

way to go!

it's a team effort



United Way

Issue #9

United Way serving Kingston, Frontenac, Lennox and Addington

August 26, 2010

IT ALL STARTS WITH BREAKFAST

The heat wave has finally broken, the back-to-school sales have started and September will be here before you know it. And that means it's time to think about breakfast.

We're starting off Campaign 2010 the way we like to start off every day – with a delicious, nutritious breakfast. The only difference is that we're sharing this breakfast with 600 of our closest friends.

The date to remember is Friday, September 10th, when Campaign 2010 Chair Les Herr puts an end to a summer full of suspense and reveals this year's top secret fundraising goal over a hot and cold buffet breakfast at the Ambassador Convention Resort.

Will you be there to hear the news in person? If you don't have your tickets yet, you might not get the chance. Tickets are almost sold out, so if you haven't ordered yours yet, call 613-542-2674 today and make sure we save a little breakfast for you.

THANK YOU, ROSS & LES

By now you've probably heard that Corrections Canada Deputy Regional Commissioner Ross Toller has stepped down as Campaign Chair to focus on some pressing professional matters. What you might not know is that despite

his work commitments, Ross is still an important part of Campaign 2010. Ross will remain involved as Honorary Campaign Chair. So while he won't be spending as much time on the campaign trail, you'll still see him at United Way events throughout the fall. And he's lending his full support to the new Chair, Empire Life President & CEO Les Herr.

We hope you'll join us in thanking Ross for all of the hard work he's done over the last few months and for his dedication that will keep him involved in our community over the next few months. And thank you, Les, for stepping up to the plate.

FOOD, GLORIOUS FOOD

Have you noticed that more and more people are heading to the gym these days? It's probably because Fare for Friends is just around the corner.

Kingston's favourite garden party is coming, Sunday, September 12th, and people are already starting to put in a little extra time in the cardio room to make sure they're ready for the culinary event of the season. Twenty-three of the region's top chefs and some of Ontario's finest wineries and microbreweries are joining us under the big top at the Vimy Officers' Mess. And we want you to be there with them. Tickets are on the verge of selling out, so call the United Way office to see if any tickets are available.

Check out our Facebook page for photos of some of this year's auction items.

THEY CAME, THEY SAW, THEY BELIEVED

The Seeing Is Believing bus hit the road for its farewell tour last Wednesday, and this time it was packed to capacity. Employees from 13 workplaces boarded the bus for our final Seeing Is Believing member agency tour of the year. Not only did they get a first-hand look at their donor dollars in action, they also got to meet some of the people who make a difference in our community every day. And now they'll be able to take what they learned and use it to inspire their colleagues to new feats of generosity.

Thank you to the workplaces who joined us on the bus:

- Service Ontario
- Ministry of the Environment
- City of Kingston
- National Parole Board
- RBC Royal Bank
- Province of Ontario
- Allstate Insurance
- CFB Kingston
- Bombardier Systems
- Novelis Global Technical Centre
- Assurant Solutions
- Frontenac Children's Aid Society
- Providence Care
- Kingston General Hospital
- United Way Loaned Representatives



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Building a stronger
community together

And special thanks to our participating member agencies who showed us once again that seeing really is believing:

- The Food Sharing Project and guest speaker Brenda Moore
- Canadian National Institute for the Blind (CNIB)
- Elizabeth Fry Society
- Kingston Youth Shelter
- Boys and Girls Club
- Youth Diversion/Kairos

Thank you to Kingston Transit for providing the bus and driver for both our tours this year.

UP, UP AND AWAY

The United Way banners are ready for take-off as soon as the Blues Festival wraps up this weekend. So keep your eyes to the skies and watch for the United Way colours as they fly through the air over Princess, Queen and Brock Streets. And while you're at it, watch for our sponsors' logos too, because they'll be flying right along with us.

Joining us for another high-flying year over the streets of Downtown Kingston are:

Assurant Solutions, Empire Life, K3C Credit Counselling, Kingston Community Credit Union, Sunlife, Bombardier Systems, Union Gas, Lafarge Canada Cement, Algonquin & Lakeshore Catholic District School Board, Limestone District School Board, Ontario Power Generation, BMDodo Strategic Design, TD Canada Trust, Goodyear Canada, Novelis Specialty Products and the Bank of Montreal.

BEHIND THE CAMPAIGN: THE SECRET OF OUR SPONSORS

You know all about how our administration costs are some of the lowest in the country, but have you ever wondered how

we're able to keep our costs so low and invest so much of your donations in our community?

