

reach

United Way KW Community Report 2010-2011

“Care it Forward”
How You Can Help

Jan Varner Opens Up About
Sustainability, Vulnerability
and the Bystander Effect

Pledge Fulfillment and
the Finance of Caring –
Our CFO Answers Some
Tough Questions

Our 2011 Campaign Chair
10 Things You Should Know

PLUS!

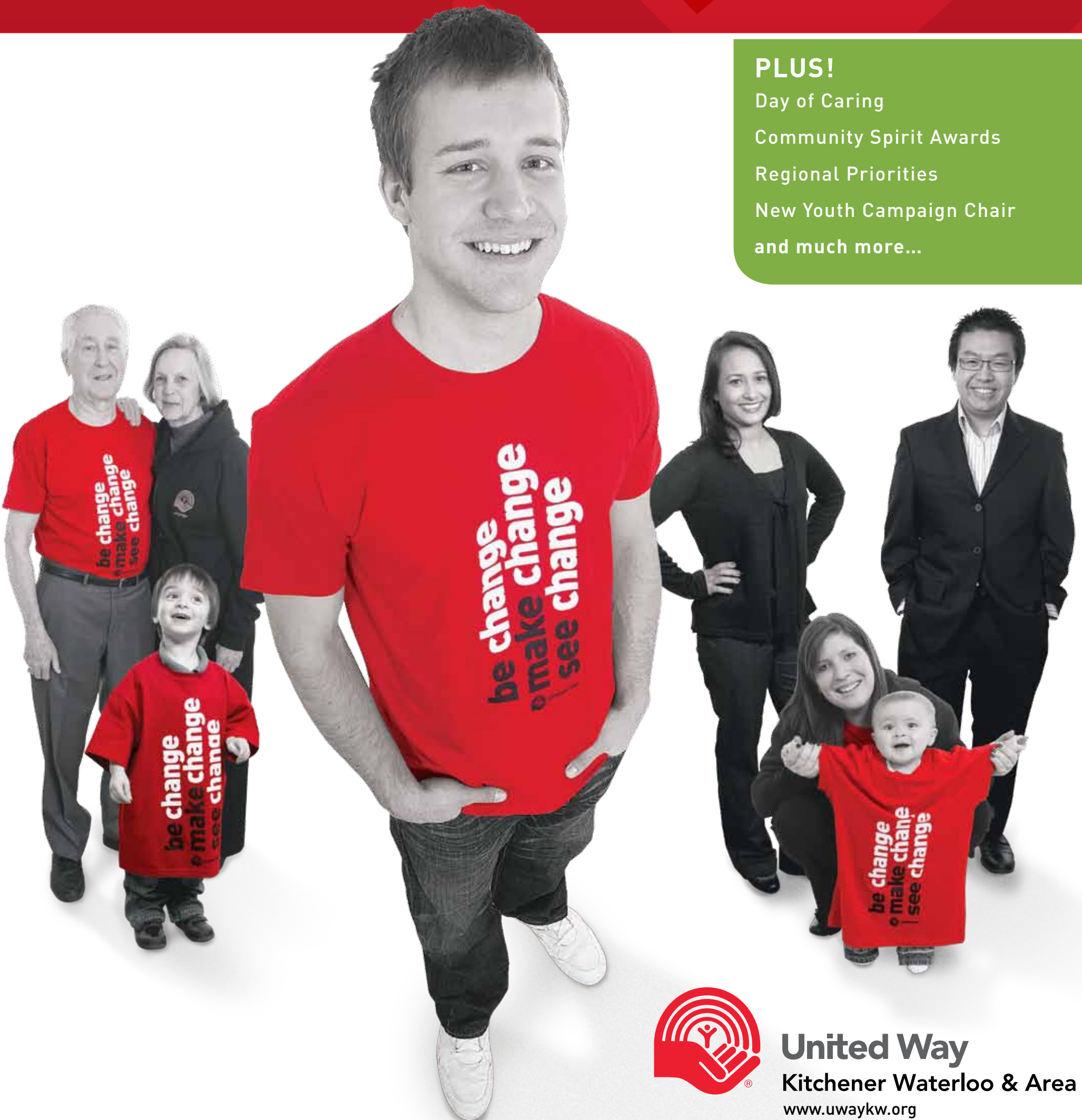
Day of Caring

Community Spirit Awards

Regional Priorities

New Youth Campaign Chair

and much more...



United Way
Kitchener Waterloo & Area
www.uwaykw.org

Hello Friends:

We cheer, yet we worry

Seventy years. That's how long United Way KW has been improving lives in our community. The changes and growth we've witnessed during this time are staggering.

United Way KW has changed and grown over the years too, making a fundamental shift from fundraising umbrella to catalyst for social change. Where once fundraising results determined the needs we could meet, we now first identify those needs to be addressed, then determine the resources – funds, people, partnerships, knowledge and time – required to meet those needs. It's all about community impact – strengthening our community through long-term, sustainable social change.

