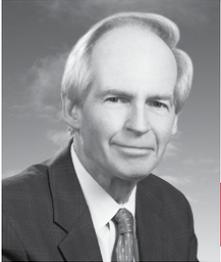


NEWSLETTER

Brant United Way
August 2011



LLOYD ST. AMAND

Message from the 2011 Campaign Chair

The kick-off to the annual United Way Campaign is just around the corner and we can feel the enthusiasm brewing. Together with the staff and volunteer Campaign Cabinet, we've spent the last several months preparing. We've been writing letters, preparing marketing materials and have had the opportunity to meet with many current and prospective corporate supporters to discuss their workplace campaigns. These activities will lay the groundwork for a successful campaign.

We are already off to a great start with a hugely successful Giant Warehouse Sale. I'd like to personally thank Jean Hawke, the event's coordinator, and the volunteer organizing committee for their months of preparation. As well, thank you to the donors and sponsors for their support and to the event volunteers who helped with set-up, on the day of and clean-up.

Workplace campaigns in companies big and small, around this community, are the bread and butter of United Way donations. In fact, 60% of our community investments come from workplaces and employees. It's easy to run a workplace campaign, fun for employees and can make a huge difference. Even smaller workplaces with a few employees, contributing through payroll deductions, can make significant contributions. It's not too late to set-up a workplace campaign in your office. If you are interested, please contact the United Way office at 519-752-7848.

The official kick-off to the 2011 United Way Campaign will be on September 9th. We know the need is great in our community and there are more community members relying on our Member Agencies than ever. This year we are striving for growth in our fundraising to increase the investment in the 18 Member Agencies to allow them to meet the growing needs in Brantford and Brant County.

There is strength in numbers and together, we will be successful. I know the hundreds of volunteers and thousands of donors will unite behind the annual United Way Campaign and support the Agencies and individuals who need our help.

We're in this together. Please donate what you can.

Sincerely,

A handwritten signature in black ink that reads 'L R St. Amand.'.

Lloyd St. Amand
2011 Campaign Chair



Warehouse Sale a GIANT Success!

This year's Giant Warehouse Sale raised over \$147,000. In fact, in the past 9 years, this event has raised over \$1,134,205 for our community!

The Giant Warehouse Sale is a community building event that brings together hundreds of volunteers, numerous donors and sponsors, as well as countless eager shoppers. There is always a feeling of excitement, and at the end of the day it results in significant funds raised for Brant United Way and the important social programs run by our Member Agencies.

All money raised at the Giant Warehouse Sale stays in Brantford and Brant County to support over 50 community programs funded by Brant United Way. These programs provide support to children, families, and seniors. United Way funded programs can be found throughout our community providing ongoing support to our citizens.

We'd like to thank everyone for their support of this great event. Thank you to the donors, sponsors, volunteers and shoppers. We couldn't do it without you!

2011 Giant Warehouse Sale Planning Committee and Team Leads

| | |
|-----------------------------|--------------------------------------|
| <i>Darian Griffin</i> | <i>Chair</i> |
| <i>Jean Hawke</i> | <i>Co-ordinator</i> |
| <i>Beth Gurney</i> | <i>Public Relations</i> |
| <i>Sandra Dobson</i> | <i>Volunteers</i> |
| <i>Debbie Borthwick</i> | <i>Cashiers/Packers</i> |
| <i>Karen Robb-Banse</i> | <i>Cashiers/Packers</i> |
| <i>Janice Baldwin</i> | <i>Product Inventory</i> |
| <i>Wendy Doucette</i> | <i>Clean Up</i> |
| <i>Tammy Dunham</i> | <i>Stock/Floor</i> |
| <i>Nick Rolfe</i> | <i>Shopping Carts</i> |
| <i>Gaston Essiambre</i> | <i>Parking</i> |
| <i>Jane & Ed Curtis</i> | <i>Security & Fire Zone Team</i> |
| <i>Doreen Dorschner</i> | <i>Shopping Line</i> |
| <i>Ryan Wilson</i> | <i>Finance</i> |

BRANT UNITED WAY IS MOVING!



The Brant United Way is moving to a new office at **125 Morrell Street, N3T 4J9**.

Moving date is set for September 1, 2011.

Volunteers from The Williamson Group and the community will be helping us move out of our current office and set-up in our new office as part of our Days of Caring program.

Special thanks to Jordy McGowan and McGowan Office Interiors for their generosity. We are looking forward to settling into our new space and welcoming our volunteers and donors. Once the boxes are unpacked, we'll invite you for an official open house and tour. Stay tuned for details...

WORKPLACE SPOTLIGHT

Without the support of Caring Companies, Brant United Way would not be able to provide vital programs and services to our community. **Gates Canada Inc.** has run a workplace campaign since 1991, including payroll deductions and many great special events like their mini-putt contest. In total the company and employees have donated over \$444,000 to Brant United Way! In 2011 Gates Canada Inc. and United Steelworkers Local 733 will be partnering to run their campaign. A big thank you from us! Especially to long-time volunteers Sylvia Chupka and Jill Izokaitis.

CARING COMPANIES

Brant United Way has developed a branding program that identifies businesses as a Caring Company, based on a minimum annual contribution of \$1,000 (corporate and employee donations). Brant United Way wants to ensure the people in our area recognize the valuable contribution our corporate supporters make to the well-being of this community and our much appreciated partnership. We wanted to give our supporters something they could use to proudly demonstrate their ongoing support of our organization. It's something their employees, customers and stakeholders can take pride in. It's a win-win scenario by providing a meaningful way for companies to showcase their support of the Brant United Way, which supports 18 local Member Agencies.

Branding elements are available for companies to use on their website, advertising, marketing materials and communications.

