



Be a **star** in someone's life. **Support the GCWCC.**  
Soyez **l'étoile** dans une vie. **Appuyez la CCMTGC.**

---

# Canvasser Guide



GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN  
CAMPAGNE DE CHARITÉ EN MILIEU DE TRAVAIL DU GOUVERNEMENT DU CANADA

**United Way serving Kingston, Frontenac, Lennox & Addington**  
417 Bagot Street, Kingston ON K7K 3C1 | tel: 613-542-2674 | fax: 613-542-1379

[www.gcwcc.org](http://www.gcwcc.org) | [www.ccmtgc.org](http://www.ccmtgc.org)

Federal employees and retirees — creating hope ... changing lives.  
Les employés et les retraités fédéraux ... sources d'espoir et de vies nouvelles.

## INTRODUCTION

Welcome and thank you for joining us at the Government of Canada Workplace Charitable Campaign (GCWCC). Your role as a volunteer is absolutely vital to the success of this campaign. The GCWCC team thanks you for your leadership and your participation.

As a **Canvasser**, this guide will help you develop and implement an effective plan for your GCWCC workplace campaign. It includes everything you'll need to ensure a fun and exciting campaign path, and make your campaign a success for everyone involved. It offers you step-by-step advice and practical ideas to motivate, inspire, build team spirit and organize your campaign efforts effectively. It will also assist you to implement campaign strategies that work best in your workplace.

## SECTION 1: ABOUT GCWCC

As federal employees and retirees we are committed to serving our country and our fellow Canadians. The Government of Canada Workplace Charitable Campaign (GCWCC) is developed exclusively to help us make a difference in a very tangible way and to help to build strong, healthy, safe communities. Managed by United Ways/Centraides across Canada, this charitable giving campaign achieves this by supporting United Ways, Healthpartners and other registered Canadian charities.

### A PROUD TRADITION

From 1990 to 1996, United Way and Healthpartners participated in nearly 80 federal campaigns across Canada. In 1997, the Treasury Board of Canada Secretariat expanded the campaign so that donors could support any Canadian registered charity under a new name, the Government of Canada Workplace Charitable Campaign.

In partnership with thousands of volunteers across the country, the national GCWCC office, which is co-managed by United Way Ottawa and Centraide Outaouais, organizes and promotes the government campaign nationally with the support of United Way/Centraides across the country.

Since its inception, we have raised hundreds of millions of dollars through our annual GCWCC, an impressive total that has made a difference in the lives of all Canadians.

### WHY FEDERAL EMPLOYEES AND RETIREES VALUE THE CAMPAIGN

As one of the largest and most successful workplace fundraising campaigns in Canada, the GCWCC has a direct impact on helping to improve the quality of life of people across the country. For federal employees, this is its attraction and its value. The GCWCC offers us an opportunity, in one campaign to touch the lives of others by supporting United Ways, Healthpartners or hundreds of other registered charities.

Beyond the direct impact of the GCWCC on improving people's lives, we like the efficiency and convenience of giving back in this way:

1. **It's efficient:** Through a centralized, streamlined administrative system, GCWCC donations are processed more efficiently than most charitable organizations which means that more of our gift goes to where it is needed most. (For more information on fundraising costs, visit [www.gcwcc.org](http://www.gcwcc.org).)
2. **Giving is easy:** We can consolidate our annual charitable giving through one transaction on one form. We can also choose to give through payroll deduction, spreading our gift out over the year and, therefore, minimizing campaign administrative costs. At the end of the year, the amount appears directly on our T4 so there is no need to keep track of charitable receipts.
3. **Donor choice:** We can choose to support a wide range of social, health and community agencies and organizations, large and small, that offer essential services in our communities.

## FEDERAL EMPLOYEES AND RETIREES – CREATING HOPE... CHANGING LIVES

The GCWCC theme “Federal Employees and Retirees – Creating Hope... Changing Lives” brings focus to who is behind this campaign and the power of their generosity. Every year federal employees and retirees make a significant and positive impact on the lives of people who live in their own communities – friends, co-workers, neighbors... often people they may never meet. Quite simply, their gifts create hope and change lives for thousands of people in communities across the country.

