

way to go!

it's a team effort!



United Way

Issue #14

United Way serving Kingston, Frontenac, Lennox and Addington

October 7, 2010

2010 Goal: \$3,000,000
Raised to Date: \$1,056,598
or 35.2%.

THANKS A MILLION

How much do you have to be thankful for? If you're like us, the answer is a lot.

As we get ready to take a break from the campaign trail to celebrate the Thanksgiving weekend with family and friends, we can sit back and think about how fortunate we are to live in a caring community where so many of us are motivated to bring about some change for the better. We're thankful for all of the friends we've made this year and the incredible Spirit of Community that seems to sweep across KFL&A at this time every year.

This year in particular, we're thankful that you've risen to the challenge once again and are off to your fastest start ever. This year for the first time ever, you've crossed the million-dollar mark **before** the Thanksgiving break. This puts you well ahead of last year's pace and well on track to set yet another local fundraising record.

So from all of us at the United Way to all of you and your loved ones, Happy Thanksgiving, and thanks for giving!! Thanks a million!!!

SMART COOKIES

Earlier this year, our friends at Providence Care came up with an easy, affordable and delicious way to spread the United Way message. They ordered a series of impact-statement-stuffed fortune cookies and handed them out throughout their campaign.

Ever since we first told you about those smart cookies, you've been asking us how you can get your hands on them. Well we're excited to announce that we've now got lots of them in stock at the United Way offices. They're individually wrapped,

and they don't contain any nuts, eggs or gluten, so they're safe to distribute to your co-workers. And best of all, they're just 10 cents a cookie. Call 613-542-2674 to order your fortune cookies today.

SUCCESS SECRET #1: KEEP THE MERCURY RISING

Our first Success Secret this week is one used for the community-wide campaign. One of the reasons you're able to set new fundraising records year after year after year is sustaining the excitement throughout the long, 12-week haul. How do you do it?

One of the answers is always sharing your successes. At the top of every issue of Way to Go, we post the amount you've raised to date. Or you might choose to read about how much you've raised in The Kingston Whig Standard, Kingston This Week or EMC, listen to regular updates on Kingston-area radio stations or check out your progress on Facebook and Twitter.

Savvy ECCs use the same trick in their campaigns. By regularly letting your colleagues know how much they've raised as they raise it, you're setting them up to raise even more. And as an added bonus, when you report those totals to us, you're helping out the broader cause as well.

SUCCESS SECRET #2: LEAVE NO STONE UNTURNED

The first step to a successful campaign is to canvass everyone you see. But experienced ECCs don't stop there. They also canvass the people they don't see. No, we're not talking about invisible friends, although if you have them, you're certainly welcome to canvass them too. We're talking about your colleagues who may be off sick or on maternity leave. While they may not be in the office every day, they might still like the chance to support their community. So give them a call. They may not be able to give just yet, but at least they won't be able to say you didn't ask.

Connect with us:

- facebook.com/unitedwaykfla
- twitter.com/unitedwaykfla
- youtube.com/unitedwaykfla
- www.unitedwaykfla.ca

YOUR GENEROSITY IN ACTION

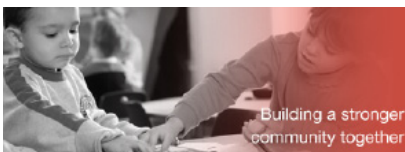
When you give to United Way, you're making a real difference in the lives of people right here in Kingston, Frontenac, Lennox & Addington. Here's a by-the-numbers look at the difference you made last year. Thanks to you:

- 101 low-income or working-poor families got help paying their utility bills and kept warm in the winter with help from the Winter Warmth Program.
- 205 KFL&A kids developed positive relationships with their adult mentors, increased their feelings of self-worth and developed healthy attitudes and social skills through Big Brothers/Big Sisters.
- 481 deaf or hard-of-hearing people learned new coping skills with counseling from the Canadian Hearing Society.

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.

CAMPAIGN NEWS

Need evidence that this is one of the craziest campaigns ever? Just stop by our website (www.unitedwaykfla.ca) or our Facebook page and check out the photos and videos. In the meantime, here's a quick rundown of everything that's been happening or is about to happen along the very, very busy campaign trail.



