

way to go!

it's a team effort



United Way

Issue #10

United Way serving Kingston, Frontenac, Lennox and Addington

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WORTH THE WAIT

We started by counting the weeks. Then we counted the days. Now it's just a matter of hours until we open the floodgates and let the Spirit of Community run rampant throughout KFL&A.

Campaign 2010 officially gets underway this Friday morning, with our Campaign Kick-off Breakfast at the Ambassador. After you help yourself to a delicious hot and cold breakfast buffet, we'll feed you a generous helping of inspiration to get you fired up for an incredible 12-week rollercoaster ride of fun, food and fundraising.

And Campaign 2010 Chair Les Herr will wrap up the morning by letting you in on the summer's biggest secret as he reveals this year's fundraising goal. So how much are you going to raise this year? If you're at the breakfast, you'll be among the first to find out.

The bad news is that demand was at an all-time high this year, and we've sold out all of our tickets in advance. The good news is that we're taking names for our waiting list, and there's still time for you to get on. Call the United Way office at 613-542-2674 to make sure you're on the list today.

SPEAKING OF WAITING LISTS...

If you've got your tickets for Kingston's favourite garden party, count yourself among the lucky ones. The 17th edition of United Way Fare for Friends is officially sold out.

But the good news is that we've got a waiting list going for this event as well. If you're looking to join us under the big top this Sunday afternoon, you'll need to work your way to the top of the list.

Nineteen of the region's top chefs will be there, showcasing their culinary creations. You'll also have a chance to sample Ontario wines and microbrewery beer and bid on some fabulous live and silent auction items. Visit our website at www.unitedwaykfla.ca or Facebook page to see the complete listing and pictures of the fabulous auction items.

Call 613-542-2674 to make sure you get on the Fare for Friends waiting list.

MEET THE LOANED REPS

After two weeks of grueling training, the 2010 Loaned Rep Team is ready for action. You'll see them in our Bagot Street offices, at community-wide events and in workplaces across the region through the duration of the Campaign. You may even get to know a few of them quite well over the next 12 weeks. Say hello to your 2010 Loaned Reps:

- Trish Geertsema of Assurant Solutions
- Brian Brown of Novelis Specialty Products
- 2nd Lieutenant Taio Marson of the Kingston Garrison
- Chuck Bagasan of Correctional Services Canada
- Joanne O'Toole of the City of Kingston
- Cathy Todd of the Ministry of Transportation

- Harry Smith of the National Parole Board
- Alan Noonan of TD Canada Trust
- Cheryl Clarke and Paul Meyers of Goodyear
- And Sue Cupido of KGH/CUPE Local 1974

Special thanks to their workplaces for lending them to us for the duration of the campaign.

THEY CAME, THEY SAW, THEY LEARNED

Last week may have been the last week of summer holidays for the rest of the world, but for ECCs from across the region, school was already in session. ECCs from every sector spent a morning sharing their successes and learning how to take their campaigns to the next level. Special thanks to our hosts at the Canadian Hearing Society, and congratulations to our participating workplaces who sent representatives that made up the ECC Class of August, 2010:

- CFB Kingston
- Children's Aid Society
- Kingston General Hospital
- National Parole Board
- Costco
- The Kingston Whig Standard
- Kingston Penitentiary
- Assurant Solutions
- Eastern Fluid Power
- Invista
- Ministry of Health
- Correctional Services Canada
- Goodyear
- Providence Care – Mental Health Services
- Limestone District School Board
- Empire Life
- Loyalist Township



Building a stronger
community together



United Way
serving Kingston, Frontenac
Lennox and Addington

ASK AND YOU SHALL RECEIVE

Eastern Fluid Power ECCs Aiden and Tiffany shared an interesting story at our Manufacturing Sector ECC meeting last Thursday. They told us that the only reason their company had never run a campaign before was because no one had ever asked them to. This observation echoes one of the basic truths we've learned over the last few years: The number one reason people cite for not giving is that they weren't asked. The moral of the story is: don't be afraid to ask. Your invitation may be just what your colleagues were waiting for. In fact, Aiden and Tiffany told us that several of their clients have also never been asked to run a campaign, and they've volunteered to ask them this fall. Way to go!!