One of the ways we do it is by recruiting sponsors to help offset the cost of running community events. Thanks to our generous sponsors, we're able to keep our expenses in line and ensure that the money you raise through our community events goes to the people who need it the most. Last issue we shared the names of the inkind sponsors. Here's a look at the financial sponsors we've recruited this year:

Assurant Solutions: Campaign Kick-off Breakfast & Agency Guide

Tyroute Communications Inc.: Campaign Kick-off Breakfast

TD Bank Financial Group: Fare for Friends, Lead Sponsor

Calian: Fare for Friends, Silver Sponsor

Cineplex/Galaxy: Starlight Film Festival

Investors Group: Campaign Touchdown Breakfast

Bell: Volunteer Appreciation Night

SUCCESS SECRET #1: SAVE THE BEST FOR LAST

There's a time and a place for everything – including your United Way workplace events. And years of gathering secrets from successful campaigns tells us that the time for your events is after you've finished your canvass.

Sure, it's tempting to start your campaign off with a high-profile event, but if you do, your colleagues may be less inclined to give some canvassing time, because in their minds, they've already supported the campaign. But if you run your events after your canvass, you'll ensure that you won't fall victim to donor fatigue, and best of all, you'll still attract participation, because, as you already know, a great event is hard to resist.

SUCCESS SECRET #2: THIS TIME IT'S PERSONAL

Did you know that people have a hard time throwing out things with their names on it? It's true. We love our names so much that we'll hold onto a piece of paper longer if it has our name printed on it.

That's why smart ECCs take the extra step of personalizing their pledge cards. It's a great way to keep track of who's given and who hasn't. And more importantly, it leads to better results.

Perhaps the best thing about the personalized approach is how easy it is. You can either do it yourself by hand or let us take care of it for you electronically. All you have to do is contact your staff partner, send us your names on a Microsoft Excel Spreadsheet and we'll take care of the rest.

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:

- 53 homeless youth found stability in their lives and learned to live independently through a high-support transitional housing program.
- 205 kids connected with an adult mentor, giving them the chance to learn new social skills and increase their self-esteem.
- 10,000 local elementary and high-school students got nutritious snacks and meals in school, improving their behaviour and their readiness to learn.

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.

A DAY IN THE PARK

Celebrate the unofficial end of summer with A Day in the Park, the Kingston District Labour Council's Labour Day celebration, Monday, September 6th, from 10 a.m. to 2:00 p.m. Start with a parade down Princess Street and make your way to McBurney Park for an afternoon of music, games, speakers and plenty of free food. As always, proceeds go to the United Way.

THE MAIN EVENTS

Sunday, September 5: Applefest

Two of KFL&A's favourite fall traditions, the apple harvest and United Way fundraising, come together in the second annual Applefest at Waddell Apples on Washburn Road just east of Kingston.

Drop by on the Sunday of the Labour Day long weekend from noon to 4:00 p.m. for live music, wagon tours, balloon art, face painting and lots and lots of delicious apples and apple treats.

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

Do you have what it takes to make it through military training? Find out this fall when you take the Commando Challenge, a grueling 30-minute team-building trial at CFB Kingston's infamous Confidence Course that will test every ounce of your physical and mental strength. The date to remember is Saturday, September 25th. So 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.

CAMPAIGN NEWS

Campaign 2010 may not quite be ready to pull out of the station yet, but that hasn't stopped a few of you from getting an early

seat on the Campaign train. Here's a look a few workplaces that have already kicked off or are getting set to kick off over the next few days.

- Our neighbours at K3C Counselling Centre kicked off last week. And even though we're still in the middle of summer vacation season, they're already 43% of the way to their goal with 30% participation. Way to go, ECC Ann Udall!!
- Freedom 55 Financial ECCs Nicole Gibbins and Ali Tomkinson got their colleagues all fired up by firing up the grill for a barbecue lunch kick-off on Wednesday afternoon. Way to go!!
- Ontario Power Generation employees powered up their campaign with a kick-off breakfast on Thursday. Way to go, ECC Kyle Craig and the OPG team!!
- And watch out for more kick-offs over the next couple of weeks, including the Ministry of the Environment on September 7th, the Frontenac Children's Aid Society on September 15th and the National Parole Board, who kicks off with a barbecue and an agency speaker on September 27th.

WELCOME ABOARD

Finally, we'd like to welcome a few new friends into the fold and one old friend back for another year on the campaign trail. Welcome aboard, Nick Graham who will be faculty co-chair of the Queen's University campaign, Tania O'Brien of the RCMP, Kim Nicholls of HSBC and Tiffany Louwe and Aidan Wornes of Eastern Fluid Power. And welcome back, John Romard, who's taking another turn as Executive Lead for the Ministry of Health Campaign and Nicole Rombouts of the University Hospitals Kingston Foundation.