

Newsletter

January 2013

Message from the 2012 Campaign Chair



I was truly honoured to be asked to Chair the United Way campaign this year. I have been donating through my workplace for many years, and began volunteering for United Way on the Campaign Cabinet 2 years ago. At its core, United Way exists to be a stabilizer for the community amongst changing times. People faced with unfortunate circumstances are given the assistance and tools to move past their challenges. Because of Brant United Way, Children and Families receive the building blocks to create solid foundations for the future.

This year, our community stepped up to reach the highest ever campaign achievement, at \$1,635,844!

Our goal of \$1,625,000 was an aggressive target, and this achievement is historic! It will mean a bigger investment in community and will help to meet the increasing needs.

My sincerest thanks to all who contributed both time and money to this Campaign. **Change Starts Here!**

There are so many people to thank. I want to thank all of the individuals in the community who opened their hearts to support United Way this year, and all of the Employee Campaign Coordinators who worked tirelessly in their workplaces to run outstanding workplace campaigns. I want to say a personal thank you to the amazing Campaign Cabinet for giving their time and talent.

Thanks to Brantford and the County of Brant, you supported Brant United Way and helped us to reach our goal!



Grant Darling
2012 Campaign Chair

2012 Achievement Luncheon

On December 11, Brant United Way hosted its annual Achievement Luncheon to publicly announce the Campaign achievement and thank the community for its support. Volunteers gathered at the Best Western Brant Park Inn for a delicious lunch and celebration. Special thank you to our lead sponsor: Millards; and supporting sponsors: Amber Lea Place, TD Canada Trust, and OLG.

Awards were presented to workplace campaigns and volunteers who went above and beyond to make this year's campaign a true success.

CAMPAIGN OF THE YEAR AWARD

The Williamson Group Inc.

CABINET CHAIR'S AWARD

Reynolds Custom Machine

STEPPING UP AWARD

BMO Financial group Inc.

JOINT UNION/MANAGEMENT CAMPAIGN AWARD

OLG Casino Brantford & Members of CAW Local 504

SPIRIT AWARDS

Agencies Division

Nova Vita Domestic Violence Prevention Services

Business Division

Union Gas & CEP 8833

Commerce, Finance & Insurance Division

The Neziol Group

Catholic Education Division

Blessed Sacrament

Public Education Division

Brantford Collegiate Institute and OSSTF District 23

Post-Secondary Education Division

Mohawk College Brantford

Large Industry Division

Wescast

Mid-Size Industry Division

Extend Communications

Public Service Division

Service Canada

Local Unions

CUPE 181

Everyday Hero Giving Campaign of the Year

Brant Haldimand Norfolk Catholic District School Board

Leadership Giving Campaign of the Year

S.C. Johnson and Son, Limited

NEW WORKPLACE CAMPAIGNS

Cowan Insurance Brokers

Dufferin School & ETFO

Germiphene

St. Basils School

Your Neighbourhood Credit Union

AWARDS OF EXCELLENCE

(100% employee participation)

Adult Recreation Therapy Centre

Brantford Land Registry Office - Service Ontario

Brant Haldimand Norfolk Catholic District School Board

Brant United Way

Canada Broker Link

Canadian Red Cross

Dave Levac, MPP Constituency Office

Family Counselling Centre of Brant

Kids Can Fly

Nancy Tomkins' Implant & Denture Clinic

Reynolds Custom Machine

RBC Dominion Securities

Sacred Heart School

St. Bernard School

St. Peter's School

The Williamson Group Inc.

TOP 10 WORKPLACE CAMPAIGNS

Brant Haldimand Norfolk Catholic District School Board

City of Brantford

Grand Erie District School Board

Millards Chartered Accountants

OLG Casino Brantford

Procter & Gamble

S.C. Johnson and Son, Limited

TD Canada Trust

The Williamson Group Inc.

Union Gas

LOANED REPRESENTATIVE AWARDS

Candace Kingyens *(Sponsored by Millards and The Williamson Group)*

Adam Bloomfield *(Sponsored by Nancy Tomkins' Implant & Denture Clinic and Laurier Brantford)*

MEDIA AWARDS

The Brantford Expositor

Brant News Ltd.