MORE MEETINGS

Watch for more sector-targeted ECC training sessions coming later this week:

- Provincial Sector ECCs kicked off their lunchtime training session with an agency tour on Wednesday.
- Financial Sector ECCs are getting together Thursday at Empire Life.
- And Health Sector ECC training is slated for Friday after kick-off, from 11:00 a.m. until 1:00 p.m.

RUN US UP THE FLAGPOLE

If you've got a flagpole, then we have a flag for you. The United Way flag is ready to fly high above your workplace for the duration of your campaign. Call your staff partner to borrow one today.

SPEAKERS' CORNER

One of the most effective ways to fire your colleagues up with the Spirit of Community is by attaching a face and a story to the United Way cause. And the most effective way to do that is with one of our agency speakers.

The United Way Speakers Bureau is open for business again this year. Dozens of staff

members, volunteers and service users from our member agencies took part in our speakers' orientation and training session last month, picking up public speaking tips from Buzz Collins of FM96 and Speakers Bureau veteran Daren Dougall of Youth Diversion/Kairos. And now they're waiting for the phone to ring. Call your staff partner to book an agency speaker for your kick-off, staff meeting or workplace event.

But what if you don't have a venue big enough to accommodate a speaker? No problem. Justin Chenier of Beyond Time Media has produced a new video just for you. This hot-off-the-press DVD features eleven of our agency speakers, sharing inspiring stories of how your donor dollars helped make a difference to real people right here in KFL&A. It's ready for you to fire it up at your next meeting or on your office monitoring system. Call your staff partner and order your copy today.

BEHIND THE CAMPAIGN

THE DESIGNATION TIMELINE

One of the questions we hear most frequently is about designations. As you probably know, you can to designate your gift to the agency or agencies of your choice. And a lot of you have been wondering when that agency will receive your donation.

The answer depends on how you chose to donate. If you've donated by cash, cheque or credit card, we'll send your gift directly to the designated agency a few weeks after the Campaign wraps up.

If you've donated through payroll deduction, we'll send it to the designated agency once we've collected, remitted and consolidated all of the money you've raised that year. That means the agency will actually see the money about a year and a half after the campaign ends. In the spring of 2011, we're paying out the money

you designated by payroll deduction during last year's campaign.

SUCCESS SECRET #1: GET THE VISUALS

Getting people's attention is never easy. But experienced ECCs know that they have lots of help at their disposal in this all-important aspect of campaigning. Your United Way staff partner is your ticket to everything you need to make a big visual impression on your colleagues. They'll hook you up with posters, banners, brochures, videos and a few things you may not have thought of. The Campaign 2010 materials have officially arrived, so if you haven't picked up your campaign kit yet, call your staff partner today. Or check out them out at our website, www.unitedwaykfla.ca.

SUCCESS SECRET #2: NO TRAIN, NO GAIN

We've already talked about how important it is to ask, but our most successful ECCs know that asking alone isn't enough: you also have to ask intelligently. That's why they take the time to invest in their canvassers and equip them with the resources and information they'll need to succeed.

Remember, your canvassers are the face of your campaign. And the more information they have, the more successful they're likely to be.

You can set your canvassers up to succeed by holding a canvasser training session before your kick-off, just like CFB Kingston and Providence Care did last month, and just like the City of Kingston is doing next week. By keeping your canvassers up-to-date on the latest best practices and sharing important information about our community, you'll help your canvassers feel confident, capable and excited about spreading the United Way message. Contact your staff partner to find out how you can schedule your custom canvasser training session today.

YOUR GENEROSITY IN ACTION

When you give to United Way, you're making a real difference in the lives of people right here in Kingston, Frontenac, Lennox & Addington. Here's a by-the-numbers look at the difference you made last year. Thanks to you:

- 338 KFL&A residents improved their literacy skills, opening up opportunities to earn more money, live healthier lives and enjoy a brighter future with training from Kingston Literacy & Skills.
- 400 seniors experiencing hearing loss learned valuable knowledge and coping skills through resources offered by the Canadian Hearing Society.
- 799 young people received counseling and intervention for gambling and substance abuse through Kairos.

Because of your generosity, United Way is able to ensure that everyone in our community lives with hope, dignity and a sense of belonging. Thanks to you, we're building a stronger community together.

WORKPLACES OF THE WEEK

Now that the campaign is getting set to start, we're getting set to re-start a tradition we introduced last year. Our Workplaces of the Week feature lets us shine the spotlight on some of our region's more prominent workplaces to give you an inside look at their campaigns. This week we'll introduce you to one workplace that's introduced a sweet new initiative and another one that's looking to keep it fresh.