"We cheer, yet we worry." I said these words at our Community Spirit Awards in February, and they merit repeating here. Why? Every year, this community rallies together to make change with United Way. Every year, we collectively raise over \$5 million in pledges. Unfortunately, this amount is not enough to meet the social need in this community.

Our three year, \$21 million revenue goal would go a long way to address community needs. That's why we're so committed to achieving this target. It's based on the reality of our community's growing need for social services and the increased demand placed on our already strained social system.

Recent catastrophic events around the world remind us that everything can change in an instant. We in the KW area are not immune. It's not uncommon for individuals

once among our strongest supporters to find themselves in a time of need. We're witnessing such vulnerability at the organizational level, too.

I recently learned of the Bystander Effect, a police term for when witnesses to an emergency neglect to call 911 because they assume someone else already has. They view calling 911 as a decision to be made at their discretion rather than a dire necessity.

Think about the Bystander Effect in relation to our social services. It would be easy to assume that failing to support community needs – perhaps neglecting to contribute "just this once" – won't have a negative impact. After all, everyone else will continue their support, right?

Please, join United Way KW and our many dedicated supporters in making a conscious effort to prevent bystanders. Help share our story, and encourage friends, neighbours, and family to lend their support. Change starts here with you.

Jan Varner
CEO



«We're working strategically to be a catalyst for social change.

We're working together to address community issues on a long term basis.

We're working aggressively to further diversify revenue sources so we can expand our community impact.»

Jan Varner
CEO

Caring in Action: Volunteerism and learning within the community



Many people associate the start of our fall workplace campaign with high profile kick-off events such as our 2009 airplane pull. Last year, however, we decided to do something a little less flashy – and a lot more impactful.

Our first annual Day of Caring, held September 15th, 2010, was about making a difference with more than just dollars. Through many caring acts of volunteerism, local businesses and social service agencies were encouraged to work together for the betterment of our community.

After an early morning rally at Waterloo Public Square, 21 teams set off to work on 21 social service agency projects ranging from yard work and deep cleaning to think tank participation and large scale mural painting. All projects made a lasting impression on those involved

and some will undoubtedly be admired and enjoyed for years to come.

Day of Caring also played out on the social media stage, as participants tweeted and posted Facebook updates throughout the day. It was amazing to see what people learned about and felt by donating their time and skills to community projects.

United Way of Canada recently announced the celebration of a nation-wide Day of Caring on June 2, 2011, doubling our chance to demonstrate the value of volunteering and community commitment.

DAY OF CARING
September 21st, 2011

A feel-good experience you won't want to miss!

Innovation and Leadership:

Change starts here

Over the years, I've watched our region transform into a key player on the world stage, receiving global recognition as an intellectual and technology leader.

Despite this success, there are still many in our community being left behind. In my mind, this is simply not acceptable and it must change.

What does it take to make such change happen? It takes the willingness to initiate new conversations and be receptive to fresh ideas. It takes the desire to move beyond traditional thinking to create new solutions, new visions and a new reality. It takes an ongoing commitment to our community, and to deepening the capacity of our not-for-profit sector through innovation, collaboration and leadership.

In recent years, United Way KW has made the strategic business decision to shift away from short-term goals and focus instead on creating long-term impact. We've done this by collaboratively identifying and addressing not only the social needs that matter most to our community, but their underlying causes as well. **We're working to develop strategies and common agendas around local priorities, and to support capacity building within our community.**

I commend CEO Jan Varner for her work in our community to unite leaders from the public, private and not-for-profit sectors in sharing ideas, strategies and

energies. Such efforts allow groundbreaking ideas to emerge and innovation to occur.

I also commend my fellow directors and our many committee and council volunteers for their ongoing commitment to our community. These individuals demonstrate not only a solid understanding of local needs, but also a respect for the wisdom of others and a strong desire to develop proactive, responsive solutions to social issues.

What does the year ahead hold for United Way KW?

By combining community engagement with priority-setting and collaborative action at multiple levels, we're continuing to build the momentum for change. As we persist with efforts to broaden our resource development beyond traditional strategies, **we're also working to forge new partnerships and find innovative new solutions to community challenges.**

We are all part of the fabric of this community. We all deserve to share in its success. Conversely, we all share the responsibility to ensure that no one is left behind.

Together we can achieve – and are achieving – lasting, measurable results.

Change starts here.

