



TRISH KINGS

## 2010 Campaign *Message from the Campaign Chair*

The Brant United Way and the 2010 Campaign Cabinet are excited to officially kick-off the 2010 Campaign on September 10th at the Brantford Golf and Country Club. The Rotary Club of Brantford has once again graciously invited United Way to announce the goal during their lunch time meeting. The announcement of the Campaign goal is also the official launch for the workplace campaigns that will take place at local companies in Brantford and Brant County. Thanks to the support of our Employee Campaign Coordinators (ECC), volunteers who organize their company's workplace campaign and encourage other employees to contribute, this year's Campaign is sure to be another success.

The strength of our Campaign is thanks to all of the volunteers and donors who come together to show their support and donate to Brant United Way. These people are your colleagues, your neighbours and your friends. When you are asked by them to support the United Way, please join me by saying you will.

Sincerely,

**Trish Kings**  
2010 Campaign Chair

## YOUR DONATIONS AT WORK

### *Your donations help kids get the support they need in tough times*



One day in a grade three classroom in our community, a group of students were sitting in a circle on the floor with their teacher and their Roots of Empathy instructor. On this particular day, the students were talking about

how different emotions can make you feel different things. They had talked about emotions such as happiness, fear and sadness. One little girl named Victoria\*, raised her hand and asked, "What do you call it when you feel sadder than sad? This is how my whole family feels since my baby sister died".

The instructor was completely unaware of the situation and looked to the teacher for guidance. While it was clear the teacher and Roots of Empathy instructor were trying to think of the best way to support this young girl, her 8 year old classmates were quick to respond. They immediately began to move towards the Victoria and gave her a great big group hug. Some of the children rested their head on her shoulders while others patted her back and rubbed her arms. In that moment, this little girl was surrounded by an overwhelming amount of care and support. Through actions alone her classmates provided her with the empathy she needed and the hope

*continued on next page*

*continued from previous page*

that everyday things will get better for her and her family. Her teacher began to sing the song, “We Are a Family”, and this Roots of Empathy program proved to be a success.

This one teachable moment will stay with these children for years to come, whether it is at the forefront of their mind or something they retrieve when they are in the presence of another fellow community member who needs an empathetic touch.

The Roots of Empathy Program (run by Kids Can Fly) is designed as a preventative tool against bullying and aggression. It allows children to develop emotional literacy and empathy towards others.

This is only one instance of support, success and hope that Brant United Way has helped to provide for ALL members of our community. Creating real, lasting change is imperative for our community to continue to grow and succeed. In the moment of sadness and loneliness for one little girl, her community gathered around her to hold her up in the same way that the ships rise with the tide.

*\*Name changed to protect identity*

## **Introducing Brant United Way's new Executive Director!**



Brant United Way is excited to introduce its newest team member. Newly appointed Executive Director Brad Park joins the Brant United Way team with over 16 years of experience as a senior manager with United Way. His most recent position as Director of Resource Development with the Cambridge and North Dumfries United Way equipped him with the skills and experience that Brant United Way has been looking for in the person chosen to lead the organization.

Staff and volunteers with Brant United Way welcome Brad with open arms, and are excited to begin working with him. Brad will begin his time with Brant United Way mid August.

## **Giant Warehouse Sale**

The annual Brant United Way GIANT Warehouse Sale was a great success, exceeding its goal of raising \$140,000. Held on June 5 at the former BiWay store retail space on Colborne Street East in Brantford, the sale had shoppers lining up for hours to take advantage of discounted pricing on products donated by companies in Brantford and the County of Brant. All profits go to support the Brant United Way and their 18 Member Agencies.



We want to extend a big thank you to the over 200 volunteers and all of our donors and sponsors. Without them, the sale couldn't happen and their continued support for our community is greatly appreciated.



## **Red Sox Game**

On Monday June 21st, the Brantford Red Sox hosted a Brant United Way Volunteer Appreciation Game. Campaign Chair Trish Kings thanked all volunteers, who attended the game.