For more information visit brantunitedway.org/caring-company.

A big thank you to **Slide Designs** for developing this with us.



YOUR DONATIONS AT WORK!

Donations touch the lives of thousands of children, families and adults each year and provide an example to other individuals in our community. They help change the lives of people in our community. They give children and youth opportunities to reach their potential; make families stronger; assist people to live independently; and give people the necessities of life. One donation will reach many.

\$150 will support one child with a Student Nutrition Program for a 3-5 day a week program for one year

\$365 provides one visually impaired or blind senior with four hours of instruction for safe travel in the community

\$500 will help three youth build self-confidence and life skills through membership and participation in youth programs for one year

\$1,500 will allow a Big Brother/Little Brother or Big Sister/Little Sister to be matched and monitored for the duration of one year



Important Dates

Employee Campaign Coordinator Training

Tuesday, August 30, 2011

Noon to 1:30pm

Brantwood Residential Development Centre: 25 Bell Lane

Come out and meet other Employee Campaign Coordinators. It's a great opportunity to learn and share ideas that you can incorporate into your workplace campaign! RSVP by August 19th to info@brantunitedway.org

Campaign Kick-off

Friday, September 9, 2011

Noon to 1:30pm

Rotary Club of Brantford Meeting
Brantford Golf and Country Club
Lunch \$17/person. RSVP by Sept. 1 to info@brantunitedway.org

Workplace Campaigns

September to November 25, 2011

Training for School Reps

Public: September 27 at 7:45am

Catholic: October 5 at 4pm

Invitations will be sent in September

Achievement Luncheon

Tuesday, December 13, 2011

11:45am to 1:30pm

Best Western Brant Park Inn

LEADERSHIP GIVING

When you give \$1,000 or more to Brant United Way, you become a Leader. Leadership donations are the fastest growing part of our campaign. Over 150 generous people participated in our Leadership giving program in 2010, donating a total of \$257,696.

Once again, Brant United Way will be able to offer a way for our Leadership donors (\$1,000 or more undesignated) to increase the impact of their donation with the **Leadership Challenge Fund**.

How it Works

NEW LEADERSHIP DONORS

Each first-time donation of \$1,000 or more to Brant United Way will be **matched dollar for dollar**. By becoming a new Leadership donor, you double the impact of your gift.

RENEWING LEADERSHIP DONORS

If you are already a Leader, and if you increase your donation by at least 10%, the Leadership Challenge will **match your increase**.

This year's Leadership matching generously provided by:



An Anonymous Donor

James F. Boughner Foundation

Thank you to our Leadership donors who responded to our on-line survey. We appreciate your feedback on how best to recognize and thank our donors. We listened to your comments and will not be hosting a Leadership Reception. We will give you the opportunity to see where your dollars are going with Member Agency tours. Please join us on August 24th from 10am to noon as we tour: Community Resource Service, Brant Skills Centre and Nova Vita Domestic Violence Prevention Services. Please RSVP to Kristin Pass, Campaign Director at 519-752-7848 ext. 217 or kristinp@brantunitedway.org to make arrangements.

1st Annual Benefit Rock Concert

Local artists and the Brant Youth Symphony Orchestra are working together in support of Brant United Way. On **Saturday October 1st**, the 1st Annual Benefit Rock Concert will take place at the Sanderson Centre for the Performing Arts, with all proceeds going to United Way.

The Benefit Rock Concert features four talented bands from the Brant community:

- The Big Hairys (S.C. Johnson and Son, Limited's very own in-house band)
- Tuesday's Voodoo
- Peeler
- Princess & The Frogs
- And a special guest performance by the Brant Youth Symphony Orchestra!

Doors open at 6pm and the show starts at 7pm.

Don't miss out on great music for a great cause!

TICKET SALES:

Single tickets cost \$25 for adults and \$15 for seniors/ students and are available now at the Sanderson Centre box office.

Group packages are available as well:

Platinum Package \$1,125 (cost of 45 tickets) and includes:

- 50 tickets
- 2 tickets to and exclusive 'Meet and Greet' with the bands and VIPs before the show
- 2 tickets to after show party
- Business name on lobby 'friends' banner

Gold Package \$700 (cost of 28 tickets) and includes:

- 30 tickets
- 2 tickets to after show party

Silver Package \$450 (cost of 18 tickets) and includes:

- 20 tickets

To purchase group packages, please contact:

Mike Campbell

Media Relations/Concert Organizer

T: 519-756-7900, ext. 7406

E: mecampbe@scj.com

EARLY CAMPAIGN HIGHLIGHTS!

Thank you to the following for their early contributions to our Campaign.



Amber Lea Place hosted a Mardi Gras event on June 11th and raised \$550.



Thanks to Mrs. Newstead-Pettifer and the Grade 5 class at Russell Reid-Coronation School for raising \$456.56 at their fundraising dance.

The students reached their goal, so Mrs. Newstead-Pettifer kept her promise and cut off her hair! Great job students for helping other children in our community.



CUPE Local 181 made a donation of \$400 to the 2011 Brant United Way campaign to signify their support to their members and the community. Jeff Van Wyk (second from right), President, Local 181 and CUPE REP for the Brantford & District Labour Council and Christopher Baldrey (far right), Vice President, Local 181 and CUPE REP for the Brantford & District Labour Council present cheque to Bob Sproul, Brantford Professional Firefighters Association and Union Chair for 2011 Campaign Cabinet (far left) and Ashley Pettifer, Campaign Associate, Brant United Way.



In honour of Canada Day, Maria Risi of Maria's Pizza created a giant Canadian Flag pizza for the second year. Slices were sold with proceeds going to United Way. Thank you to Maria for her artistry and support.



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together

we're in this together

