

# way to go!

it's a team effort



United Way

Issue #19

United Way serving Kingston, Frontenac, Lennox and Addington

November 10, 2010

**2010 Goal: \$3,000,000**  
**Raised to Date: \$2,320,037**  
**or 77.3%.**

## HEADING INTO THE HOME STRETCH

With just over two weeks to go until we put Campaign 2010 to bed, it's time to turn up the heat. Next stop is the Campaign Touchdown Breakfast, coming November 26th to the Ambassador. And that brings up two important pieces of business.

First of all, if you haven't booked your tickets yet, call the office today. Touchdown tickets are selling out quickly, and if you don't have one, you'll have to wait to hear how well you did this year. Will this be the first \$3-million fundraising campaign in KFL&A history? You'll want to be there in person to find out.

Secondly, if you're going to hit that magic \$3-million mark, you need to make sure we get every penny you've raised. If you're holding onto an envelope, it's time to let go. Call your staff partner today and we'll make arrangements to come and get it.

## WAY TO GO!

We noticed there's not nearly as much outstanding money today as there was a couple of days ago. That's because yesterday we had a veritable avalanche of money pouring into Campaign 2010 Headquarters. Of course that money didn't get here by itself. It had all kinds of help from one of our longstanding community supporters.

Our friends at GO Courier donated a full day to Campaign 2010 and spent it driving around the region, picking up your envelopes and

bringing them into our Bagot Street office to make sure all that money made it into the bank so it could count toward the total we announce on the 26th.

Thank you, Charles Lapointe and everyone at GO Courier!! Way to GO!!

## THE KIDS ARE ALRIGHT

We're still catching our collective breath after one of the busiest weekends of the year. And this time it was courtesy of the kids. The fun started late Friday night (or was that early Saturday morning?) as over 600 students from high schools across KFL&A took over the Gardiners Road Cineplex for the annual Starlight Film Festival. Special thanks to our friends at the Cineplex, all our volunteers, the St. Lawrence College Police Foundations Students, Kingston City Police, St. John Ambulance, and of course, all 600-plus students who helped us raise a whopping \$14,000. Way to go!!!





Our next stop was later Saturday morning at the LCVI garage sale, which raised an impressive \$500.

And later Saturday, Queen's 4th year Engineering students offered up a sneak peak of the newly-redecorated Grant Hall. This year's Science Formal open house raised over \$1,800. Way to go!!!

## STEPPING UP TO THE CHALLENGE

This Friday, it's time for the climb of your life. The first ever Climb for Change is coming this Friday. Intrepid climbers from across the region will spend some time taking on the INVISTA Centre walking routes and turning over their sponsorship dollars to Campaign 2010. Will they be able to step up to

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the challenge? Find out this Friday.

The opening ceremonies start at 8am with the Town Crier, Mayor Elect Mark Gerretsen, MPP John Gerretsen and our very own 2010 Campaign Chair, Les Herr. The first walker will be our youngest volunteer, Sadie Augustyn, who has raised over \$150 and the first team of firefighters. On hand will be Corus radio personalities to make sure we all have lots of music to motivate our climbers!

## SUCCESS SECRET #1: LOOK INTO THE FUTURE

By now you're probably so busy with this year's campaign that the last thing you want to think about is next year. Experienced ECCs aren't thinking about next year either, but that's because they've already thought about it.

Succession planning is one of the hallmarks of a great workplace campaign. You may have had a great year this year, but are you prepared to take on all that responsibility again next year? And what about the year after that? If you don't have a succession plan, now is the perfect time to draft one. Think about the people in your organization. Think about your committee members and your dedicated volunteers. Identify someone with the skills and the disposition necessary to lead a successful campaign and approach them with the idea. You and your campaign will be much better off if you know where you're going over the next couple of years.



## **SUCCESS SECRET #2: SAY IT AGAIN (AND AGAIN AND AGAIN...)**

Last week we reminded you of the importance of saying "thank you". Well, it's such an important part of your job that this week, we're going to remind you all over again. Once the fundraising is done and you've handed in the last of your envelopes, your job basically consists of saying those two magic words. You see, nobody has to give to the United Way. Nobody has to volunteer to canvass their co-workers or flip burgers or donate auction items. Your senior leaders didn't have to agree to take a whipped cream pie in the face. Every single act that took your campaign over the top was a voluntary act. Including your own. And while we continue to find new and meaningful ways to thank you for everything you're doing to help build a stronger community together, we're happy to share everything we learn with you to help you thank the people who helped make your campaign the incredible success it was. Call your staff partner and ask how the United Way can help you say "thank you".

## **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:

- 501 girls aged 9 to 13 attended workshops to help them develop confidence, self-esteem and social skills through Girls Inc.
- 625 people learned better communication and coping skills through affordable counseling from K3C.
- 804 homeless adults and children found stability and a roof over their heads with the help of emergency shelter, transitional housing and permanent housing from Kingston Home Base Housing and Ryandale.