## KEYS TO THE GCWCC’S SUCCESS

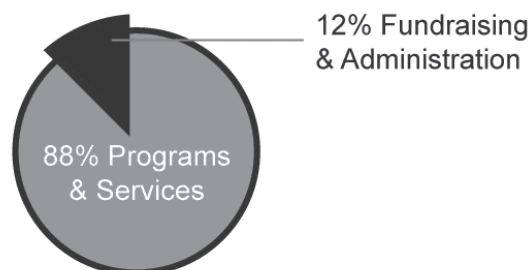
As Canada’s largest annual workplace campaign, from coast to coast to coast, there are some common elements of success. These include:

- The tradition of generosity and community engagement among Federal Employees and Retirees across the country;
- Face-to-face peer canvassing (peers canvass their peers);
- A “100 percent ask” approach (asking each and every employee face-to-face), and asking for all pledge forms to be returned whether filled out or not;
- Blitz campaigns
- The ease of giving through payroll deduction;
- Support from all levels of management and unions;
- Effective recruitment and motivation of workplace volunteers;
- Support and guidance of campaign teams from United Way serving KFL&A; and
- Effective communication with donors, volunteers and management.

## UNITED WAY IS ACCOUNTABLE TO YOU AND THE COMMUNITY

At the United Way serving KFL&A, we promote responsible stewardship of our community’s resources. Our fundraising and administration costs are among the lowest in the charity sector. In 2010, they were 12%, well below the average cost of fundraising and administration.\*

Our United Way also actively solicits in-kind donations, pro bono services and the support of over 2,000 volunteers to keep expenses as low as possible - and ensure that as much as possible of every dollar goes directly to programs in the communities we serve.



*\*Imagine Canada puts the average cost of fundraising and administration at 35%.*

## SECTION 2: THE ROLE OF THE CANVASSER

Of the many roles taken on by GCWCC volunteers, the role of Canvasser is perhaps the most challenging, yet certainly the most critical to our success. Every fall across Canada, thousands of Canvassers bring the dedication, effort and enthusiasm needed to mount winning campaigns.

As the front line person, you will explain the role of the GCWCC with United Way/Centraide, Healthpartners/Partenairesanté, and Canadian registered charities, describe community needs and the powerful impact of one's gift, and finally, ask colleagues for their support.

You will be challenged to convey your own commitment. You will need to plan your canvass, schedule and reschedule meetings, inform, persuade, explain, excite, ask for a contribution, and express gratitude, regardless of the outcome.

The goal is to increase the awareness of the GCWCC and to offer people the opportunity and the choice to invest in their own community.

As a canvasser, you will be challenged to convey your own commitment. You will need to:

- plan your canvass, schedule and reschedule one-on-one or group meetings,
- inform, persuade, explain, ask for a contribution on behalf of your shared community, and
- say thank you regardless of the outcome.

Of course, not everyone will immediately see the benefit of your efforts.

When confronted with objections or negative responses, you will need to be tactful. When asked about payroll deduction, you will have to explain and encourage. And at all times, you will be expected to promote the advantages of the GCWCC campaign, such as:

- Payroll deductions make it easy to contribute with bi-weekly equal payments;
- One gift can benefit several programs and organizations; and
- Donors may specifically direct their gift to United Way/Centraide, Healthpartners/Partenairesanté and/or any other registered Canadian charity allowing for maximum flexibility and the benefit of consolidating giving.

Most of the time, you will be welcomed and thanked. At the end of your canvass, however, you can be certain that you will have positively impacted countless lives.

## SECTION 3: THE CANVASSER REPORT

Your Canvasser Report is a key document for the internal control of contributions and is the reference source for all future consultations. The report provides information regarding the number of donors versus the number of individuals canvassed, valuable data on campaign progress to date as well as data for subsequent analysis of campaign results.

Each day you will complete a report and provide it to your Team Captain or Campaign Leader along with collected gift forms, cash and/or cheques. After it has been approved and signed, make a copy of the Canvasser Report for your records.