CKPC Radio

Pattison Outdoor Advertising

Rogers TV

Slide Communications

Your Donations At Work



The words "Change starts here" mean many things to many people. United Way is proud of its role as a leader, convener and participant in positive social change in our community – United Way belongs to you, the community, and we could not invest in programs without your support. Change starts with all of us. When people are inspired to come together, we can make a lasting impact in our community.

Right now community volunteers from the Allocations Committee and Citizen Review teams are busy meeting with each Agency and determining the best strategic investment of donations made to the 2012 United Way Campaign. This is part of our commitment to be accountable and effective in the distribution in donor contributions.

This intensive process will occur over the next few months and we will report back to the community in the spring on how donations were allocated.

Stay tuned for an update!

Hockey Night in Brantford

Organized by Phil McColeman and a committee of volunteers, this inaugural event was a huge success for our Campaign and the community. The game and celebration took place August 15, at the new Wayne Gretzky Sports Centre to tremendous fan-fare thanks to hockey fans and supporters from across the region who came out to support the game and the Brant United Way. Among many sponsors who stepped up to make this game happen, two strong supporters of United Way dug deeper to sponsor this event and ensure that it was a success for Brant United Way.

Special thanks to Paul Williamson, The Williamson Group, and Nancy Tomkins for their generosity. All proceeds from ticket and raffle ticket sales, Hockey Night in Brantford memorabilia sales, corporate donations and sponsorship went in support of the Brant United Way. In the end, Hockey Night in Brantford had raised over \$70,000 net for Brant United Way and this community.



BMO's mission: increase awareness with increased participation

This year the Bank of Montreal began their United Way Campaign with a mission – increased awareness will increase participation. Their Champion Martha DeProsperis, along with area-manager, Tara Schatz, jumped into action by ensuring each of their 6 local branches were at ECC training and the Seeing is Believing tour. Having these ambassadors visit local Member Agencies and learn about United Way was just the first step, they then began planning for their own BMO Day of Caring. On October 16th over 14 employees volunteered throughout the day at the Food Bank and two local Brantwood Group Homes. These volunteers were able to head back to their branches and share the stories of local Member

Agencies and the needs of the community. Staff at BMO continued to show their support by attending an after-hours, United Way rally in Hamilton in late November. A bus-load of 35 staff headed to the rally prepped with Brant United Way trivia and excitement for giving back to the community. Since the rally, all BMO branches have welcomed a Brant United Way staff member and a local Member Agency in to talk about the specific need in our community, and to discuss how they can get involved. This year BMO definitely led the way in proving that increased awareness will increase participation. Already they have beat their participation rate from 2011, and their giving campaign is still going strong.

BIG results from the Williamson Group



The Williamson Group is a small workplace with BIG results and BIG commitment to United Way in everything they do. This workplace has had 100% participation for so many years now that we've lost count, and employees have been engaged at all levels, participating in Days of Caring, Sponsoring the Loaned Rep Program, Volunteering to make phone calls for United Way, and several have been on the Campaign Cabinet over the

years. This year, the Williamson group ran an outstanding campaign from planning, through to execution. Their focus was on payroll deduction; inviting a Member Agency speaker and Leadership mentor to speak to their employees about the gift of giving was a huge part of their success. Their employee donations grew by almost \$3,000 over last year and they had 4 new Leadership donors. **Thanks TWG!**

Record year for Reynolds Custom Machine

The passion for giving back at this workplace meant another record year for their United Way Campaign. In their first year of running a United Way Campaign back in 2008, together they raised just over \$5,000. The next 4 years saw constant growth, with their 2012 total exceeding \$17,000, and three years in a row of 100% participation! Every year, Don, Karen and Katie Reynolds have engaged all of their employees with presentations, had fun special events and have volunteered for multiple United Way events such as Day of Caring. This year, owner Don Reynolds and Daughter-in-Law Katie volunteered for the United Way Campaign Cabinet, making time to show other businesses what they can do to help out.



Campaign Highlights



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Campaign Highlights

