



United Way
Kingston, Frontenac
Lennox and Addington

Give. Volunteer. Act. way to go!

Issue #9 United Way serving Kingston, Frontenac, Lennox and Addington September 2, 2011

Millionaire Fair

In less than two weeks, we'll be back under the big top for another edition of Kingston's favourite garden party. United Way Fare for Friends is back for the 18th time, Sunday, September 11th at the Vimy Officers' Mess at CFB Kingston.

Some of the region's top chefs will be with us, showcasing their latest culinary creations. Wineries from Niagara and the County will be there too, along with Ontario brewed beer, live entertainment and some of the liveliest live and silent auction action you'll ever see.

This year promises to be our most exciting year yet. Not only are we celebrating our 18th anniversary, we're also getting ready to celebrate an impressive milestone. In its first 17 years, Fare for Friends has raised \$975,000 for United Way funded programs and services in KFL&A. This year, we're getting ready to celebrate as Fare for Friends becomes our first million-dollar event.

Tickets are selling quickly, but we still have a few seats left. Call 613-542-2674, extension 0 to order yours before they sell out.

It All Starts with Breakfast

Of course, Fare for Friends is just a prelude to the big moment, when we officially cut the ribbon on Campaign 2011. Our Campaign kick-off breakfast is coming Tuesday, September 13th at the Ambassador.

Campaign Chair Les Herr will be there, along with about 600 volunteers who will enjoy a delicious hot and cold buffet breakfast with a generous helping of Spirit of Community on the side. We're almost sold out, but we still have a couple of tickets left, so you'll want to book now to make sure you're on hand when Les puts an end to a summer full of suspense and announces this year's fundraising goal. Call the United Way office to order your tickets today. Sponsored by Tyroute Communications Inc., BMO, and Ambassador Conference Resort

They Came, They Saw, They Believed





The Seeing Is Believing bus is enjoying a well-earned rest after a spectacularly successful first tour of the season.

Forty people from 10 workplaces packed into the bus on Wednesday, August 24th to get a behind-the-scenes look at their donor dollars in action. They visited five agencies and met some of the people who make a difference in our community every day.

Special thanks to the workplaces that sent employees on the tour:

- Community Foundation for Kingston & Area
- Parole Board of Canada
- Providence Care
- Ministry of Health
- TD Bank
- Correctional Service Canada
- City of Kingston
- United Way
- Invista Canada
- Empire Life

Click below to connect with us:

-  facebook.com/unitedwaykfla
-  twitter.com/unitedwaykfla
-  youtube.com/unitedwaykfla
-  www.unitedwaykfla.ca

We'd also like to thank our participating agencies:

- CNIB
- Outreach St. George's
- Kingston Youth Shelter
- Youth Diversion
- The Boys & Girls Club

And finally, we'd like to thank our sponsors, Assurant Solutions and Kingston Transit.

If you couldn't squeeze onto the bus this time, we've got you covered. The Seeing Is Believing bus is taking to the streets one more time on Friday, September 23rd. It's the ultimate way to fire up your canvassers with the Spirit of Community as they get ready to hit the campaign trail. We only have a few seats left, so make sure you book yours today.

If you can't make it in September, ask your staff partner about a custom tour.

Hello, Lamppost

Now that the Blues Festival is over, the United Way banners are flying high above the streets of Downtown Kingston. Next time you're in the downtown core, crane your neck skyward and check out our banners on the nearest lamppost. And while you're at it, be sure to check out the logos of our generous sponsors who acted quickly to take advantage of this amazing sponsorship opportunity.

Thank you:

- Algonquin Lakeshore District Catholic School Board
- Assurant Solutions
- CKWS104.3
- CKWS TV
- Empire Life
- FM96
- Girls Inc.
- Goodyear
- K3C Credit Counselling
- KCCU
- KIX 93.5
- K-ROCK 105.7
- Lafarge Canada Cement
- Limestone District School Board
- Novelis Specialty Products
- Ontario Power Generation
- Providence Care
- Queen's AMS
- Southeast Community Care Access Centre
- SunLife
- TD Bank
- Union Gas

Peer Pressure

What's the best way to learn the secrets of a successful campaign? We think it's to learn from people who have already succeeded. And it seems like many of you agree with us, which likely explains why our peer learning sessions for ECCs have become so popular.