## SECTION 4: SEVEN STEPS TO CANVASS SUCCESS

As ambassadors for the GCWCC, Canvassers are critical to the campaign's success. Follow these steps for best results:

To Do	Reasons	Completed?
1. Attend a training session for Canvassers	To gain knowledge: Who is the GCWCC? Why does our community need contributions and what are the impacts? What is the Canvasser role? How and when to effectively canvass. What are the Canvasser reporting requirements? How to record contributions.	YES      NO Date:
2. Plan your canvass strategy with your team	Canvassing should always happen prior to special events. Establish who will be canvassed and when (10-15 colleagues per Canvasser). Generally 'peers canvassing peers' is the best approach. Speak with your Campaign Leader about your Leadership strategy, which could impact your canvass.	YES      NO Date:
3. Give your gift first	Demonstrate your own dedication and set an example by donating first. This will give you more confidence when approaching colleagues.	YES      NO Date:
4. Inform your colleagues of your role and intentions.	Formally introduce yourself (see sample letter/email) to those assigned to you as a GCWCC Canvasser. Express your intentions and request a face-to-face meeting (although this may seem formal, it confirms expectations and the importance of your canvass).	YES      NO Date:
5. Build your confidence	Start by canvassing regular donors. A few quick successes will give you the confidence and momentum for the rest of your canvass.	YES      NO Date:
6. Ready, Set, Canvass!	Canvass 100% of employees assigned to you face-to-face. Share the benefits of the GCWCC and your own reasons for supporting your community. Explain the advantages of the Payroll Deduction program. Assist with the completion of gift forms, and if they seem undecided, leave the form and return later. Thank everyone for their time - regardless of the outcome.	YES      NO Date:
7. Report and evaluate	Complete and file a daily Canvasser Report. Evaluation of your canvass with your captain or leader.	YES      NO Date:

## SECTION 5: THINGS TO KNOW ABOUT THE GIFT FORM, PAYROLL DEDUCTION AND TAX RECEIPTS

### The Gift Form

GIFT FORM LAYOUT AND PROCESS		
------------------------------	--	--

❖ Main portion	(top)	Must be forwarded to the GCWCC office.
❖ Tear Away portion	(bottom)	Payroll ( <b>for payroll deduction only</b> ) Must be forwarded to your payroll office. The donor may <b>only</b> keep it if the method of payment is <b>not</b> a payroll deduction.

There are four main sections to gift forms:

#### 1. Name, address and other related information

Include payroll identification number, as well as home addresses (Canada Revenue Agency requirement).

#### 2. Amount of donation and method of payment

Donors must indicate the total amount of donation and the method of payment of choice.

- a. **Payroll Deductions:** Indicate the amount you wish to donate per pay period. Ensure that the donation amount can be divided into the number of pay periods (i.e.: \$1,014 / 26 pays = \$39 per pay).
- b. **Cheque:** Make cheques payable to **United Way** and attach to the gift form.
- c. **Post-Dated Cheque(s):** Make post-dated cheque(s) payable to **United Way**. Attach the post-dated cheque(s) to the gift form.
- d. **Cash:** Insert the cash into an envelope and attach to the gift form.
- e. **Credit Card:** Indicate the type of credit card, name of person appearing on credit card, credit card number, expiration date and telephone number, and provide signature. Donors must choose between a one-time payment or twelve monthly payments. One-time payments will be processed upon receipt and twelve monthly payments will be taken on the 15th day of each month, starting in January of the following year.

#### 3. Donor Signature

Donor signature and date are mandatory for all completed gift forms.

#### 4. Donor Designation

Donors should indicate where they wish to direct their donation; to any national United Way/Centraide, Healthpartners/Partenairesanté, any Canadian registered charity, or all of the above.

## DESIGNATION OPTIONS

The GCWCC gift forms offer designation options for giving as clearly and concisely as possible.

### **BOX 1 and BOX 2 – United Way/Centraide**

Donors may choose to designate a donation to their local United Way (Box 1) or another United Way/Centraide (Box 2). The donor must ensure that the United Way/Centraide code (refer to the codes on the Calendar/Brochure or on the GCWCC website) is in both of the code sections for Box 1 or Box 2 (Main portion and Tear-Away portion). Please note that only one United Way code is allowed per code section (i.e. one for Box 1 and one for Box 2), so if the donor chooses to give to additional United Way/Centraides, they must complete additional gift forms. Depending on the local GCWCC gift form, donors may be able to choose one of the following options:

- Distribute where it is needed most to provide the broadest range of support and help the greatest number of people;
- Distribute to one or more impact areas;

### **BOX 3 – Healthpartners/Partenairesanté**

Donors may choose to designate a donation to Healthpartners/Partenairesanté. Donors can choose one of the following options:

- Designate a donation to the Healthpartners.Partenairesanté general fund, from which donations will be distributed to the member organizations; OR
- Designate a donation to one or more specific Healthpartners/Partenairesanté member organizations (please refer to the GCWCC brochure).