Building a stronger
community together



United Way
serving Kingston, Frontenac
Lennox and Addington

READY FOR KICK-OFF

It seems like we haven't stopped running – and eating -- since we left you last week. So we'll start by updating you on a couple of late-week kick-offs:

- ECC Donna Sauve brought in an agency speaker to kick off the Scott Environmental Campaign last Tuesday.
- Also on Tuesday, Sexual Assault Centre ECC Lisa Scales kicked things off with a bake sale.
- Novelis Global Technology ECC Kim Murray and her brand new co-chair Cindy Cain-Lough brought in coffee and donuts to kick off their campaign last Friday. They'll be canvassing face to face all month as they head toward their \$27,000 goal.
- ECC Al Oliveira kicked off his campaign with a little help from our campaign DVD. Al showed the video at a series of info sessions at the Robinson Solutions kick off last Friday. He hopes to have all of his canvassing wrapped up this week.
- And Kaymar Rehabilitation ECC Sherri McCabe became the last ECC to kick off last week. Way to go, Sherri!!

If you thought last week was busy, take a look at what you've been up to this week:

- For the first time ever, The Kingston Whig-Standard and Kingston This Week employees are teaming up to form a single campaign under the Sun Media banner. ECC Trevor Trewartha and his committee have set a \$3,500 goal, and the corporation has promised a dollar for dollar match. They're kicking off this week at the St. Remy Place location and next week at the Cataraqui Street location. Way to go!!
- Norr Limited Architects and Engineers kicked off their first-ever campaign on Monday. Way to go, ECC David Ariss!
- Kingston Dodge Chrysler, Homestead Landholdings, Sensient Colours, Thomson Jemmett Vogelzang Insurance, the Ministry of Training, Colleges and Universities and the Ministry of Municipal Affairs and Housing also kicked off on Monday.
- Daren from Youth Diversion and Jason from the Kingston Youth Shelter started the Costco campaign on a high note as they dropped by for a little inspiration on Tuesday.
- Ministry of Health employees are taking a break from their busy day with a coffee-break kick off on Thursday.
- And St. Lawrence Place residents will get a chance to contribute to the home's campaign at a display in the lobby on Friday.

We've got even more coming up next week, including kickoffs at All-State Insurance, Service Canada the Algonquin and Lakeshore Catholic District School Board and the Ontario Realty Corporation.

THE RESULTS ARE IN

With more than half of the campaigns now in full swing, we don't have much in the way of final results to report, but we've got a couple of partial totals and all kinds of event totals to share:

- DuPont employees are more than halfway toward their \$20,000 goal, with \$10,100 in the bank so far. Way to go, ECC Dale Page and everyone at DuPont!!
- Last Thursday was Blitz Day at Hotel Dieu, as hospital staff pledged a whopping \$9,000 in one day. The campaign continues this week as the United Way DVD makes a special appearance at an open staff meeting. Way to go, Anne and everyone at The Dieu!!
- The Empire Life United Way Campaign is in full swing. Co-Chairs Geoff Gibson and Kim Lopes and the entire committee are having a blast with their theme, Superheroes – Helping the community one pledge at a time. With Empire Life President & CEO Les Herr as the Chair of the KFL&A community campaign this year, the pressure is on to reach their goal of \$215,000! Their pre-campaign Financial Sector Garage Sale raised more than \$4,200 and included a BBQ with Les Herr at the grill, and an Electronics Disposal organized by Scott Environmental Group in conjunction with the Ontario Electronics Stewardship program. The recycling program alone raised \$500. Last Friday, they kicked off the Empire Life Superheroes Campaign in their back parking lot. Geoff aka Superman and Kim aka Batgirl saved the day from 'villains' former Empire Life Campaign co-chairs Sue McDermid and Michael Colling, who tried to steal the UW thermometer and foil their campaign – all in good fun of course. Friday's casual day, 50-50 draw and barbecue were a great start to the 2010 campaign raising \$2,528.10. Special thanks to George Doulas from Bubba's who once again generously donated hot dogs, sausages and all the fixings.
- National Parole Board staff and managers faced off on opposite sides of the rope at last Monday's kick-off barbecue. The managers may have won the tug of war, but we'll consider our community the big winner as they have raised over \$9,000 to date in their campaign.
- L&A County employees have \$726 in the

bank after a full week of coffee, cookies and canvassing. Way to go, ECC Buffy Whalen!

Ministry of the Environment ECC Melanie Jones has been busy over the last couple of weeks. Between breakfast, bingo, a barbecue, a flower raffle, a foosball tournament and dress up theme week, Melanie has helped her team raise over \$747. Way to go!!

And the great year continues at Goodyear. After holding the final of their four kick-off barbecues last Tuesday, which raised \$722, their campaign has reached \$36,000 with lots more on the way. Way to go, ECCs Cheryl and Paul and everyone at Goodyear!!

COMING UP

One of the things we're thankful for this year is that you seem to have found your muse, as some of the most inspired (maybe that's a polite word) events in years are coming up in the next few weeks.