Last week we gave into popular demand and held our third ECC peer learning session of the summer. We shared a few ideas, talked about what works best and everyone walked away with new ideas for the fall. Here are a few of the ideas that got our participants excited:

- Face-to-face canvassing
- Peer-to-peer canvassing
- Getting departments more involved in the campaign
- Electronic pledging
- Holding events after the canvass
- Setting goals based on participation

Special thanks to our friends at Ongwanada for hosting, and thanks to our participants, Vicky Baker of CNIB, Andrea Peponoulas from United Way office, Donna Kearney of Providence

Care, Ingrid Nisbett, Kim Garland, Kathy Bernath and Annette Emmons of Correctional Services Canada, Erin Allen of the Boys & Girls Club, Trish Arrowsmith of Novelis, Stacie Molleson and Alison Stolz of TD Canada Trust, Krishna Burra of the Limestone District School Board, Marcia James and Rob Matiwosky of Service Canada and our 2011 Loaned Rep team, Chris Stafford, Kay Munn, Nicole Young, Edie Emmons, Dustin Gibson, Matt Kimmerly, Joe Lusby and Cathy Christmas. Way to go!!!

Bon Voyageurs

The Kingston Voyageurs will trade in their skates for running shoes as they take to asphalt for the United Way. The Mortgage Professionals, CKWS-Television and the Veeps present an afternoon of ball hockey on Saturday, September 17th. If you have kids between 6 and 12, bring them to the Blackburn Mews West parking lot between 11:00 a.m. and 2:00 p.m. to meet the Veeps, enjoy a barbecue lunch and try your hand at the slap shot net. Registration is free, and all proceeds from the barbecue, silent auction and raffles go to the United Way.

Go Commando

Do you have what it takes to make it in the military? Find out this fall as we team up with CFB Kingston for another round of the Commando Challenge.

Spotlight on Next Gen

The next generation of community supporters is alive and well in KFL&A. United Way Next Gen brings together young people between 25 and 40 to engage them in our community and empower them to support KFL&A through the United Way.

This fall, Next Gen is coming out of the gate in style with two high-profile events centred on KFL&A's favourite sport.

It all starts with on Wednesday, September 21st in the Market Square as the Next Genners take on the Kingston Frontenacs in a ball

Get your four-person team together and prepare for the battle of a lifetime as you take on the ultimate test of speed, skill, agility and endurance, the CFB Kingston Confidence Course.

Registration is \$500 per team and all of it goes to Campaign 2011. For information contact Capt. René Maillet : 613-541-5010 ext. 2299, Cellular 613-453-4923 or email rene.maillet@forces.gc.ca

Introducing Volunteer Services

Have you always wanted to volunteer but weren't sure where to go? Our newest service can help. United Way Volunteer Services is our brand new initiative that hooks up aspiring volunteers with not-for-profit agencies looking for a hand.

Check out our website www.unitedwaykfla.ca, for the latest vacant volunteer positions or call us and we'll introduce you to an agency that meshes with your interests.



United Way
Volunteer Services

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 come 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 in 2010. Thanks to you:

- 130 low-income or working poor families were able to keep the heat on last winter through the Winter Warmth Program.
- 171 adults and children had the basic necessities and a place to sleep with the help of Ryandale Shelter.
- 188 people living in rural and isolated communities got help with family or personal issues with free local counselling and social programs from North Frontenac Community Services.

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.

Save the Date

We've booked the venues and set the dates. Now we just need the guests. Mark your calendars and make sure you're there. If you need more information about our Campaign 2011 community and workplace events, call 613-542-2674, www.unitedwaykfla.ca

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, 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. Sponsored by TyRoute Communications Inc., BMO and Ambassador Conference Resort.

Campaign News

It may still feel like summer out there, but the fall colours have been on display throughout KFL&A as workplaces across the region are getting an early start on Campaign 2011. Here's a look at a few of the workplaces that have been spending their summer vacations getting ready for the fall.

