

Newsletter

June 2012

Message from the 2012 Campaign Chair

"I am excited to continue working with United Way as the Campaign Chair for the 2012 Brant United Way Campaign. I have been a supporter of United Way for many years, however it wasn't until I volunteered with the Cabinet last year that I really understood the incredible work that United Way does in this community. I am honoured to be a part of a Campaign in which thousands and thousands of residents in our community demonstrate their generosity towards others.



I would like to introduce you to an incredible group of volunteers that will join me in championing the 2012 Campaign for Brant United Way. These individuals are all leaders in their field and have generously volunteered their time to guide our fundraising efforts. Change starts when we work together! 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.

Over the next few months the volunteer Division Chairs and Account Executives will be connecting with current corporate supporters to thank them in person for their continued support and lay the groundwork for the fall campaign season. These meetings are critical in the goal setting process and to the success of the fall campaign. Watch for these volunteers in your workplace.

Volunteers will also be looking to connect with companies that are not currently running a United Way campaign to show how easy it is to get started, and how beneficial an employee campaign can be for the workplace. Studies show that supporting volunteerism and charitable giving in the workplace increases employee retention among many other benefits. Even smaller workplaces with a few employees, contributing through payroll deductions, can make significant contributions.

We know the need is great. Last year's success allowed vital community programs to receive an increase in funding that enabled them to expand programs, shorten wait lists, and fill lack of service gaps with new programs that help citizens of Brantford and Brant. Together we are going to strive for growth in our fundraising to increase the investment in our community to have more of an impact on the need. We can make a change.



Grant Darling
2012 Campaign Chair

2012 Campaign Cabinet

Chair	Grant Darling, OLG Casino Brantford
Commerce & Finance Co-Chairs	France Thibeault, RBC Financial Leo Renzella, Retired
Member Agencies Chair	Lori Bruner, Brant Skills Centre
Education Co-Chairs (Post-Secondary)	Lesley Cooper, PhD Janice Vilaca, Wilfrid Laurier University - Brantford Campus
Leadership Giving Chair	Deborah Ditchfield, Waterous Holden Amey Hitchon LLP
Public Service Chair	Ted Salisbury, City of Brantford
Mid Size Industry Chair	Don Reynolds, Reynolds Custom Machine
Business Chair	Len Offless, Brant News
Large Industry	Kevin Magee, ORACLE Canada
Education Co-Chair (Public)	Frank O'Connor, Brantford Collegiate Institute
Union Chair	Bob Sproul, Brantford Professional Firefighters Association
Education Co-Chair (Catholic)	Leslie Telfer, Brant Haldimand Norfolk Catholic District School Board
Prospecting Chairs	John Utley, City Councillor Murray Angus, OLG Casino Brantford

Account Executives

Darcy Henry
Laurie Beth Russell
John Zronik
Craig Wright
Dave Elliott
Katie Reynolds
Tara Wright
Michelle Heaslip



Campaign Cabinet Seeing is Believing Tour

Warehouse Sale a GIANT success!



The Brant United Way's 10th annual GIANT Warehouse Sale took place on Saturday June 2nd, 2012 and was a GIANT success!

This year marks the popular shopping event's tenth anniversary, and organizers are referring to it as the "GIANT of GIANTS." Shoppers found some new products this year,

as well as regular favorites that shoppers have lined up for each year. The event has become a staple in our community year after year, helping to raise over \$1,134,205 for this community in the past 9 years! This year, over a thousand eager shoppers lined up early, some as early as Friday morning, to shop for great bargains and support a worthy cause. Products are donated from local companies, and range from candles, household cleaners, gardening products, children's games and toys, pet supplies, confectionaries to jewelry boxes.

A special thank you to all of the donors, sponsors and the volunteers who have worked tirelessly on organizing this year's sale. We are grateful for their hard work and

dedication. Without their support none of this would be possible.

The Brant United Way counts on the community's support to make this annual event a success. Thank you to all of the shoppers for braving the weather to help support Brant United Way.

Your support led to the most money raised at this event EVER! The 2012 GIANT Warehouse Sale raised a whopping \$154,000! All proceeds from the sale will support the 2012 Brant United Way Campaign and help our 18 Member Agencies improve the lives of people in the Brant community.

Success Story

Valerie's Story

Change starts in our community when people have the courage to take advantage of the programs and services that are offered in Brantford and Brant County. Together, we continue to support healthy people and strong communities.

Valerie Hunt was a member of our community who had Down syndrome. She was one of the first students at Crossing All Bridges Learning Centre. Her brother, Doug Hunt, recounts her story.

"My sister Valerie was one of the first students here. Valerie and

Healthy people, strong communities

my mom were a team and they were always together. After dad passed away, Valerie was mom's saviour because they did everything together, whether going to Tim Horton's or going shopping.

I heard about this new program in town and thought 'we have to get Valerie in this program'. At first it was hard for my mom to let go. We negotiated a one day a week and the changes in Valerie were immediately seen in the self-confidence built. One morning, I came in and said, 'where's Valerie'? They said, 'Oh, she's volunteering'. I thought, my sister is helping another

group? Then all of a sudden they had her sewing and woodworking".

It didn't take long for Valerie to start going to the program 3 days a week. Soon, she was easily navigating a computer, cleaning windows, washing dishes and preparing meals. Valerie started taking care of her mother at home, making her tea and cleaning up after dinner.

Brant United Way is proud to have made a difference in Valerie's life. We continue to invest in people throughout our community to strengthen their individual capacity and that of Brantford and Brant County.