### **BOX 4 - Other Canadian Registered Charities**

Donors may choose to designate a donation directly to any other Canadian registered charities of their choice. The donor must put their **local** United Way's/Centraide's code (refer to the codes on the Calendar/Brochure or on the GCWCC website) in both of the code sections of the gift form for Box 3 (Main portion and Tear-Away portion).

- Please indicate the exact name, full address and charity number of the charity. This is important as many charities have very similar names and multiple locations.
- The charity must be registered with Canada Revenue Agency and you must indicate the business number of the charity. This number may be obtained by calling 1-888-892-5667 or by referring to [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca).
- A minimum donation per charity may be required for the GCWCC to honor the donor's gift. Please refer to your local United Way/Centraide for more information.

Be sure to verify that the amounts reported at the top of the gift forms are an accurate reflection of the designated amounts in Boxes 1, 2, 3 and 4. All unused gift forms must be returned to your Team Captain or Campaign Leader.

## The Power of Payroll Deduction

There seems to be no end to the advantages of the payroll deduction program, for the campaign and for the donor. It's simple, painless and exceptionally effective. It's also becoming increasingly popular.

### **HOW DOES IT WORK?**

Simply ensure the donor enters the contribution amount on the gift form, checks the payroll deduction box, completes the "Payroll Identification" area, and provides mailing address and signature. The rest is automatic with payments from January to December in the following year.

Payroll deductions are treated the same way in the payroll office as other employee deductions, such as unemployment insurance and pension contributions.

### **HOW AND WHEN SHOULD I PROMOTE THE PAYROLL DEDUCTION PLAN?**

The best time to promote the advantages of payroll deduction is at your first meeting, when outlining the payment options listed on the gift form. Make payroll deduction the obvious choice from the start, and you will make your job a lot easier. Stress the advantages to the donor:

- Payroll deductions are easy on the budget, with small convenient installments throughout the year;
- Contributions are indicated on the T4 slip — no more lost or misplaced receipts;
- Consolidated giving. One form, once a year.

Keep in mind that people tend to be more generous when they realize their total contribution is spread over the whole year. Hence, payroll deduction is better for everyone:

- For donors, it is easier on the budget. Payments are in convenient instalments and the T4 means no more lost receipts at tax time.
- For Canvassers, payroll deduction means easy record keeping, less follow up and no handling of cash or personal cheques.
- For the employer, payroll deduction demonstrates a strong commitment to the campaign.
- For Healthpartners/Partenairesanté and United Way/Centraide, larger donations mean that more dollars find their way to desperately needed programs and services.

## Tax Receipts

The allocation of tax receipts depend on the type of contribution. For instance, with payroll deductions, total yearly donations will be automatically indicated on the donor's T4 slip; therefore no separate receipts are issued from GCWCC.

For cash, cheques, post-dated cheques and one-time credit card payment, receipts are automatically issued for donations of \$20 or more (please consult with your local United Way/Centraide concerning their policy). Please provide home addresses to ensure donors receive their income tax receipts.

## **SECTION 6: HELPFUL INFORMATION**

### Sample Letter/Emailer: Introduction

Dear Colleague:

If you are one of the thousands who routinely give to the Government of Canada Workplace Charitable Campaign (GCWCC) every year, please regard this letter not as an introduction, but as a thank you.

As your Canvasser, I am the first to appreciate your understanding of the needs in our community and your generosity to the GCWCC. You make my task — and the lives of the GCWCC beneficiaries — that much easier.

Allow me to assure you that we do not view your generosity as routine; nor do those who benefit from your gift year after year. So, on behalf of the campaign team, thank you for choosing to **create hope, and change lives**.

If you have not given to the campaign in the past, I hope you will find the incentive to give in the enclosed calendar/brochure. See for yourself the enormous impact that your assistance makes in one out of every three lives in your community. The ultimate choice is yours – you choose who, where and how to help.

Everyone knows what they can afford to contribute – and contributions are important and meaningful.

By balancing what we are able to give with what is needed, each of us can establish a realistic individual goal. With this, I am confident the *(insert department/agency name)* meet and exceed our overall target of *(insert department/agency target)*.

