

way to go!

it's a team effort



Issue #1

United Way serving Kingston, Frontenac, Lennox and Addington

January 10, 2011

Remembering Campaign 2010

As always, we're gearing up for our next campaign by looking back on the last one.

This year we're celebrating the volunteers who made our first-ever \$3-million campaign possible in conjunction with National Volunteer Week. Watch for news on our Workplace Volunteer Awards & Appreciation Evening next month.

And the Award Goes To...

We'll have all the details for you in our next issue, including more information on our award-winners. If you can't wait until then to see what you've won, here's a look at this year's award criteria to help you figure it out for yourself.

Participation Awards

For workplaces with more than 6 employees:

- Platinum a minimum 90% participation and \$100 average gift
- Gold a minimum 75% participation and \$75 average gift
- Silver a minimum 65% participation and \$65 average gift
- Bronze a minimum 50% participation and \$50 average gift
- Spirit (For workplaces with 3 to 5 employees) minimum 100% participation and \$50 average gift
- Most Improved Awards go to the campaigns with the greatest percent increase in each sector.
- Freshman Awards go to workplaces that have run an employee campaign for the first time.

Britton Smith Foundation

Leadership Awards

(based on gifts of \$1,000 or more)

- Ruby: workplaces with more than 40 Leaders of the Way
- Diamond: workplaces with 10-24 Leaders of the Way
- Sapphire: workplaces with 5 to 9 Leaders of the Way

Achievement Awards

- 100K Awards are for campaigns that raise \$100,000 or more
- Cornerstone Awards go to campaigns that raise \$25,000 or more

United Way Community Awards

- Team Spirit Awards are selected from a number of nominated groups, based on committees that demonstrate team effort in the application of best practices.
- G Award for Greatness in Community Spirit awarded to a volunteer who demonstrates

true passion and caring

- Youth Awards awarded to students who participated in raising funds for their schools' campaign
- Labour Awards go to union locals that increase their support and their participation in workplace campaigns.
- Spirit of Community Awards are for organizations that reached out to the broader community, raising significant funds for the campaign.

Send Us Your Best, We'll Send Them Back Better

Are you looking for a way to reward your top performers? Why not send them to us? When traditional perks just aren't enough, the United Way's Loaned Representative Program could be the answer.

Our Loaned Rep Program gives your top performers two weeks of elite 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 we insert them into our demanding, high-performance environment.

Some of the region's biggest workplaces loan us an employee for the duration of our fall fundraising campaign. They help us, they help themselves and they help your workplace become a leader in our community.

To find out more about how your employees and your workplace can benefit from our Loaned Rep Program, check out our website, <http://www.unitedwaykfla.ca/site/index.php?method=public.loadPage&menuitem=3&page=16>

And Now, A Word about Our Sponsors

It's not often that you can spread the word about your business and support your community, all at the same time. United Way sponsorship opportunities offer you high visibility throughout our community and a chance to reach key decision makers directly. And best of all, they're some of the most affordable sponsorship opportunities available.

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
- United Way Climb for Change
- Starlight Film Festival

Connect with us:

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 youtube.com/unitedwaykfla

 www.unitedwaykfla.ca

- Volunteer Awards & Appreciation Night
- Seeing Is Believing Member Agency Tours

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

- Downtown Banner program
- Directory of Funded Programs and Services
- Employee Campaign Coordinator Guide
- Other training manuals

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

Late Breaking Campaign News

Sure, it's 2011, but that doesn't mean we have to put 2010 behind us completely. We've still got a couple of late-breaking updates from workplaces that decided to keep on campaigning right up until the end of the year.

- BMO employees finally stopped campaigning on New Year's Eve, raising a grand total of \$16,879. Way to go!!!
- And RBC Dominion Securities employees held one last dress-down day and bake sale, adding an impressive \$453 to their totals. Way to go!!!

Hello, Goodbye

A couple of familiar faces are about to re-join the United Way team. Nicola Wheeler and Maura Doyle are both returning from year long maternity leaves later this month.

We'd also like to say goodbye to Ivana Lochhead and Elaine Evenden, who have done such a great job this past year. We hope you'll join us in wishing them both the best of luck.

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.

Success By 6 Week: May 9 to 15

Day of Caring: June

Fare For Friends: Sept. 11

Campaign Kick-off Breakfast: Sept. 13

Campaign Touchdown Breakfast: Nov. 25