

# way to go!

it's a team effort



United Way

Issue #4

United Way serving Kingston, Frontenac, Lennox and Addington

April 15, 2010

## What a Night!

If you were one of the 300-plus community supporters who joined us on March 29th for our annual Volunteer Appreciation & Awards blow-out, then you know all about the incredible time we had – the fabulous food, the great live music and an amazing night full of fun, friends and the Spirit of Community.

Special thanks to our hosts at the Ambassador, Bauder Road for the music, Lisa Ray from K-ROCK 105.7, Andrew Cook from Z Photography and everyone who came out and helped us take one last look back at your incredible achievements during Campaign 2009.

Of course, it wasn't just a night for looking backward. Despite the retro theme, it was also a night for looking into the future. We got an early glimpse of the face of Campaign 2010, as Michael Schmitt handed the ceremonial red suspenders over to our brand new Campaign Chair, Correctional Service Canada's Deputy Regional Commissioner (Ontario), Ross Toller.

"I feel honoured to be part of the United Way," Toller says. "I have seen firsthand how a community comes together to support much needed local programs and services."

## Team Toller

Even before the big announcement, Ross was working hard behind the scenes, assembling an all-star team of community and business leaders to help him lead us to yet another local fundraising record. Here's a look at this year's Campaign Cabinet:

### Major Giving & Leadership

- *Bill Leggett*

### Youth Engagement

- *Kathy Burke*

### Business Development

- *Peter Kraus*

### Government Sector

- *Col. Rick Fawcett*

### Education Sector

- *Chris Whitaker*

### Finance Sector

- *Les Herr*

- *Michael Brunette & David Keneford*

### Commercial Sector

- *Matthew Derbyshire*

### Healthcare & Agency Sector

- *Allen Prowse*

### Labour Liaison

- *Joan Jardin*

### GCWCC

- *Dr. Denise Preston*

### Municipal

- *Dianne Wylie & Sergiy Kolosov*

### Agencies

- *Daren Dougall*

## You've Got the Spirit

Last month, we told you about our Team Spirit Awards and listed all of the nominated workplaces in each sector. We announced the winners live at Awards Night at the Ambassador.

### Commercial Sector:

#### **Best Buy**

### Education Sector:

#### **St. Lawrence College**

### Financial Sector:

#### **The Investors Group**

### GCWCC:

#### **CFB Kingston**

### Provincial Government:

#### **Ministry of the Environment**

### Municipal Government:

#### **Utilities Kingston**

### Agencies:

#### **K3C**

### Healthcare Sector:

#### **Ongwanada**

### Manufacturing Sector:

#### **Robinson Solutions (Kingston) Incorporated**

## Leading the Way

Leadership Giving – donations of \$1,000 or more – is the fastest-growing trend in community giving these days. That's why last year we created a new award category to recognize those workplaces that encourage and support Leadership giving among their employees.



Building a stronger  
community together



United Way  
serving Kingston, Frontenac  
Lennox and Addington

The Britton Smith Foundation Leadership Awards are named for our honorary patron, A. Britton Smith, who has been instrumental in encouraging Leadership Giving over the last couple of years through his Leadership Challenge Grant fund-matching program. Here's a look at this year's winning workplaces:

The **Sapphire Awards** are given to workplaces with between five and nine Leaders of the Way. This year's winners were:

- CIBC Wood Gundy Incorporated
- DuPont Canada
- GCWCC Retirees
- Goodyear Canada Incorporated
- Kingston General Hospital
- Novelis Global Technology Centre
- Novelis Specialty Products
- NPIF Kingston CoGen Corporation

The **Diamond Awards** go to workplaces with 10-24 Leaders of the Way. This year's winners were:

- CFB Kingston
- City of Kingston
- Correctional Service of Canada
- Limestone District School Board
- Providence Care
- Royal Military College

Workplaces with 25-39 Leaders of the Way qualify for the **Emerald Award**. This year, the Emerald Award went to Empire Life.

Our final category, the **Ruby Award**, goes to workplaces with 40 or more Leaders. This year's winner was Queen's University, with an absolutely incredible 95 Leaders of the Way.

To all of these generous workplace leaders, we have two things to say: Thank you, and way to go!!!!