- Service Canada employees David Blackstock and Sara Gagnon were inspired to create a cookbook full of recipes, treats and holiday specialties. Copies are \$5.00 apiece with proceeds going to the Service Canada campaign.
- Employees at the Ministry of Community and Social Services and the Ministry of Children and Youth found their inspiration in jewellery, which you can check out at their jewellery sale later this fall.
- Speaking of inspiring, North Frontenac Community Services Executive Director Don Amos is inspiring his team by putting himself on the auction block. Don is offering his services as Slave for a Day to any of his staff or staff groups. Bidding started Monday and continues until October 14th.
- And the gang at The Investors Group got things rolling with a bake sale this Tuesday and followed up with the first of their weekly coffee breaks on Wednesday.
- If that's not inspired enough for you, how about this: Investors Group employees are also getting set to unveil the Big Red Potty. Yes, you read that right. The Big Red Potty could show up outside your home at any time this fall. If you wake up one morning to find it on your front lawn, all you have to do is call 613-384-8973 and pay the \$15.00 removal fee. Of course that's no guarantee that it won't show up again, unless you pay another \$10.00 Potty Protection insurance premium. Or you can make sure it never shows up on your lawn by calling The Investors Group and paying a \$25.00 potty protection fee in advance.



THE MAIN EVENTS

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.

Friday, October 29th: Government Day

Attention, pardners: This year's edition of Government Day is inspired by the wild, wild west. That means you can expect a cowboy twist on your favourite wacky events as employees from all three government levels converge on the Market Square at lunchtime to show their Spirit of Community and engage in a little friendly competition.

Friday, November 5: Starlight Film Festival

KFL&A high school students are getting set to pull another all-nighter. The Starlight Film Festival is coming back to the Gardiners Road Cineplex Odeon theatre with seven straight hours of non-stop movies, arcade games and all the pop and popcorn you can handle. Watch for this year's film line-up coming soon to a newsletter near you.

Saturday, November 6: Queen's Science Formal Open House

One of the 10 best black tie events in North America is right around the corner. The Queen's Science Formal is more than just a graduation dance, it's a phenomenon that has attracted world-wide attention. Over 600 students have been working for over a year transforming Grant Hall for this unforgettable night, and on Saturday, November, 6th, you'll be able to catch a

glimpse of this incredible metamorphosis. The Science Formal Open House goes from noon until 4:00 p.m., and you'll have to see it to believe it. Admission is free, but they're accepting donations to the United Way.

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!!

Friday, November 12: Climb for Change

Raising money to bring about a change in our community can be an uphill climb – at least it will be this year. The first ever United Way Climb for Change is coming Friday, November 12th. Get a team together or come on your own and collect pledges as you climb the INVISTA Centre bleachers for the United Way. We've got prizes for the most steps climbed for groups and individuals and the best team costume, so pick up your registration forms at the Corus Entertainment Kingston's Queen Street offices, the United Way office, the INVISTA Centre, Kingston City Hall, Artillery Park or any City of Kingston office, or register online at the United Way, Corus and City websites. Registration deadline is 5:00 p.m., Wednesday, November 10th. Check out our video <http://bit.ly/deiXXL> and get ready for the climb of your life.

Friday, November 19: RMC Christmas Concert

The Spirit of Community meets the spirit of Christmas as RMC cadets help us

gear up for the holidays with their annual pre-Yuletide concert and turn over the proceeds to the United Way. Call 613-542-2674 to order your tickets today.

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 once again, we'll wrap it up by giving thanks to these wonderful people who have volunteered to chair their workplace campaigns. Welcome aboard, Shake Kodjaquegian from Kingston Interval House, Jim Morris from the Frontenac OPP detachment, Doug MacLeod from Canadian Food Inspection Agency, Donna Campbell from the Cataraqui Region Conservation Authority, Sophie Nizman from Canada Post, Sue Rummell from the Corporation of the Township of South Frontenac, Shelagh Quigley from the Kingston Frontenac Public Library, Deborah Compeau from the Ministry of Labour, Brenda Martineau from the Township of Loyalist, Alan McWhorter from Community Living Kingston, Frank Haggarty from Coach Canada, Doug Ritchie from Downtown Kingston BIA, Mary Owens from Kingston Publications, Adam Young from Secker, Ross & Perry, Gail Power from The Brick, Gord Crothers from Thomson Jemmett Vogelzang Insurance, Catherine Bridgen from Hicks Morley Hamilton Stewart Storie and Kathryn Mellon from Homestead Land Holdings.



United Way

it's a team effort
way to go!