

# way to go!

it's a team effort



Issue #2

United Way serving Kingston, Frontenac, Lennox and Addington

February 28, 2011

## A Night to Remember

Campaign 2011 is on its way, but first we want to take one last look at 2010. We're celebrating your first-ever \$3-million campaign by looking back on the highlights and toasting your hard work and amazing accomplishments at our annual Volunteer Appreciation and Awards Night, Monday, April 4th. Sponsored by Bell.

This year we'll be at a brand new location, the **Marriott Residence Inn on the shores of Lake Ontario**. Come to our Everyday Hero party dressed as your favourite superhero or everyday hero. There will be prizes for best costumes, chances to test your superhero trivia knowledge, a light sit down dinner and of course the awards.

So which award did you win? You'll find out soon. In the meantime, call the United Way office to order your tickets today.

## The Next Step

Raising \$3 million is one thing, now it's time to spend it. Our Citizens' Review Panel has worked diligently the last couple of months making sure they spend it wisely. They've been reviewing funding applications, analysing needs and looking for gaps in services to figure out the best way to take the \$3 million that you worked so hard to raise and invest it where it will do the most good in our community.

Our Panel members have been working hard, so we thought we'd take a minute to acknowledge their efforts.

## Thank you

- Megan Barnes, Queen's student
- Sara Belanger, Assurant Solutions
- Kerri Brockman, RBC Royal Bank
- Brenda Brown, RBC Royal Bank
- Barbara Caldwell, retired
- Cindy Chappell, Ongwanada
- Crystal Collinson, RBC Royal Bank
- Lisa Colby, Queen's University
- Sao Connor, RBC Royal Bank
- Jack Cooper, St. Lawrence College
- Jeremy DaCosta, City of Kingston
- Leia de Guzman, Queen's student
- Miike Degrace, BMO Bank of Montreal
- Colby Dorey, Assurant Solutions
- Trina Doughty, Hotel Dieu Hospital
- Patrick Egbunonu, Empire Life
- Carrie Fenton, Secker Ross Petty
- Sheryl Ferguson, Providence Care
- Geoff Gibson, Empire Life
- Melissa Gontar, Ministry of Transportation
- Jordan Hackett, Ministry of Environment
- Janet Hunter, Providence Care
- Katie Ireland, Kingston General Hospital

- Julia Jackson, RBC Royal Bank
- Joan Jardin, Limestone District School Board
- Lesley Kelly, Queen's University
- Kim Lopes, Empire Life
- Bernice Lucas, retired
- Joe Lusby, Kingston General Hospital
- Lisa Marion, Queen's University
- Sue McDermid, Empire Life
- Laurie Newport, RBC Royal Bank
- Steve Newstead, Limestone District School Board
- Leanne O'Mara, Agnew Foods
- Alfred O'Rourke, Briargate Retirement Home
- Melissa Raby, KFL&A Public Health
- Natalie Sitt, Joyceville Institution
- Bonnie Sweet, Ministry of Training, Colleges & Universities
- Angie Tingren-Watkins, Providence Care
- Allan Twohey, Scotiabank
- Sandra Valente, Queen's University
- Ashley Weese, Frontenac Arch Biosphere Reserve
- Andrew White, Allstate Insurance
- Sandi Wilde, Ministry of Government Services
- Maureen Williams, retired
- Dianne Wylie, Province of Ontario

## We're Still Listening

Have you given us a piece of your mind yet?

We're always looking for ways to serve you better. We're getting ready to celebrate your success in Campaign 2010, but celebrating isn't enough. We also want to build on that success.

That's why we're collecting feedback from all of our ECCs. What did you like about our last campaign? Where can we improve? What can we do differently? We want to hear it all.

If you haven't already taken a few minutes to fill out your ECC Survey, there's still time. Check it out at <http://www.surveymonkey.com/s/ecevaluation2010> and help us build on your success and make 2011 the best campaign yet.

## Keeping Warm This Winter

With winter temperatures hitting rock bottom, we've turned up the heat on our commitment to keeping our community safe and warm. For the sixth straight year, we've joined forces with local utilities providers to make sure everyone in KFL&A stays warm this winter.

The United Way's Winter Warmth Program connects low-income households with the financial assistance they need to pay their heating costs. Union Gas has donated \$20,000, which we're matching with an additional \$20,000.

## Connect with us:

- [facebook.com/unitedwaykfla](http://facebook.com/unitedwaykfla)
- [twitter.com/unitedwaykfla](http://twitter.com/unitedwaykfla)
- [youtube.com/unitedwaykfla](http://youtube.com/unitedwaykfla)
- [www.unitedwaykfla.ca](http://www.unitedwaykfla.ca)

We're using the money to pay out emergency relief grants of up to \$500 for people who are in arrears or at risk of going into arrears on their utility bill after exhausting all other options.

For more information, call the United Way office at 613-542-2674.

## Royal Military College Concert in Scarlets

Over 80 performers from Royal Military College cadets will take to the stage to show off their talents during the college's annual Concert in Scarlets, Saturday, March 19th at 2:00 p.m. at the Kingston Gospel Temple, 2295 Princess Street. Admission is \$15 for adults, \$10 for seniors, students; children under 10 are free. Proceeds to the United Way.

Tickets are available at the United Way office, 417 Bagot Street, 613-542-2674 or the Grand Theatre Box Office, 218 Princess, 613-530-2050

## Invest in Your Best

Think about the top performers in your organization. Think about what a great job they do for you. Now imagine what they'd be like if you invested in them by putting them to work for 12 weeks in a demanding, high-performance environment where they develop their existing strengths and discover new strengths they may not have known about.

The United Way Loaned Representative Program is a chance for you to reward your top performers by putting them to work for us.