**G is for Great**

Last year we also introduced the G Award, in honour of K-ROCK 105.7 announcer and tireless community supporter Glenn (G) Williams. The G Award goes to a volunteer who demonstrates G's hallmark quality, greatness of community spirit.

This year's G Award went to a truly great volunteer, Hydro One's Michele Finney.

We first noticed Michele in 2000, when she approached us about initiating our community's first-ever United Way Day of Caring. We started with eight volunteers and five agencies. Thanks to Michele's hard work and dedication, last year's event featured 190 volunteers from 26 workplaces, taking on projects at over 20 agencies. This June, we'll mark the 10th anniversary of this incredible initiative.

In addition to being the face of the Day of Caring, Michele chairs Hydro One's regional United Way campaign, organizing the kick off and overseeing all canvassing in Trenton, Tweed, Picton, Cobden, Bancroft, Napanee, Kingston and both Belleville sites. And if that isn't enough, she also volunteers on our Fare

for Friends committee in the fall and sits on the Citizen's Review Panel once the campaign is over. Way to go, Michele, a true personification of community spirit!!

**Where's My Award?**

Were you unable to make it to Awards Night? Are you wondering where your award is? No need to worry, it's safe and sound at the United Way offices but we'd much rather see it up on your workplace walls where it belongs. Give your staff partner a call and we'd be delighted to drop by at your next staff meeting and present it to you.

**Aging with Passion, Purpose.... And Planning**

There's no getting around it: Aging affects us all. And it's a topic we can never know enough about. If you feel the need to know more about aging, join SunLife at a Symposium on Aging, Tuesday, April 20th, from 6:00 to 9:00 p.m. at the Days Inn, featuring nationally-acclaimed aging consultant Patty Randall. Tickets are \$10.00 at the door, with all proceeds going to our United Way. For more information, visit [www.PassionPurposePlanning.ca](http://www.PassionPurposePlanning.ca).

**The Bus Is Back**

The Seeing Is Believing bus is well rested and ready to roll for another round of behind-the-scenes agency tours. Thank you to City of Kingston, Kingston Transit, for their support of this fabulous opportunity.

If you're ready to see your campaign totals skyrocket, the first thing you need to do is board the bus with a few of your colleagues and get a firsthand look at the impact your donor dollars have on our community. You'll meet the people who work on the frontlines and the people who benefit from your generosity.

The Seeing Is Believing Tour, 2010 Edition, is taking off from the Kingston Memorial Centre, Friday June 18th and Wednesday, August 18th. The bus fills up fast, so call 613-542-2674 to book your seats today.

**Success Secret: Looking Back to Move Forward**

At our recent Volunteer Appreciation & Awards Night, we looked back on the highlights of Campaign 2009 before we looked ahead to this year's campaign. And many of our most successful ECCs do exactly the same thing.

Before they start planning their fall campaigns, these seasoned pros start by looking back at last year's successes to help them build on their strengths and identify strategies to help them reach even higher this year. The good news is that you don't have to do this on your own. We can help you lead an in-depth look at last year's campaign to give you a firm foundation to build your next campaign on.

Call your staff partner to arrange your session today.

**Success By 6 Week**

Starting Friday, May 7th, we'll be making the moments matter for KFL&A kids. United Way Success By 6 Week is coming, May 8-15.

For the fourth straight year, Success By 6 Week will be a designated time to call attention to the importance of early years development.

We'll get off to an early start Friday, May 7th with a benefit concert from Voices of Joy at 7:30 p.m. Then we'll officially get rolling with Rolling on the Runway, at Norman Rogers Airport, Saturday, May 8th, from 10:00 a.m. to 1:00 p.m.

You'll have a chance to make moments matter all week long with family swim sessions, yoga, movies and other fun-filled activities. A few of Kingston's most famous faces will be joining the fun as local celebrities take turns reading their favourite stories at Chapters on Princess Street.

And watch and listen all week long as Kingston's media outlets provide continuous coverage of Success By 6 Week activities.

**The Main Events**

Enter these dates in your Outlook Calendar, synch it up with your PDAs, or if you have an old-school paper-based calendar, mark them in big red letters. Your favourite United Way community-based events are back for another year.

• **Annual General Meeting**, Thursday June 10: Join us at the Confederation Place Hotel, 237 Ontario Street, as we open our books and take one last look at 2009. For more information, call the United Way office at 613-542-2674.