Federal employees have a long and proud tradition of generosity. As we continue to make a tremendous difference to the efforts of the agencies and organizations of Healthpartners/Partenairesanté and United Way/Centraide, and all other registered charities across Canada, we now look to your generosity.

Did you know that in *(insert last year)* our *(department/agency)* raised *(insert last year's achievement)* from a total of *(insert GCWCC total last year)*. The average GCWCC donation by payroll deduction was \$XX, and XX% of the XX total donors gave through payroll deduction.

For that, we thank you for your generosity and dedication, for your commitment to improving the communities in which we live and work, and for your desire to help others achieve a quality of life most of us take for granted.

I will be in touch with you shortly to answer your questions and provide you with your Gift Form. In the meantime, please visit. [www.gcwcc-ccmtgc.org](http://www.gcwcc-ccmtgc.org) Thank you.

Your Canvasser,

\_\_\_\_\_

## Sample Letter/Emailer: Thank You!

Dear Colleague:

Thank you for your support of the Government of Canada Workplace Charitable Campaign (GCWCC). Your gifts are bringing **help, health, and hope** to people in our community every day.

Thanks to your gift to the GCWCC, a person battling a disabling disease has access to support services and hope — knowing important research is being conducted to find a cure for the disease.

Thanks to a program made possible by your contributions, a troubled teen will have the opportunity to get off the streets and back in school and life.

Because of your support, a young family will find a refuge of safety and hope through a community agency supported through the GCWCC.

These are just a few of the ways your support of the GCWCC **transforms the lives of individuals and creates healthier communities** for all. Please visit [www.gcwcc-ccmtgc.org](http://www.gcwcc-ccmtgc.org) for more impact information and testimonials.

Your gift has truly **made a difference!** Thank you for **helping to change someone's life for the better!**

Your Convasser,

---

## Common Questions and Answers

### **Q-What is the Government of Canada Workplace Charitable Campaign (GCWCC)?**

A-The GCWCC is an opportunity for federal government employees and retirees to support Canadian charitable organizations, in a consolidated and cost-effective fashion.

There are three main beneficiaries to this unified charitable campaign: Healthpartners/Partenairesanté, your local and national United Way/Centraide, as well as any other Canadian registered charities.

### **Q-What are the benefits to contributing through the GCWCC?**

A-There are several advantages to you and to those you help when you contribute through the GCWCC:

- Convenience – One gift can cover many supported programs and services;
- Payroll Deduction Option– Equal payments extended over one year makes contributing easy;

### **Q-Why should I give?**

A- It is important to give because there is a chance that in your lifetime you or somebody you know will need to access one or more of the thousands of services offered by United Way/Centraide, Healthpartners/Partenairesanté or one of the other many charities that would benefit from your donation. Your donation today ensures these services are here tomorrow. (One in three Canadians will be assisted by outside supports at some point in their life)

### **Q-What happens to my contribution after I give?**

A-That's up to you. You can choose to direct your donation to any combination of local or national United Way/Centraide, Healthpartners/Partenairesanté, or any Canadian registered charity.

Healthpartners/Partenairesanté funds medical research, health promotion and patient services programs; and United Way/Centraide funds social service.

### **Q-How much should I give?**

A-Every decision is a personal one. The best response is to speak to impact and suggest guidelines

- Consider with the prospect what their donation can do. See the 'Power of Giving' at [www.gcwcc-ccmtgc.org](http://www.gcwcc-ccmtgc.org) and speak to impact;
- Consider a donation at the Leadership level;
- The Canadian Centre for Philanthropy suggests that Canadians donate one percent of their annual salary to charitable causes;
- Donate one hour's pay per month (to calculate this conveniently, multiply your annual salary by 0.00065);
- Match or surpass the average donation in your agency/department;
- Increase your donation from last year by a few dollars, or by an amount equivalent to the increase in salary or cost of living.

### **Q-Why is my GCWCC gift so vital to the community?**

A-Because so many people depend on the generosity of public servants.

### **Q-Can I make one gift to cover all the charities of my choice?**

A-Absolutely, this is one of the strengths of the GCWCC. Simply follow the instructions on your gift form, allowing you to designate your donation at will.