- Goodyear employees know how to combine fall fundraising and summer fun. They hit the links and teed off early on their campaign, raising \$9,753 at a pair of July golf tournaments. Then they topped off that total by adding almost \$5,000 from their August baseball tournaments. Way to go!!
- The OPG campaign is officially underway. After raising \$503 at their kick-off breakfast, they added another \$646 from the drivers who passed through their front gate toll booth. Way to go!!
- The City of Kingston committee is ready for September.

They're holding a staff golf tournament on September 15th to get in the mood for their campaign kick-off on September 30th when Mayor Mark Gerretsen hosts a barbecue at City Park.

- Children's Aid Society employees took a big step toward their kick-off when they held their first canvasser training session this Monday. Way to go!!
- Apple season officially gets underway this Sunday as Waddell Apples hosts its third annual AppleFest and Community Fundraiser. Drop by between noon and 4:00 p.m. for live music and fun for the whole family. Last year's AppleFest raised over \$1,000 for our United Way. This year they'll try to top that by bringing in \$1,500.
- And RBC won't kick off until November, but they're planning on getting into the Spirit of Community early with a custom Seeing Is Believing tour for their committee members on October 5th. Way to go!!

Ongwanada Soccer Tournament September 17

Calling all soccer players: The Ongwanada soccer tournament is back for a fourth year at John Machin Park. It doesn't matter what your skill level is or how much experience you have. It's all about the fun.

Registration is \$20 per player and includes lunch. Get your seven-player team together (minimum three women on at all times) and show up for a great day of fundraising fun. For more information, contact Rachel Brace at rbrace@ongwanada.com.

CFB/OPS Kingston United Way Charity Golf Tournament September 14

Two of our biggest campaigns team up for one big day on the links at the Garrison Golf Club. Registration is \$75 for members, \$95 for non-members, and includes your round, cart rental, a barbecue steak or chicken dinner and awards.

Empire Life Garage Sale September 17

Campaign Chair Les Herr's Empire Life team members are cleaning out their closets as they get ready for their third annual United Way Garage Sale, Saturday, September 17 from 8:00 a.m. to 1:00 p.m. in the back parking lot of their 259 King Street office. Come for the bargains and the free electronics drop-off and stay for a little BBQ and live music.

Hockey Day for United Way – Presented by the Veas, CKWS, The Mortgage Professionals September 17

The Kingston Voyageurs will trade in their skates for running shoes and take to the Mortgage Professionals parking lot in Blackburn Mews West from 11:00 a.m. to 2:00 p.m. to play ball hockey with kids aged 6 to 12. Try your hand at the slap shot contest, get a signed team photo and hang out with the team while you enjoy a barbecue lunch. And be sure to bring a donation to the United Way.

Seeing is Believing Tours September 23

Hop on the bus and see the impact. The Seeing is Believing bus tour gives you a behind-the-scenes look at your donor dollars in action as you visit United Way funded agencies and meet the people who make a difference in our community every day. Sponsored by Assurant Solutions.

Commando Challenge September 24

Get your four-person team together and tackle the CFB Kingston Confidence Course in this epic battle for bragging rights and KFL&A's most coveted trophy.

LDSB Director's Fall Classic Charity Golf Tournament September 24

You don't have to be a teacher to take part in one of KFL&A's favourite golf tournaments. This year's Classic tees off at 9:00 a.m. (shotgun start) at the Inverary Golf & Country Club. Your \$60 entry fee gets you golf, a meal, mulligans and prizes. Call Jane or Darlene at the Board office for more information.

Next Gen Fronts Hockey Game September 30

Catch the Frontenacs and the Peterborough Petes live at the K-ROCK Centre as the Fronts and K-ROCK 105.7 join forces with the United Way Next Genners for a night filled with hockey and fun with part of the proceeds going to the United Way.

Curling Funspiel Saturday October 15th

The Financial Sector is getting ready to rock the house and turn the proceeds over to Campaign 2011. The Funspiel starts at 9:30 a.m. at the Royal Kingston Curling Club. Get your team together and email Bruce Jeffery Bruce.Jeffery@nbpcd.com to register.

Starlight Film Festival November 4

What do you call 600 teenagers, four movies and all the popcorn, fountain pop and arcade games they can handle? We call it one of our favourite events of the year. Watch for this year's film line-up coming soon.

