


# way to go!

it's a team effort



United Way

Issue #15

United Way serving Kingston, Frontenac, Lennox and Addington

October 13, 2010

**2010 Goal: \$3,000,000**  
**Raised to Date: \$1,310,193**  
**or 43.67%**

## BUT SERIOUSLY, FOLKS

Now that you're back from your well-deserved Thanksgiving break, it's time to get serious once again. The serious business of United Way fundraising is back in full swing, with another serious week full of serious kick-offs, serious special events (including the return of the Big Red Potty) and a serious shot at reaching some serious milestones. Since you cleared the million-dollar hurdle in record time, it's time to set our sights on the halfway mark of our \$3 million goal. We know it's within reach, and we have a feeling you'll get there soon – maybe even this week. Seriously.

## FINANCIAL SECTOR GETS READY TO ROCK

The rocks will be rolling this Saturday as our friends in the Financial Sector square off in their annual United Way Funspiel. So hurry hard to the Royal Kingston Curling Club on Days Road this Saturday from 9:30 a.m. to 7:00 p.m. to check out some end-to-end curling action for a great cause.

## SUCCESS SECRET #1: KEEP EVERYONE INVOLVED

If you work in a small workplace, it's easy to involve everyone in your campaign. Bigger workplaces present more of a challenge. When your workplace has more than one shift or more than one site – or both -- it's easy to let someone slip through the cracks. That's one thing our most successful ECCs never let happen. Take KGH ECC Katie Ireland, for

example. Katie wanted to make sure the night shift doesn't get overlooked in this year's campaign, so she and her committee members are taking 100 cups of Tim Hortons coffee to the night shift staff every night this week.

## SUCCESS SECRET #2: DON'T FORGET THE MAGIC WORDS





As every seasoned ECC can tell you, there are two words you can't say enough during your United Way campaign: thank and you. With so many people giving so generously of their time, talents and hard-earned money, you can expect those two words to work all kinds of overtime for you this fall. You'll need to thank your committee members, your canvassers, your event volunteers, and, of course, your donors. And you'll have to find lots of ways to do it, including verbally, with thank you cards, with personal emails, with certificates and awards and even with gifts. Not sure how to properly express your gratitude? We've got lots of ideas to share with you. Call your staff partner and we'll share them with you 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:

- 375 kids in North Kingston were better equipped to withstand the cold winter with warm boots from the Kingston Community Health Centres.
- 780 seniors suffering from elder abuse found comfort, support and

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resources through peer support from the Frontenac-Kingston Council on Aging.

- 1,193 kids learned healthy attitudes and behaviours through educational, social and recreational programs at the Boys and Girls Club.

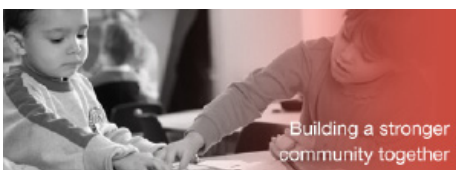
Because of your generosity, United Way is able to ensure that everyone in our community lives with hope, dignity and a sense of belonging.

## ONE FINE DAY

My Car is dedicating one day of its four-day grand opening celebrations to the United Way. This Saturday between 11:00 a.m. and 4:00 p.m., they're firing up the barbecue and turning over the proceeds to the United Way. They're also donating \$100 for every car they sell that day. Way to go, Jessica Soares and everyone at My Car!!

## POTTY TIME

The Big Red Potty made its first appearance last Wednesday evening at the home of John and Denise Ryce. Since then it has visited 4 other lawns. If they drop it on your lawn, you have to pay them \$15.00 to haul it away. Or you can pay a \$10.00 Potty Protection fee to make sure they never send it your way. Where will the Potty land next? Way to Go! Carol Powley from Investors Group.



Building a stronger  
community together

United Way  
serving Kingston, Frontenac  
Lennox and Addington

## BOARD GAMES

Michael Schmitt may have finished his turn as Campaign Chair, but that hasn't stopped him from making sure his staff holds a first-rate campaign. The Algonquin & Lakeshore Catholic District School Board campaign kicked off this Wednesday with an agency speaker at the board-wide principals' meeting. Campaign highlights include more agency speakers, dress down days and a campaign-ending silent auction.

## PEN PALS

After kicking off in late September, our pals at Kingston Pen have been keeping busy with a steady stream of events. Avon Lady Sheri Robinson has turned over the proceeds from five products to the campaign and she's been selling them since October 6th. Other events included a Thanksgiving Bake Sale last week, a joint pancake breakfast with the Regional Treatment Centre next Wednesday, the first annual Eat and Run event at Lemoine Point on the 24th, their second annual Chili Fest on November 3rd and a silent auction later in November. Way to go! Debbie Saulnier & her team.

