Event saluting guest of honour, Chief Torigian. He is the ultimate protector, guardian and steward of our collective community trust. And did you know that he's also addicted to American

Idol? We are delighted to pay tribute to this exceptional community leader.

This year's event will be held at The Tannery District in Kitchener and we hope to top last year's revenues of \$50,000! This entertaining evening is typically sold out, so mark the date on your calendar and watch our website for ticket sales.



Matthew Torigian,
Police Chief,
Waterloo Region
Police Services

GOING "GREENER"

United Way employees are stepping up efforts to reduce our carbon footprint and increase our environmental impact. The initiative is led by CFO Cathy Snyder who believes that going green can also be more cost effective. This year, in addition to reducing, re-using and recycling, we're:

- Donating shredded paper to the Humane Society for animal bedding
- Purchasing biodegradable pens and paper

- Using vegetable-based inks and environmentally friendly paper to print materials like this report
- Choosing not to print electronic documents unless absolutely necessary
- Using Earth Day for "office spring cleaning" – and turning off office lights and computers for the entire day

To learn more ways to reduce your carbon footprint, visit www.uwaykw.org.

SHOW YOU CARE ... JOIN IN OUR FIRST ANNUAL DAY OF CARING!

This fall, United Way is hosting its first annual Day of Caring. To launch the 2010 Workplace Campaigns, employees, students and citizens can get involved to make a difference and demonstrate the impact of volunteering!

Getting involved is easy. Recruit your team and we'll connect you with a group that needs your help. You could:

- Beautify a garden or plant a tree
- Assist with a painting or renovation project
- Package food hampers

Registration and Day of Caring details will be posted on our website (www.uwaykw.org) this summer. Don't miss this unique opportunity to get involved and show you care!

VISIT THE NEW WWW.UWAYKW.ORG

Check out our website's new features and fresh look! We've revitalized our site to reflect current branding and enrich your online experience. Our new site features weekly updates, blogs and important information about our funding priorities and community impact. You can learn how to get involved and even donate online. We encourage you to visit often and send us feedback on news, events and campaigns, as well as your ideas to help support United Way. Also follow us on Facebook and Twitter. Spread the word ... be change, make change and see change with United Way!



HOW TO GET INVOLVED WITH UNITED WAY

volunteer

- Help with events
- Assist with office administration support services
- Support our Workplace Campaign
- Serve on a committee
- Volunteer your professional expertise

donate

Donate online, by cheque, credit card or in person. Visit our office at the Marsland Centre, 20 Erb Street West, 11th Floor, Waterloo.

You can also donate through convenient payroll deduction – available to businesses participating in United Way Workplace Campaigns.

be a United Way supporter

Spread the word about United Way's mission and community impact.

Encourage your workplace to start a Workplace Campaign.

For more information about how to get involved, contact us at 519-888-6100 or info@uwaykw.org.



Merci... Dankeschön... Gracias... Thank You!

Thank you to the following individuals and organizations that believe in our mission and support our efforts to be change, make change and see change in the Kitchener Waterloo area.

thank you to...

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- Marsland Family

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- Rogers Community Television

If you have services that could benefit United Way and want to support positive change in your community, please contact us at 519-888-6100.



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