• **Day of Caring**, Friday, June 11: Workplace teams from across the region will spend the day doing maintenance and light construction chores for our United Way member agencies. The 10th anniversary edition of this perennial favourite includes a morning rally and a barbecue wrap-up celebration. To register your workplace team, call Marie at extension 7.

• **Fare for Friends**, Sunday, September 12: We'll be back under the big top at Vimy Officers' Mess for the 17th annual edition of Kingston's favourite garden party. Sample the culinary creations of Kingston's top chefs, wines from Niagara and Prince Edward County and some of the most spirited live and silent auction action you'll ever experience.

• **Commando Challenge**, Saturday, September 25: The ultimate test of strength, stamina and teamwork is back for a fourth year. Draft your troops for the CFB Kingston Commando Challenge and take on the Base's daunting obstacle course. For more information or to register your team, call Major Chris Catry at 613-541-5010, extension 5611.

**Send Us Your Best**

CFB Kingston and Assurant Solutions are in. Are you in too? The Base and Assurant have both agreed to lend us an employee for the duration of Campaign 2010. The United Way Loaned Representative Program is back for another year, and we're always looking for talented new members. If you have a high-performing employee who's interested in learning new skills and taking on new challenges, this could be the opportunity you've been looking for. Call Marie at extension 7 to learn more.

## Bang for Your Buck

Are you looking to make the most of your advertising investment? We can help you shine the spotlight on your company by putting your message on the air, in the air and everywhere.

By taking advantage of one of our sponsorship opportunities, you'll enhance your company's reputation as a good corporate citizen and increase your visibility throughout the region.

You can sponsor one of our community-wide special events, like our Campaign Kick-off Breakfast, Fare for Friends or the Seeing Is Believing Agency Bus Tours. You can sponsor a publication, like our Agency Guide or our Employee Campaign Coordinator Guide. Or you can take advantage of other opportunities including our downtown banner program. To find out more, call Bhavana or Marie at 613-542-2674.

## Campaign News

With Campaign 2010 still five months away, the headlines are few and far between, but we're proud to report that the Spirit of Community is still alive and well, even during the slow season.

• Believe it or not, the first workplace campaign of the year is already underway. The year-round campaigners at Assurant Solutions are working hard this off-season, with not one, but four separate events. The fun started this week with a Grand Theatre ticket raffle all week long and the first barbecue of the season on Friday. They'll keep it going with an IT auction, April 28-30 and a garage sale on Saturday, May 29th.

• Our other habitual early bird friends at Cruickshank Construction will kick off their campaign with a Blitz Day on Tuesday, May 4th. They'll be at it again on Sandbox Day, Saturday, May 15th, selling bags of sand and turning the proceeds over to Success By 6.

• And the Treasure Chest Bingo Hall on Bath Road is hosting a Bingo Night for Corrections Canada employees, Friday, June 2nd with all proceeds going to the United Way. Call Tracey Augustyn at 613-545-8134 for more information.

## Welcome Aboard

And we'll wrap it up in traditional style by welcoming a few new friends on board and a few old friends back for another year of fundraising fun. Welcome aboard Hiag Kriorkian of Bombardier, Dianne Doyle of KPMG, Leia de Guzman of the Queen's AMS student campaign, and Ivana Lochhead and Elaine Evenden at the United Way office.

And welcome back, Matt MacDonald and Kelly Garrah of Best Buy, Mike Laframboise of Kingston Dodge Chrysler, Peter Kingston of CIBC – Wood Gundy Inc, Jodi Kidd of INVISTA, Buffy Whalen and Brian Smith of the Corporation of the County of Lennox & Addington, Nicholas O'Reilly of TD Canada Trust and ECC Extraordinaire Tracey Augustyn of Correctional Service Canada.

## The Latest

Want to keep up with the latest Campaign 2010 news? Sure, you could wait for the next edition of Way to Go to arrive in your in-box, or you could get the latest news as it happens by becoming our Facebook friend or following us on Twitter. Visit us on Facebook at [www.facebook.com/unitedwaykfla](http://www.facebook.com/unitedwaykfla), or on Twitter at <http://twitter.com/UnitedWaykfla>.



**United Way**

it's a team effort  
**way to go!**