**Q-How much of my contribution goes to fundraising costs?**

A-You can be confident that your investment in the GCWCC will be handled wisely. With charitable operating costs among the lowest in North America (under 15 percent), local and national United Ways/Centraides (which manage the GCWCC) will maximize the impact of your gift.

**Q-Why do some Healthpartners/Partenairesanté members and United Way/Centraide supported agencies run individual fundraising campaigns?**

A-Organizations and supported GCWCC agencies affiliated with Healthpartners/Partenairesanté and United Way/Centraide may not receive all the funds needed to operate. Therefore, they have to find other funding sources.

**Q-Are the details of my contribution and my personal information kept confidential?**

A-Yes, all information concerning you and your contribution is confidential and remains with the GCWCC.

**Q-What if I change my mind about my gift?**

A-You may change your gift by notifying your payroll unit in writing.

**Q-What if I retire?**

A-Please be aware that payroll deductions cease upon retirement. Please call us at 1-877-379-6070 or visit [www.gcwcc-ccmtgc.org](http://www.gcwcc-ccmtgc.org) for more information regarding our Retiree Program. It would be our pleasure to discuss your options with you:

- Honour your gift by paying off the balance with cash, cheque or credit card; or
- Convert your gift to pension cheque deductions. Your payroll office can help you fill out the appropriate forms.

**Q-What if I change jobs?**

A-You may honour the amount owing in a single payment, or renew your gift at your new place of employment. If you are moving within the Government of Canada, please consult your pay office to ensure that your payments continue as usual.

**Q-What is the Loaned Rep Program?**

A-The Loaned Rep program is a career development opportunity with the United Way/Centraide, whereby federal employees are seconded during campaign for a 16 week period. For more information on the Loaned Rep Program, please visit [www.gcwcc-ccmtgc.org](http://www.gcwcc-ccmtgc.org)

**Q-What is Next Gen?**

A-Our Next Generation Cabinet and membership offers young professionals in KFL&A a place to mobilize donors and volunteers to give, speak up and take action in their community. Next Gen provides ways to become further engaged through fundraising, awareness and community development activities. **The Next Gen movement a unique opportunity for the next generation to become an integral part of our community and bring about change in areas that are meaningful to you.** For more information on Next Gen, please call the United Way KFL&A office at 613-542-2674.

For more messaging to assist with questions, please visit [www.gcwcc-ccmtgc.org](http://www.gcwcc-ccmtgc.org) and click on FAQs.

## Recipient Organization Profiles

**Healthpartners/Partenairesanté** [www.healthpartners.ca](http://www.healthpartners.ca)



**Healthpartners/Partenairesanté, through the unique partnership of Canada’s most trusted health charities, offers Federal Public Service employees and retirees the chance to invest in research, programs and services through the GCWCC.**

Supporting any or all of the 16 national health charities participating in the Healthpartners/Partenairesanté campaign means increased funds for medical research, health promotion and patient services; with a focus on the reduction of premature death and the enhancement of the quality of life of all Canadians.

Healthpartners/Partenairesanté is a true partnership. Our members recognize the remarkable advantages of working together as a team. The member organizations do not lose their individual identities when they participate in Healthpartners/Partenairesanté — in fact Healthpartners/Partenairesanté seeks to promote the public profile of all of its members.

### **Our members**

Alzheimer Society of Canada, ALS Society of Canada, The Arthritis Society, Canadian Cancer Society, Canadian Diabetes Association, Crohn's and Colitis Foundation of Canada, Canadian Hemophilia Society, Canadian Liver Foundation, Cystic Fibrosis Canada, Heart and Stroke Foundation of Canada, Huntington Society of Canada, The Kidney Foundation of Canada, The Lung Association, Multiple Sclerosis Society of Canada, Muscular Dystrophy Canada, Parkinson Society Canada

### **Promoting full donor choice**

Healthpartners/Partenairesanté promotes full donor choice in workplace fundraising and provides donors with the opportunity to direct their charitable contributions to the health charity (charities) of their choice. To assist donors in directing their gifts, Healthpartners/ Partenairesanté makes member organization information readily available throughout the campaign. As public education is an important part of the campaign, we encourage donors to learn more about Canada’s health issues.

Healthpartners/Partenairesanté member organizations provide much-needed services in all regions of Canada. A gift to Healthpartners/Partenairesanté or one of its member organizations will ultimately benefit donors and their communities by helping fellow Canadians affected by disease.