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 THAT'S A WRAP**

St. Patrick's Day is still a few months away, but here at United Way headquarters, we've been seeing nothing but green lately. That's because workplace campaigns from across the region have been wrapping up at a record pace and our office has been awash in green. Here's a look at where it's been coming from:

- KGH employees raised \$34,000 to date. Way to go, ECC Katie Ireland and everyone at KGH!!
- The Novelis Global Technology campaign wrapped up on October 29th with a pre-Halloween Monster Mash, which brought their total from employees and the corporation all the way up to \$58,000 with a whopping 95% participation. Way to go!!
- Novelis Specialty Products is over \$56,000 with contributions from employees, retirees and their corporate gift. Way to go!
- Hotel Dieu employees raised over \$19,000 this year. Way to go, Hotel Dieu committee!!
- The Union Gas campaign brought in an amazing \$20,454, way more than last year. Way to go, ECC Penny Stefura!!
- Providence Care wrapped up last week with a breakfast for the site leads and committee members. Way to go Allen Prowse, Dale Kenney, Tracy Davidson and everyone at Providence Care!!
- And we're also waiting for the final numbers from the Goodyear plant in Napanee, but we can tell you that they wrapped up last week and ECCs Paul and Cheryl are still counting. Way to go!!

## **STILL GOING...**

And here's a look at the campaigns that will keep the green flowing and the thermometers rising over the next couple of weeks:

## **Just Getting Started**

- We'll be hearing more from Bosal Canada over the next couple of weeks. They kicked off their campaign last week.

- Joining them on the list of recent kick-offs is Town Shoes, also known as The Shoe Company, which kicked off across the country on November 3rd.

## **Financial Sector Shows Us the Money**

- Thomson Jemmett Vogelzang Insurance employees have collected \$4175 with more to come. Way to go, ECC Gord Crothers!!
- SunLife Financial has brought in \$2727 so far.
- Allstate Insurance employees have almost \$1500 in their good hands. Way to go, ECC Vanessa Tolley!!
- Thanks in part to the Big Red Potty, The Investors Group has raised \$3900 and counting. Way to go!!
- And our friends at Assurant Solutions are already at 82% of their goal with more fundraising still to come.

## **More Agencies Support Their Community Through United Way**

- North Frontenac Community Services employees have raised \$2901 with more on the way. Way to go, ECC Kevin Raison!!
- Kingston Community Health Centres are up to \$1100 with two weeks of campaigning still to come. Way to go, ECC Kristin Vanderwiell!!
- And United Way office staff added to their already-impressive total with the proceeds from Tuesday's chilifest, exceeding their goal with \$10,600 from 12 employees. Way to go, Team United Way!!

## **Government Sector Represents**

- The Veterans Affairs campaign has raised \$330 with more to come. Way to go, ECC Sonia Armstrong!!
- Ministry of Transportation employees have raised \$5332 with more on the way. Way to go, ECCs Nancy Sinclair and Amanda Schleich!
- And Ministry of Health employees have raised a healthy \$17,000 so far. Way to go, Ed and everyone at MOH!!

### Education Sector Goes to the Head of the Class

What do schools and school boards across KFL&A have in common at this time of year? Would believe the answer is pancakes? Check it out:

- Last year's Campaign Chair Michael Schmitt was serving up the pancakes on Wednesday at the Algonquin & Lakeshore Catholic District School Board's annual pancake breakfast and silent auction. Way to go, Michael!!
- ALDCSB Trustee Greg Speagle was busy with his own spatula last week as JJ O'Neill Catholic School in Napanee held a pancake breakfast for staff and students.
- The Limestone District School Board's Education Centre was also serving up pancakes on Wednesday morning.
- Sharbot Lake High School joined the pancake parade with a breakfast of their own on Tuesday.
- About the only place that wasn't serving up pancakes this week was St. Lawrence College. But they were busy enough without them. Staff and students in the esthetics and hairstyling programs raised \$732 through a series of events to help bring the college campaign up to 43% of its \$20,000 goal. Way to go!!!

### Wait, There's More...

- Andola Fibres employees have raised \$2000 and counting! Way to go, ECC Brad Heyman!!
- The Lafarge Bath Plant has raised \$9800 with more on the way. That total will double thanks to a generous corporate match.
- Corus Entertainment Kingston employees launched their online campaign last week. So far they've raised an impressive \$4872, including a \$2000 corporate donation. Way to go, ECC Tim Durkin!!

- Sun Media employees at St. Remy Place have raised over \$1000 in events so far, and their counterparts at Cataragui Street will try to keep pace as they get things started with a chili fest on Friday. Way to go!!
- INVISTA reached out to its retirees with a reception at the INVISTA Centre on Wednesday. Way to go!!
- And they may not be a school, but HSBC held a pancake breakfast and a chili lunch, raising \$100 to go with the \$500 they raised in their employee campaign. Way to go, ECC Kim Nichols and everyone at HSCB!!

### THE MAIN EVENTS

#### \*\*\*THIS 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 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.

#### \*\*\*NEXT 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. Tickets are \$5 in advance, \$6 at the door, children under 10 are free. Tickets are available at the United Way office.

### \*\*\*NEXT 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 Aerob-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 CAMPAIGNS

A couple of KFL&A workplaces have joined the party and decided to hold their first-ever United Way campaigns.

- Innovation Park employees are supporting their community by holding dress-down Fridays. Way to go, ECC Tina Burke!!
- And the Ontario Agency for Health Protection and Promotion is kicking off its first campaign next Wednesday. ECC Cindy Froats will start her canvass the following week.

### WELCOME ABOARD

And we'll wrap things up by welcoming aboard our newest ECC, Krista Vandewal of the Corporation of the County of Frontenac. Welcome Aboard!!



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