Some of the region's biggest workplaces loan us an employee for the duration of our fall fundraising campaign. We start by giving them two weeks of elite-level training in everything from sales to marketing to public speaking and more. And once we've trained them, we'll give them a chance to put what they've learned into action as they become part of our campaign team. And when they're finished, they come back to you with more skill, knowledge and motivation than ever before.

To find out more about how your employees and your workplace can benefit from our Loaned Rep Program, check out our website at [www.unitedwaykfla.ca](http://www.unitedwaykfla.ca)

### Wanted: Sponsors

What if there was a way to bring your business to the attention of some of the most influential leaders in our community? And what if it allowed you to support your community at the same time? And what if it was one of the most affordable, cost-effective advertising opportunities available? Sound too good to be true? Actually, it sounds like the United Way sponsorship program.

When you sponsor a United Way special event or initiative, you put your company's name and logo front and centre in our community, where it's guaranteed to be seen by tens of thousands of people, including some of the most powerful decision makers in every sector.

We're always looking for sponsors to underwrite our famous community special events, including:

- Our Campaign Kick-off Breakfast
- Our Campaign Touchdown Breakfast
- Day of Caring
- Fare for Friends, our signature event
- CFB Kingston Commando Challenge
- Volunteer Awards & Appreciation Night
- Seeing Is Believing Member Agency Tours

We're also looking for sponsors for our visibility initiatives, including:

- Downtown Banner program
- Our Member Agency Guide
- Employee Campaign Coordinator Guide
- Training manuals

To find out more about these and other affordable sponsorship opportunities, call Marie at 613-542-2674, extension 7.

### Campaign News

Our Campaign 2011 Kick-off Breakfast may be seven months away, but we've already got a few results to report as enthusiastic workplaces from across the region apparently couldn't wait until September to share their Spirit of Community.

- Benefits By Design has donated a dollar for every employee they transition to their online service. Our United Way has benefitted to the tune of \$10,000. Way to go!!
- Employees at the 863 Princess Street Scotiabank branch raised \$140 in special event money.
- And employees at the Goodyear plant have booked their golf tournament dates. The dates to remember are July 5th and 26th. Way to go, Mark Acquafreddo!

### More from Campaign 2010

While we're busy looking ahead to Campaign 2011, we still haven't finished counting the money you raised in 2010. Here's a look at the contents of our last few envelopes that have been piling up in our office:

- Southeast Community Care Access Centre employees figured out a way to keep warm this winter. They raffled off the use of their underground parking spot for a month, raising a cool \$164. Way to go!!
- Kingston Garrison brought in another \$8,000 bringing their campaign total to over \$268,000!!!
- Children's Aid Society employees have been embracing the cold weather in true Canadian fashion. They've raised \$200 from hockey ticket sales. Way to go!!
- Sysco employees topped up their campaign with \$781 in special event fundraising. Way to go, Sysco!!
- Canada Bread Company raised a lot of dough in their campaign, bringing in \$494. Way to go!!
- Expertech Network Installation employees raised \$455. Way to go!!
- The Metro Ontario Inc. campaign raised \$600. Way to go!!
- Ontario Public Service retirees proved that the Spirit of Community lives on, even after we stop coming to work every day. The OPS retiree campaign raised \$1089. Way to go!!
- And Shell Canada Products employees raised an impressive \$1100. Way to go!!

### Save The Dates

We've booked the venues and set the dates. Now all we need is the guests. Mark your calendars and make sure you're there.

### Volunteer Appreciation & Awards Night: April 4

Come out and celebrate the success of the 2010 Campaign at our Volunteer Awards and Appreciation Night on Monday, April 4, 2011 at the Marriott Residence Inn. Doors open at 5:00 p.m. Tickets can be purchased by contacting the United Way at 613-542-2674 or email [uway@unitedwaykfla.ca](mailto:uway@unitedwaykfla.ca).

### National Volunteer Week: April 10 to 16

During this week United Way Volunteer Services plans to highlight the true contribution of volunteers in our community. Watch for more details next issue.

### Success By 6 Week: May 9 to 15

We'll spend the week shining the spotlight on our community's youngest residents and the people who take care of them. Events include movies, free swimming and celebrity story readings.

### Day of Caring: June 10

Workplace teams will spend the day at United Way member agencies to help with light construction and maintenance chores. Get your team together and help us make a difference for the people who help KFL&A residents every day. To join the organizing committee, contact Marie at 613-542-2674, extension 7.

### Fare For Friends: September 11

We'll be back under the big top for the 18th edition of Kingston's favourite garden party. Your favourite chefs will be there too, along with Ontario wineries and microbreweries, live entertainment and exciting auction action.

### Campaign Kick-off Breakfast: September 13

We're starting off Campaign 2011 the way we always do, over breakfast at the Ambassador. Join over 600 volunteers for a hot buffet breakfast and a roomful of Spirit of Community as we announce our region-wide fundraising goal and cut the ribbon on Campaign 2011.

### Campaign Touchdown Breakfast: November 25

Find out how much money you raised as we wrap up Campaign 2011 the same way we start it – with another delicious hot buffet breakfast at the Ambassador.

And more...

### Eternity Fund

Continue your tradition of caring with the Eternity Fund, the United Way's endowment fund. We'll invest your gift and use the interest to support essential services and programs in our community, ensuring your gift will always benefit future generations.

### 211

This easy-to-remember, three-digit, non-emergency telephone number connects you to a full range of community, social, government and health service information. Bilingual, certified information and referral specialists answer 211 calls seven days a week, from 8:00 a.m. to 6:00 p.m. 211 is free, confidential and multilingual (150 languages).



# it's a team effort way to go!