Providence Care

Campaign Theme: Giving Gives the Giver, complete with fortune cookies stuffed with impact statements, an initiative we've adopted for the community-wide campaign.

The Team:

Corporate Lead: Tracy Davidson
St Mary's On the Lake Site: Janet Hunter, Liseta Medeiros, Catrina Moniz
Providence Manor: Danielle Clair, Keilly Lebel
Mental Health Services: Marg Merkley with Carla Badour

Community Outreach: Alexandra Conant
Treasurer: Brad Ethier
Retiree Chair: Cathy Dunne
Executive Lead: Allen Prowse
Union Partnership: Mike McFadden, Michele Albert, Tanya MacDonald
Kick-off: Monday, September 13th at all three sites

Chili lunch with guest speakers, wacky tricycle races at SMOL, sundae assembling event at Mental Health Services

Campaign Highlights: Events to watch for include a cake raffle, candy apple sale and holiday basket raffles.

They'll Be Back: It wouldn't be a Providence Care campaign without the Portuguese donuts. They'll be back again this fall – maybe more than once.

Kingston Garrison

Campaign Theme: NOT SALY (Same as Last Year)

Campaign Goals: 100% canvass, focus on awareness and education

The Team:

Base Commander: Colonel Rick Fawcett
ECC: Major Ed Padvaiskus
Deputy Chair and Base Units Lead: Major David Bailey
Unit Lead: Al Walsh
RMC Lead: Captain J.V. Lavoie
Communication, Public Affairs: Sylvain Rousseau
Treasurer: Jim Campbell
The team also includes over 40 unit representatives across the Base, plus additional canvassers and event volunteers.

Kick-off: Wednesday, September 15th
Breakfast at the new CFB Kingston dining hall

Dates to Remember:

September 10th: ATV, motorcycle & bicycle tours
September 20th- October 1st: canvassing blitz
September 24th: ball hockey tournament
October 29th: Halloween Troll Toll

Touchdown: Wednesday, November 17
Something Different: They've created a website to profile their events.

Something Really Different: If Base

personnel meet their internal goal, CC Major Ed Padvaiskus is promising to show them something they've never seen before: his upper lip. Ed has been sporting a mustache since he was 14, but he's promised to shave it off if they can hit their target.

CAMPAIGN NEWS

Ready for Kick-off

We've been going on and on about the big region-wide kick-off coming up on Friday, but it's just one among many kick-off we'll be telling you about over the next few months. Here's a look at a couple of kick-offs that have already happened and a few more that are on their way.

- The first-ever Eastern Fluid Power campaign kicked off with a late-August barbecue. They'll fire up the grill one more time on September 22nd, and this time, they're inviting their customers too.
- Ministry of the Environment ECC Melanie Jones knows how to come back from a long weekend. She kicked off her campaign on Tuesday, immediately after the Labour Day weekend ended. Way to go!
- Next week the fun gets underway in earnest. It all starts Monday as the Southeast Community Care Access Centre and CHUM Kingston kick off their campaigns.
- And we pick up more momentum on Wednesday as the Kingston Community Credit Union and Ongwanada join the party.

The Results Are In

Actually, it's a bit early for results, but we do have an early partial result and some event totals to report.

- Our neighbours down the hall at K3C Counselling kicked off earlier this month, and they've already 80% of the way toward their goal. Way to go, ECC Ann Udall and everyone at K3C!!
- And the second annual Waddell Apples Applefest raised an impressive \$725.00. Way to go!!

THE MAIN EVENTS

Sunday, September 12: Ongwanada Soccer Tournament

The Ongwanada gang will be getting their kicks at their 4th annual Co-ed Fun Soccer Tournament at John Machin Park. It's a small field, so teams will play with just seven players – including three women at all times. Registration is \$20.00 per person and includes pizza lunch. Eight teams are already confirmed, and they've got room for more. No experience necessary. Email Rachel Brace, rbrace@ongwanada.com, for more information.

Friday, September 17: Court Services Softball Tournament

Civil servants from across the region are getting set to trade in their suits for shorts and their BlackBerries for ball gloves. The sixth annual Court Services Softball Tournament and barbecue will be back in front of the Frontenac County Courthouse on Friday, September 17th. To register your mixed team, call Peter Fitzpatrick at 613-328-5373.