Brant United Way Staff

Day of Caring

May 23, 2012

On May 23rd, groups of volunteers from workplaces throughout our community will be helping out at Member Agencies throughout our community.

Brant United Way's Day of Caring allows employee groups from local businesses to provide volunteer work at our Member Agencies to complete a necessary task – like painting a client's bedroom, spring cleaning, painting a fence, or planting a garden. This seemingly simple work means so much to the Member Agencies, who often don't have much of a budget for things of this nature. It will also be a wonderful opportunity for work colleagues to get together outside of the office setting and help out their community in a meaningful way, building teamwork and increasing staff morale.

Goodbye



Brant United Way is missing some old friends.

In March, Campaign Associate Ashley Pettifer said goodbye to her friends at BUW to pursue more United Way experience at the United Way of Peel. While we were all sad to see Ashley go, we couldn't help but be excited for her and this amazing opportunity! Watch for Ashley's star to rise high in the coming years, we know it will!

Campaign Associate Christine Munroe also took her leave of BUW after two great years to pursue business in graphic design and marketing, skills that she put to good use at Brant United Way! Christine will always be a part of the Brant United Way family, and we wish her all the best in her new pursuits. Good Luck Christine!

Hello!



There are some new faces at Brant United Way!

We would like to extend a warm welcome to Lauren Theobalds and Cheryl Stornelli. Lauren and Cheryl are wonderful additions to our family here at Brant United Way, and have adapted well to life as Campaign Associates so far! Friends of Brant United Way will be seeing Lauren and Cheryl at workplaces throughout the community in the next few months. Please say hello when you see them! They love to meet new friends!



Tune in to our next newsletter for pictures from the day!

If you are interested in participating in next year's Day of Caring, email mary@brantunitedway.org



Program Spotlight



211 is here to help

211 was launched in our community in June 2011. Since the launch, word is spreading and residents are using the service. In the first three months of 2012, 177 callers accessed 211 in our area. During that time the top three reasons individuals called were: information services; income and financial services; and health (includes mental health and addictions).

When you don't know where to turn, call 211

With information on more than 56,000 agencies and services, 211 can help you find the answers you need, quickly and easily. Phone service is available 24 hours a day, every day of the year, and is available in more than 150 languages.

Local information

Residents of Brant County and Brantford can call 211 free of charge and will speak with a live person who will listen, problem-solve, and identify those services which will best meet the caller's needs. Information provided to callers is gathered from a community services database, helping to ensure that each caller receives accurate, up-to-date information.

Here is what a caller had to say about the service:

"Thank you so much. I don't know what to say. Everyone else told me that there was nothing that could be done. You are the first person who has listened all the way through to the bottom of the matter."

Mary Park

A special tribute and farewell to a very special member of the Brant United Way team.

In April, friends, family and United Way peers laid to rest our dear friend, Mary Park.

Brant United Way was one of many United Way's that benefited from having Mary Park as a part of their team over the years. Mary was with us for approximately 11 months in 2007/2008. She was an instrumental force in setting us back on the right track with her "back to basics" philosophy and tough love. Her steadfast beliefs are still the North Star that guides us.

Mary's passion for fundraising and United Way was infectious. Four years later, Mary is still remembered at Brant United Way by our volunteers, donors and staff. Mary Park's impact on Brant United Way and the United Way movement will be felt for years to come in the volunteers and staff she trained and mentored and in her most important student and protégé, her son Brad Park, who is also a part of the United Way family.



Respectfully submitted by the team at Brant United Way.

Renewed Partnership between Brant United Way and Brantford and District Labour Council

The United Way and the Canadian Labour Congress have had a partnership for over 20 years. Our work together, brings our large movements together, to work for the good of our communities.

United Way Canada and organized labour have a long history of working together. Both organizations are committed to the collective good.

In 2011, Jim Yardy, Steelworkers 733, joined the Brant United Way Board after Bob Sproul from the Brantford Firefighters Union joined Brant United Way's Campaign Cabinet to represent labour. Now in the 2012 Bob has once again joined the Campaign Cabinet and will be working closely with our new Coordinator of Labour Programs and Services, Roxanne Bond who has been hired on as part of this new relationship. Roxanne will be working out of the United Way office full time in September.

Labour Community Advocate Training Program

In late 2011, the Canadian Council of the CLC adopted a new name for the Union Counsellor program. It will now be called the Labour Community Advocate Training Program. This name change is in response to feedback from those instructing and taking the course and resolutions to CLC Conventions. The new name more closely reflects the programs direction and the needs of today, and will help to link Brantford's Agencies with our union members and their families who may be interested in volunteering. The program will still equip representatives from EAP Committees to help individuals in need of guidance, resources and support with the appropriate information and skills they require. The name change will be phased in across the country.

Important Dates

Annual General Meeting

Wednesday June 20, 2012
The Sherwood Restaurant
5:30pm to 7:30pm

Please RSVP your attendance to info@brantunitedway.org or 519-752-7848

Hockey Night in Brantford

Wednesday Aug 15th, 2012
6:30pm to Game end
Wayne Gretzky Sports Centre

Employee Campaign Coordinator Training

Wednesday, August 29, 2012
Location TBD
9:00am to 12:30pm

Campaign Kick-off

Friday, September 7, 2012
Rotary Club of Brantford Meeting
Brantford Golf and Country Club

Workplace Campaigns

September until November 30, 2012

Achievement Luncheon

Tuesday, December 11, 2012
Best Western Brant Park Inn