

How Your Donations Help *Power of Technology*

Helen* is 83 with severe hearing loss and living on her own. Her family contacted the Canadian Hearing Society (CHS) out of concern for Helen's safety, who was unable to hear the phone ring or the doorbell sound. Helen was known to leave her door unlocked while waiting for her homemaker and other health service personnel – a practice that could potentially put her well-being at risk. Helen also had difficulty hearing her friends and family over the phone which often left Helen feeling isolated and withdrawn.

Canadian Hearing Society staff carefully assessed Helen's living arrangements to ensure that she could live safely in her own environment. Through the CHS Technical Devices Program an amplified phone and alerting system were recommended. The alerting system uses a flashing lamp, a powerful bed shaker and a panel of indicator lights to alert Helen when the phone, doorbell or alarm clock is ringing. The amplified phone allows Helen to communicate with her family, therefore addressing the isolation and loneliness Helen was experiencing. As a result of contacting the specialized services of The Canadian Hearing Society Technical Devices Program, Helen and her family are content in knowing that Helen can live in her own home with a decreased sense of isolation and increased sense of independence.

**Name changed to protect identity*



NANCY TOMKINS

2009 Campaign – Message from the Chair

The Brant United Way and the 2009 Campaign Cabinet are excited to officially kick-off the 2009 Campaign on September 13th at Galaxy Cinemas. This year we are excited to welcome our supporters to a rally where we will create enthusiasm for the 2009 Campaign, followed by a free movie! Guests will enjoy live entertainment, a few words from some motivational speakers and a family orientated movie.

The announcement of the Campaign goal will also serve as 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), the volunteers who organize their company's workplace campaign and encourage other employees to contribute, this year's Campaign is sure to be another great success.

The strength of our Campaign is thanks to all 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, YES!

Nancy Tomkins

2009 United Way Campaign Chair

Brant United Way Welcomes a New Team Member

Executive Director Dianne Austin and the staff at Brant United Way would like to welcome Gil Scott as interim Campaign Director. Gil joined our team at the end of July to cover for Kristin's maternity leave when she departs in late August for approximately one year.

Gil is a Certified Fundraising Executive (CFRE) and comes to us with more than 13 years experience in fund development in the healthcare sector, with the past eight years spent supporting the Brantford General Hospital and Willett Hospital Foundations. Gil is also associated with several local community groups in a volunteer capacity, such as the Rotary Club of Brantford, the Chamber of Commerce, the Brant Historical Society and the Brant United Way just to name a few.

Gil is looking forward to working with the Board of Directors and the Campaign Cabinet to ensure another successful campaign in 2009 and we are sure that Gil's fundraising expertise will assist in growing our annual campaign to help meet the needs of our community. You can contact Gil at gil@brantunitedway.org or 519.752.7848.

Please join us in welcoming Gil to the Brant United Way team!

Important Dates

2009 CAMPAIGN KICK-OFF

Sunday, September 13th

8 am to 11 am

Galaxy Cinemas Brantford

You and Your Family are invited to attend.

Please RSVP to Brant United Way no later than

September 4th at 519-752-7848 (limited space available)

WORKPLACE CAMPAIGNS

September – November 28th

EMPLOYEE CAMPAIGN COORDINATOR TRAINING

September 11, 2009

12:00 pm to 1:30 pm

Community Room – Brantford Police Station

344 Elgin Street

ACHIEVEMENT EVENT

December 15, 2009

11:30 am to 1:30 pm

Best Western Brant Park Inn

19 Holiday Drive

Another GIANT Success!

The 7th annual Giant Warehouse Sale proved to be another success, raising over \$136,000 for Brant United Way!

Shoppers lined up as early as 8 p.m. on the Friday night, waiting in the rain to be first to get a chance at the bargains on hand. In total 3,135 people came through the doors, taking advantage of reduced prices on household products such as Tide detergent, Windex, Ziploc bags, and Oust candles, as well as gardening supplies, jewellery boxes, cell phone accessories and personalized stationary items.



All of the products offered at the Brant United Way Giant Warehouse Sale were donated by local companies with proceeds supporting the Brant United Way and its 18 Member Agencies in Brantford and Brant County. Each year, one in three people in Brantford and Brant County will use the services of the United Way and its Member Agencies.

In addition to product donors, other local companies and organizations sponsored the event through donations of cash, supplies or services.

"An event like this is a huge undertaking," expressed Dianne Austin, Brant United Way Executive Director. "We are so fortunate to have so many people willing to donate their time to make the sale such a wonderful success. From pricing inventory to working the cash registers to collecting shopping carts, it takes many people to make this day run smoothly. Our volunteers, donors and planning committee are to be commended and thanked. The sale would not be possible without their tireless efforts – **THANK YOU!**"

Workplace Campaign Success Secrets

Sure, it's fun to look back on your successes, but we also have a brand new campaign to look forward to. We believe that the best way to build a strong campaign is to start with the strong foundation that you built last year, but it's equally important to incorporate new ideas for future successes.

Success Secret #1:

RECRUIT A TEAM TO HELP!

Campaign 2009 may be just around the corner, but even our most dedicated Employee Campaign Coordinators (ECCs) find the time to enjoy a nice, relaxing summer vacation. Of course one of the reasons they're able to relax is that they've already taken the time to recruit their campaign team. Many of our most successful ECCs are organized enough to have their entire team in place by late spring or early summer at the latest. They assemble their teams with members from every part of the organization; in large organizations, that means they include representatives from all departments, the unions and management. In workplaces with multiple sites, they recruit at least one representative from each site. That's because they know that the more people feel involved in the campaign, the more likely all sectors of their organization will support the campaign.

Success Secret # 2:

SAVE THE BEST FOR LAST!

You might be tempted to jump-start your campaign with a series of high-profile events to get your colleagues in a giving mood. Our top Employee Campaign Coordinators (ECCs) rarely give into this temptation. They understand that if you hold your events before you canvass, your colleagues are more likely not to participate in a payroll deduction campaign. If you canvass first and save the events for after you've wrapped up, your colleagues will give more during the campaign and they'll still support the events. After all, just because you've already filled out your pledge sheet doesn't mean you can suddenly resist a barbecue, right?!!