## **Largest Canada Flag Pizza**

On Thursday July 1st, Maria's Pizza cooked it's largest Canada Flag pizza. It was a huge 8'6" x 4'3" pizza and they sold the pieces to help raise money almost \$160.00 for the Brant United Way.

## **BENEFITS OF A CAMPAIGN**

Very soon, the 2010 volunteer Campaign Cabinet for Brant United Way will be announcing the Campaign goal to the community at large. 2010 Cabinet Chair Trish Kings hopes that this will be the year that Brant United Way will leap forward in its efforts to raise dollars for vital community services and programs. "I am very optimistic about this Campaign" said Kings, "It's time we rediscovered what it means to be a community. I want everyone to get involved and show how great Brantford and the County of Brant are. I know the caring power of this community!"

The annual Brant United Way Campaign has become a tradition for many people and their places of work since its first Campaign 62 years ago. As well as demonstrating a strong corporate conscience to the community, in a very public way, workplaces all over town have discovered that supporting an employee Campaign and encouraging their employees to get involved goes a long way to improve employee morale and productivity. Even with all of these benefits, the number one reason why so many workplaces get involved with a Campaign is to help out their neighbours that are in need.

In the past 3 years, individual gifts, employee donations, workplace special events and corporate gifts have raised over 3 Million dollars in support of local programs and services, and untold amounts of FUN

has been had in the process. Local owners/CEO's have been dunked, squished, pied, and locked up "for a good cause". Employees have raced, climbed, dressed up, dressed down, and baked until the wee hours of the morning, never once complaining, knowing that what they were doing was going to help someone in their community have a better life. Countless volunteers pick up the phone everyday to ask for the donation that will have a lasting impact on a person's life and those in their family. This is not always easy to do, but volunteers

continue to do it because they have seen the difference these programs and services have made right here in their community.

The 2010 Campaign is fast approaching, kicking off this September. Call now to get your workplace involved, and see how you can make a difference. You can reach Brant United Way at 519-752-7848 or [info@brantunitedway.org](mailto:info@brantunitedway.org). For more information on Brant United Way and the difference it makes to individuals in this community, please visit [www.brantunitedway.org](http://www.brantunitedway.org).

### **Important Dates**

**2010 BRANT UNITED WAY  
CAMPAIGN KICK-OFF  
AT THE ROTARY CLUB OF  
BRANTFORD LUNCH**

*Friday, September 10, 2010*

*12:00 – 1:30 pm*

Brantford Golf and Country Club

**Lunch \$16**



Restaurants are encouraged to register and participate in our Brant United Way Restaurant Challenge in November

Your employees will have a chance to **win** an exclusive invitation to our **Brant United Way Achievement Luncheon**, where we will draw for our **Grand Prize Winner** of a

**Paragliding Gift Certificate.**

*For more details call  
Christine at the Brant United Way office 519-752-7848.*

## *TIPS FOR A SUCCESSFUL WORKPLACE CAMPAIGN!*



Attention Employee Campaign Coordinators:

*Here 3 Tricks for Running a Successful Campaign in Your Workplace*

- 1. Create Awareness:** Education is key!! People donate their time and money to an organization that they know makes a difference in their community. By putting up posters, handing out brochures and having a Brant United Way presentation with a Member Agency speaker, you are making sure that everyone knows they are contributing to a community based organization that works!
- 2. Make a one-to-one ask:** Making a face to face ask to each of your co-workers will add a personal touch to your campaign. It allows you the opportunity to educate employees about the Brant United Way and is a great way to boost the number of participants to your campaign.
- 3. Payroll Deduction:** Payroll deduction is the easiest way to raise maximum dollars in your workplace. It takes the least amount of time and gives you the largest impact for your campaign! It also serves as a great building block to grow your workplace campaign for the years that follow!

*If you are looking for additional tips and tricks for a successful campaign, please call the Brant Untied Way office!*

*We are here to support you and help you reach your goal!*