## READY FOR KICK-OFF

How do you bounce back from a fun-and-food-filled holiday weekend? With more fun and food, of course. Here's a look at a few of the campaign kick-offs that have kept us on the run -- and off of our diets -- as we ease our way back to work after the Thanksgiving break: We'll get things started by looking at the last of the pre-Thanksgiving kick-offs:

- Bell employees rang in their campaign on October 1st. They'll hang it up on November 5th.
- And KFL&A Pubic Health employees will take aim at the \$10,000 mark this year. They kicked off on October 4th and have already raised \$8,100! Way to go, ECC Justin Chenier!
- This week got off to a quick start with the Township of Loyalist and Parker & Associates kicking off on Tuesday. They were joined by two of our region's bigger campaigns.
- The apple blossoms were back on Tuesday, which can only mean one thing: The KGH campaign is now up and running. ECC Katie Ireland and her committee have done their homework and are incorporating lots of our Success Secrets as they take aim at a brand new record.
- The City of Kingston campaign also

got underway today. They kicked things off on a festive note as canvassers delivered United Way balloons to every City office. ECCs Susan and Cynthia are planning to campaign hard for the next two weeks before they wrap it all up on Government Day. Way to go!!

Allstate Insurance also kicked off on Wednesday with 2 agency speakers; Way to go Vanessa Tooley and everyone at Allstate.

Also on Wednesday, students at the Loyola School of Continuing Education kicked off their campaign with a barbecue lunch.

The Hydro One campaign kicks off with a barbecue and an agency speaker on Thursday.

Also on Thursday, Bank of Montreal ECC Mike DeGrace is taking his branch managers on their very own custom Seeing Is Believing member agency bus tour.

Watch for a few more big kick-offs next week, including Utilities Kingston, Canadian Tire and the Limestone District School Board.

## THE RESULTS ARE IN

As you undoubtedly know by now, there's only one way to keep those thermometers rising, and that's one workplace at a time. Here's a look at a few of the workplaces that are keeping our thermometers on the rise this week:

- Between their kick-off lunch, and their first event, Ministry of Training, Colleges and Universities employees have already raised \$1538. Way to go, ECC Bonnie Sweet and everyone at the Ministry!! Speaking of sweet, Sexual Assault Centre employees raised \$100 through their bake sale. Way to go, ECC Lisa Scales!
- OPG employees generated an extra \$1801 in special events, including Pizza Day and Coin Wars. Way to go, ECC Kyle Craig!! SunLife employee fired up the barbecue last week, raising \$481. Way to go, to Caroline Wauters, Mike Menikefs, Anna Trakas, Gary Button and Nancy Brohman!!
- Union Gas employees are also fired up with the Spirit of Community. They've raised \$3702 through payroll deductions with more canvassing and a golf tournament coming up. And whatever they raise will double thanks to a generous corporate match. Way to go, ECC Penny Stefura and everyone at Union Gas!

Frontenac CAS employees have been in the giving mood lately. They've pledged \$10,460 so far, and they added \$134 to that at last week's pancake breakfast. Way to go!!

The Mounties are off to an early start this year, raising \$2900 so far. Way to go, ECC Tania O'Brien!!

The flapjacks were flapping at Fort Frontenac last week as the CFB Kingston Land Force Doctrine and Training systems held their annual pancake breakfast. Way to go!!!

And not one, but three lucky employees had a little something else to be thankful for over the long weekend. Hotel Dieu, Providence Manor and the National Parole Board all held Thanksgiving basket draws, with proceeds going to their workplace campaigns. Way to go!!!

## COMING UP

The next couple of weeks are shaping up to be just as fun -- and fattening-- as the last few. We've got a bunch of breakfasts, bake sales and barbecues on tap, and maybe even a visit or two from the Big Red Potty.

- The puck drops on the Goodyear United Way hockey season this Thursday as plant employees face off in the first of two tournaments.
- The Government of Ontario Nunavut Division is holding two events in one. Their combined garage and bake sale goes this Saturday in the 619 McKay Street parking lot.
- If you're looking for a couple of good meals, circle next Wednesday on your calendar. Ongwanada employees are holding a pancake breakfast that day, and you can follow it up with a delicious barbecue lunch courtesy of the Frontenac Children's Aid Society.
- The Battle of the Buildings is back at Corrections Canada's Regional Headquarters. For the second straight year, the five RHQ buildings will go head to head in a theme-lunch competition. The reigning champs from Morton House are getting things started by giving their building a Vegas-style makeover. Will they beat the odds and make it two in a row, or will one of their competitors take them down? We'll keep you posted.

**THE MAIN EVENTS**

**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.

**Saturday, November 20: Aerob-a-thon**

Aerobics instructors from across KFL&A and their clients are getting together for a fun-filled day full of

fitness and fundraising during the Progress Family Fitness Centre's first-ever Aero-a-thon for the United Way. Pick up your pledge form at Progress Fitness, 745 Progress Ave., and drop by on the 20th for a full day of non-stop classes, including two 25-minute family Zumba classes.

**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.

**NEW CAMPAIGN**

Anderson's Auto Service became the latest KFL&A workplace to hold its first ever United Way campaign. Way to go, ECC and owner Dan Anderson!!

**WELCOME ABOARD**

And we'll wrap it up the way we always do, by welcoming a few new and old friends on board for another year of fundraising fun. Welcome aboard Brad Duffy from Enterprise Rent- a- Car, Sarah Ross from HDR Mill and Ross Architects, Angela Pagniello Mantle from the Canadian Hearing Society, Trish Crawford from the Elizabeth Fry Society, Colleen Peairs from Kinston Day Care, Gord Hunter from St. John Ambulance Association, Jackie Burner from Canada Post, Sonia Armstrong from Veterans Affairs, Dawn Thornton from Fort Henry, Jeff Johnston from Clermont Venture Corporation and Dianne Gilbert from Continental Conveyor Limited.



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