Saturday, September 18: CMHA Garage Sale

If you're looking to give your home a clean sweep, our friends at the Canadian Mental Health Association are ready to help. The CMHA gang is collecting items for their garage sale, coming up on Saturday, September 18th, and they'll be happy to pick up all of your unwanted treasures for you. Call them at 549-7027 to arrange your pick-up time, or drop off your donation at their Ordnance Street offices.

Saturday, September 18: Financial Sector Garage Sale

Speaking of garage sales, the entire Financial Sector is getting together to host a super-sized garage sale in the Empire Life back parking lot on Saturday, September 18th. Last year they raised over \$4,000, and they're looking to top that this year. Financial Sector workplaces looking to get in on the action can contact Empire ECCs Kim (kim.lopes@empire.ca) and Geoff (geoff.gibson@empire.ca).

Saturday, September 25: CFB Kingston-United Way Commando Challenge

Freedom 55 employees think they have what it takes to make it in the military. They held a barbecue last week to raise their \$250.00 Commando Challenge entry fee and now they're counting the days until Saturday, September 25th.

Do you have what it takes to make it through military training and outlast the Freedom 55 gang? Find out for yourself as you take on the Base's infamous Confidence Course, a 30-minute team-building trial that will test every ounce of your physical and mental strength. Draft your troops today and get ready for the challenge of your life. Call Major Chris Catry at 613-541-5010 ext. 5611 to find out more.

Saturday, October 16: Curling Funspiel

Get ready to rock the house at the annual Curling Funspiel, Saturday, October 16th at the Kingston Curling Club. Registration is \$100.00 per curler or \$400.00 per team plus an item for the silent auction table. All teams are guaranteed two games, plus lunch, dinner and prize draws. For more information, email Bruce Jeffery at Bruce.Jeffery@nbpcd.com.

Wednesday November 10: GO Courier Day

One of our United Way's most generous supporters is at it again. Charles Lapointe and his GO Courier team have once again set an entire day aside just for us. We'll have the details soon, but we can tell you that GO Courier is donating a full day to the United Way. For one day only, they'll pick up your envelopes and drive them to our Bagot Street offices without charging a cent. Way to GO!!

NEW DATE!!: Friday, November 26: Campaign Touchdown Breakfast

We're finishing off Campaign 2010 just the way we started it: with breakfast at the Ambassador. Join us on the last Friday of November and be among the first to find out how much money you raised.

WELCOME ABOARD

And as usual, we'll close out by welcoming our newest ECCs into the United Way fold. Welcome aboard Sherri McCabe from Kaymar Rehabilitation, Dawn-Ellis-Thornton of Fort Henry, Blaire HARRIS of the Ministry of Citizenship and Immigration, Randy Ridell of the Ministry of Health, Stephen Seller of the Ministry of Municipal Affairs & Housing, Althea Jones of the Ministry of Government Services – HR Ontario, Soheir Jamani of MGS – IT Field Services, John Cook of the Ontario Realty Corporation, Ilmari Komulainen of the Ontario Clean Water Agency and Julie Madigan of NPIF Kingston Cogen.

We'd also like to welcome a few old friends back for another year of fundraising fun. Welcome back Caroline Wauters Gherkiere of Sun Life, Kim Hay of Sensient Colours, Brad Heyman of Andola Fibres, Donna Sauve of the Scott Environmental Group, Peter Fitzpatrick of the Ministry of the Attorney General, Kim Casselman of the Ministry of Children & Youth Services – Youth Justice Services, Richard Carr and Sommer Smith of the Ministry of Community & Social Services/Ministry of Children & Youth, Marlene Reynolds of the Ministry of Community Safety & Correctional Services, Melanie Jones of the Ministry of the Environment, Deborah Compeau of the Ministry of Labour, Gerry Mulder and Marney Whalen-Mau of the Ministry of Natural Resources, Chris Puddicombe of the Ministry of Small Business & Entrepreneurship, Bonnie Sweet of the Ministry of Training, Colleges & Universities, Sandi Wilde and Dana Kennedy of the Ministry of Government Services, Service Ontario, Nancy Sinclair of the Ministry of Transportation, Sheila Lucas of the Quinte Detention Centre, Laura Medeiros of The Kingston WSIB office, Liz Grypma of Edwards Ford, Ed Smith of Windmills Restaurant and Rhonda Mosher of the Cataraqui Town Centre.



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