Healthpartners/Partenairesanté offers a unique model: you decide which health charity or charities you want your workplace donation to go to, and, because our health charities represent the major diseases in our country, you are offered a wide range of choice. Your gift is directed towards national research and local programs, including patient/caregiver services and health promotion, all bringing better health – and hope – to people in your community.

**United Way/Centraide** [www.unitedway.ca](http://www.unitedway.ca)



**United Way**

United Way / Centraide is about building strong, healthy and safe communities for everyone. With your support and the help of thousands of volunteers, we bring people together to help find solutions that address short and long term needs in your own community.

When you give to United Way / Centraide, you can be certain that your donation will be invested where it is needed most and will have the greatest impact in your community.



**United Way**  
Kingston, Frontenac  
Lennox and Addington

**Change starts here.**

417 Bagot Street  
Kingston, ON K7K 3C1  
Tel: 613-542-2674 | Fax: 613-542-1379  
[uway@unitedwaykfla.ca](mailto:uway@unitedwaykfla.ca)

[www.unitedwaykfla.ca](http://www.unitedwaykfla.ca)



**United Way**  
Kingston, Frontenac  
Lennox and Addington  
Change starts here.

# 2010 Agencies & Programs Funded By United Way

## Impact Area

### Growing Up Great: All That Kids Can Be

#### Targeting

- Early years
- Children and families
- Youth

**Goal:** To ensure children and youth are valued and supported members of the community with opportunities and resources to help them reach their full potential.

#### 2010-11 Community Investment Fund Programs

- Big Brothers/Big Sisters/ Couples Matching Program
- Big Brothers Big Sisters KFL&A
- CHANCE Community Helping Adolescents Cope Effectively) Mentoring Program
- Youth Diversion Program
- Club House Program
- Boys and Girls Club of Kingston & Area
- Community Outreach Programs
- Boys and Girls Club of Kingston & Area
- Elementary School Outreach Services
- Youth Diversion Program
- Food Sharing Project
- Food Sharing Project

#### Community Based Parent Workshops

- Pathways for Children and Youth
- Counselling Support Program
- Frontenac Children's Aid Society

#### CPR Training

- The Child Centre, Northern Frontenac Community Services
- KFL&A Public Health

#### Great Outdoor Adventure

- The Child Centre, Northern Frontenac Community Services
- Green, Growth and Active Outdoor Play
- Complex Cooperative Nursery School

#### Healthy Babies Healthy Children

- KFL&A Public Health
- Pathways for Children and Youth

#### Kool Camp Summer Day Camp

- Lennox and Addington Family and Children's Services
- Let's Read!

#### Let's Talk Science Program

- Kingston Literacy & Skills
- Kingston Military Family Resource Centre

#### Literacy Camp

- Lennox and Addington Foster Parent Association
- Mothers Helping Mothers Postpartum Adjustment Disorder Support Group

#### Multicultural Programming

- Limestone Advisory for Child Care Programs
- Parenting Your Teen Program
- Frontenac Children's Aid Society

#### Preschool Speech and Language Programs

- KFL&A Public Health
- Association

#### School Readiness Program

- Complex Cooperative Nursery School
- Shannon Park Skate Park
- Community Response to Neighbourhood Concerns

#### Teens Loving Children Program (TLC)

- Limestone Advisory for Child Care Programs
- Tumble and Play Group
- Hotel/Dieu Child Development Centre

#### Elder Abuse Prevention Services

- Frontenac-Kingston Council on Aging
- Emergency Shelter
- Kingston Interval House

#### Family Counselling Program

- K3C Community
- Northern Frontenac Community Services
- Family Literacy Program
- Kingston Literacy & Skills

#### General Support Services

- The Canadian Hearing Society
- Group Counselling and Support Program
- Sexual Assault Centre

#### Hearing Care Counselling Program

- The Canadian Hearing Society
- Independent Living Skills for the Blind
- Information and Referral Services

#### Literacy and Basic Skills Program

- Kingston, Napanee and South Frontenac
- Kingston Literacy & Skills
- Low Vision Services

#### Ontario Interpreter Services for the Blind

- Canadian National Institute for the Blind
- Ontario Interpreter Services
- The Canadian Hearing Society