Queen's Science Formal Open House November 5

You don't have to buy a plane ticket to tour the Great Cities of the World. All you have to do is drop by Grant Hall for an advance look at the Queen's Science Formal setting. Rated one of the 10 best black-tie events in North America, this is one event you need to see for yourself.

Royal Military College Annual Christmas Concert November 18

Get an early taste of the holiday spirit at the annual RMC Christmas College in the Cadet Formal Mess in Yeo Hall. Proceeds go to Campaign 2011. Call the United Way office to order your tickets today.

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. Sponsored by Assurant Solutions and Ambassador Conference Resort.

Welcome Aboard

And we'll wrap it up the way we always do, by welcoming a few new friends into the United Way fold. Welcome aboard Dana Bell and Wendy Hopkins of the Frontenac CAS, Joseph Rubino of Service Ontario and Marcia James and Rob Matiwsky of Service Canada.

Volunteer Corner

How much of a difference do United Way volunteers make? We wouldn't be exaggerating if we said we couldn't do it without you. Without the help of hundreds of United Way volunteers, we wouldn't be able to raise the millions of dollars we raise each year for community and social programs and services throughout KFL&A. Are you ready to make a difference for your community this year?

Success By 6 Children's Corner

The Success By 6 Children's Corner is back for another year at events across the region. We'll need volunteers to greet kids and their caregivers and encourage them to use the toys, books and colouring materials we've set aside for them. Two volunteers are required.

Labour Day Parade
Monday, September 5
MacBurney Park
Shift: 10:30am-1:30pm

Fare for Friends

Kingston's favourite garden party is back for an 18th year, and we're looking for volunteers to set up the tent in the morning, serve, clear and keep things moving during the event and clean up afterward. Volunteers are required for all shifts.

Sunday, September 11
Vimy Officers' Mess, CFB Kingston
Morning shift: 8:00am-11:30am
Event shift: 1:15pm-5:30pm
Late shift: 5:30pm-8:30pm

Starlight Film Festival

If you've got what it takes to pull an all-nighter with 600 KFL&A high school students, then this is the event for you. We're looking for people to take tickets and stamp hands at the door, give out coupons, monitor the theatre areas and take on some light clean-up between movies.

Friday, November 4
Cineplex Odeon, RioCan Centre
Shifts: 10:30pm-2:00am
10:30pm-8:00am

All volunteers will need to attend an orientation session at 10:00pm.

Agency Opportunities

Kingston Home Base Non-profit Housing Inc.

- Artist Mentor at our Joseph St. studio (3 positions)
- Donations Seeker (1 position)
- Transportation Volunteer (5 positions)
- Youth Mentoring (2 positions)

Contact: Dawn Sadler, dsadler@kingstonhomebase.ca, 613-542-6672 ext. 3311

Kingston Military Family Resource Centre

- Volunteers are needed to assist with registration, the silent auction, set-up and clean up for the Base Commanders Cup Challenge Golf Tournament on Wednesday, September 21. (8 positions)
- Volunteers are needed to assist in making some blankets for a trauma kit for the Social Workers to use.

Contact: Kim Frankland, Kimberly.frankland@forces.gc.ca, 613-541-5010 ext. 4950

Pathways For Children & Youth

- KFL&A Wraparound Facilitators (5 positions): Volunteers are needed to facilitate a process whereby action plans meet goals established by the family or youth. This is typically achieved through team meetings and brainstorming.
- KFL&A Wraparound Youth or Family Team Members (5 positions): Volunteers needed to participate as part of a team to explore various information and/or resources in the community for the family or youth. Information is brought back to the team to assist the family or youth in achieving their goals.

Contact: Barb Kemp, bkemp@pathwayschildrenyouth.org, 613-634-0057, ext. 229

KEYS Job Centre d'emploi

- Professional Mentor (5 mentors): Volunteers are needed for one-on-one mentoring of skilled immigrants in the same profession for approximately an hour and a half a week.
- KEYS is also recruiting Connectors with deep professional contacts to meet once with a skilled immigrant and then refer that person to 3 other contacts.

Contact: Bridget Glassco, bridgetg@keys.ca, 613-546-3339 ext. 241