#### Children's Mental Health Programs and Volunteer Program

- Canadian National Institute for the Blind

#### Client Support Services

- Epilepsy & Seizure Disorder Resource Centre
- Community Outreach Support Services
- Lennox and Addington Interval House

#### Cultural and Traditional Support Services

- Katarokwi Native Friendship Centre
- Direct Client Services
- Epilepsy & Seizure Disorder Resource Centre

#### Elder Abuse Prevention Services

- Frontenac-Kingston Council on Aging
- Emergency Shelter
- Kingston Interval House

#### Family Counselling Program

- K3C Community
- Northern Frontenac Community Services
- Family Literacy Program
- Kingston Literacy & Skills

#### General Support Services

- The Canadian Hearing Society
- Group Counselling and Support Program
- Sexual Assault Centre

#### Hearing Care Counselling Program

- The Canadian Hearing Society
- Independent Living Skills for the Blind
- Information and Referral Services

#### Literacy and Basic Skills Program

- Kingston, Napanee and South Frontenac
- Kingston Literacy & Skills
- Low Vision Services

#### Ontario Interpreter Services for the Blind

- Canadian National Institute for the Blind
- Ontario Interpreter Services
- The Canadian Hearing Society

#### Children's Mental Health Programs and Volunteer Program

- Canadian National Institute for the Blind

#### Public Education Program

- Canadian Mental Health Association
- Sign Language Services
- The Canadian Hearing Society

#### Youth Counselling Program

- K3C Community Counselling Centres
- Youth Recreation and Leadership
- Northern Frontenac Community Services

#### 2010 Grant Programs

- 55 Plus Seniors Activity Centre Program
- Lennox and Addington Seniors Outreach Services
- Accessibility Project
- Independent Living Centre

#### Assistive Devices Program

- Easter Seals Ontario, KFLA Region
- At Home and Safe Program
- Alzheimer Society of Kingston

#### Bereavement and Palliative Care Resources

- Hospice Lennox and Addington
- Communications and Client Coordination
- MS Society Frontenac, Lennox & Addington Chapter

#### Community Mediation

- K3C Community Counselling Centres
- Equipment Upgrade
- Almost Home

#### Neighbourhood Improvement Support

- Lennox and Addington Resources for Children
- Robin's Hope Transition House
- Kingston Interval House

#### Rural Women's Life Program

- Southern Frontenac Community Services
- Y-Knot Abilities Swim Program
- Kingston Family YMCA

## Impact Area

### Belonging to Community: From Poverty to Possibility

#### Targeting

- Poverty
- Homelessness
- Neighbourhoods

**Goal:** To help people engage in their community by strengthening neighbourhood revitalization efforts, reducing poverty and improving access to affordable housing.

#### 2010-11 Community Investment Fund Programs

- Elizabeth Fry Society of Kingston
- Community Services Mobile First Aid Posts
- St. John Ambulance
- Emergency Shelter and Resident Support Services
- Ryandale Shelter for the Homeless
- Hospitality Centre and Warehouse
- St. Vincent de Paul Society of Kingston
- Housing Help Centre
- Kingston Home Base Non-Profit Housing
- Joseph Street Support Services
- Kingston Home Base Non-Profit Housing
- Kingston Youth Shelter
- Kingston Youth Shelter Lunch by George
- Ourreah St. George's Kingston

#### Transition House

- Ryandale Shelter for the Homeless
- Youth Services
- Kingston Home Base Non-Profit Housing

#### 2010 Grant Programs

- Community Garden Project
- Salvation Army Napanee
- Dental Services Assistance
- Kingston Community Health Centres

#### Eviction Prevention Worker Pilot Program

- Salvation Army Napanee
- Food Collection and Delivery Enhancement
- Partners in Mission Food Bank

#### Loving Spoonful Grow a Row Project

- Partners in Mission Food Bank
- Operation Warm Feet
- Kingston Community Health Centres

#### Residents' Resources Upgrade

- Ryandale Shelter for the Homeless
- Kingston Youth Shelter
- Safety Upgrade
- Winter Warmth Initiative
- Southern Frontenac Community Services
- Kingston Community Health Centres
- Salvation Army Napanee

#### Women Building Bridges Out of Poverty

- Elizabeth Fry Society of Kingston
- Youth Conference on Poverty
- Kingston Roundtable on Poverty Reduction