Victor Zamin
Scotiabank,
Chair, United Way KW Board of Directors



2010-2011 Board of Directors

- // Chair: **Victor Zamin** Scotiabank
- // Vice Chair: **Daniela Seskar-Hencic** University of Waterloo
- // Treasurer: **Wajid Ali** Teledyne DALSA

Directors

- // **Eric Davis** White Duncan, Linton LLP
- // **Ahmad Ferouz** Research In Motion
- // **David Fitzpatrick** The Economical Insurance Group
- // **Eric Gillespie** Region of Waterloo
- // **Kimberley Hogan** Christie Digital Systems Inc.
- // **Roger Lee** Community Volunteer
- // **Rick Martin** Wallenstein Feed & Supply Ltd.
- // **Kevin Mercer** Waterloo Wellington CCAC
- // **Alec Moore** FinEx Group
- // **Cade Morse** TD Bank
- // **Patrick Myles** Teledyne DALSA
- // **Ingrid Pregel** City of Kitchener
- // **Andrea Reist** Region of Waterloo

Care it Forward: Turning every day into a day of caring



New for 2011, we've started something very exciting here at United Way KW – something we like to call "Care it Forward". Be prepared to hear those three words a lot this year. Be prepared to hear from me a lot too.

"Care it Forward" is our way of turning every day into a Day of Caring. The goal is to get you thinking about volunteerism and how you too can lend a helping hand.

I'll be venturing out into our community and volunteering in many different ways. By blogging and tweeting about these experiences, I'll show you just how easy it is to make a difference. I'll be sure to include lots of photos and videos so you can see just how much fun caring can be. Pay attention, because I want you to be part of the "Care it Forward" movement too. **Simply volunteer or do a good deed, then share your story with me. Who knows, I might mention you in my blog.** I may even join you in your volunteering efforts!

To help inspire you, we've made two new additions to our Community Spirit Awards roster – individual and corporate "Care it Forward" awards. What do you think? Are you up to the challenge?

Follow me as I volunteer my time and meet some of the amazing individuals and organizations in our area that exemplify the true spirit of a community hero. I'll be sharing my adventures on our Community Heroes blog. I'll also be reaching out through Twitter and Facebook. You'll find quick links for all of these at www.uwaykw.org. Until next time, keep caring it forward.

Meg Lagrotta
Communications Officer &
"Care it Forward" Ambassador

United Way KW

Use hash tag [#CareitForwardKW](#)

"Like" United Way Kitchener-Waterloo and Area on Facebook and share your [#CareitForwardKW](#) stories!

Love the energy of this community. Get inspired – follow my [#CareitForwardKW](#) blog.

Sending away CEO [@janvarner](#) on a [#CareitForwardKW](#) journey this AM. Video blog to follow tomorrow.

Thanks for the RT [@YCCuwayKW](#)

Posted by United Way of KW and Area at 12:42 PM 0 comments

Community Impact:

Your investment at work

Through widespread community engagement and an extensive review of research and evidence-based practices, United Way KW, together with United Way of Cambridge and North Dumfries, has identified the systemic social issues of most significance to our community.

Represented by five main priority areas – children and youth, families, neighbourhoods, newcomers and economic security – these issues are unique to the needs of our community. Their inter-related nature, which often cuts across several priorities, requires a collective effort to make meaningful change.

We view it as our role to mobilize and coordinate that collective effort. We believe that lasting, sustainable change can't happen if we work in isolation. That's why we're so committed to bringing together resources and partners to tackle issues as a collaborative, integrated and well-informed team.

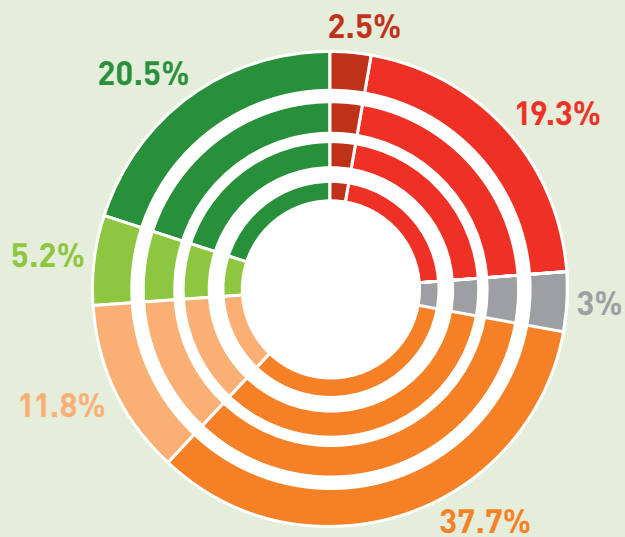
The Result? Collective community impact.

Community impact is about achieving meaningful, long-term improvements to the quality of life in our community. It's about addressing not only the symptoms of local social challenges, but also their root causes. **Simply put, it's about changing community conditions for the better.**

At present, United Way KW is investing for community impact in the following areas:

2010 Investments

- Not-For-Profit Sector Supports
- Children and Youth
- Families
- Neighbourhoods
- Newcomers
- Economic Security
- Partnerships



Change Starts Here

- // \$100 provides 10-12 fully-trained interpreters to assist non-English speaking individuals in accessing critical services
- // \$250 provides homeless and at-risk youth with the opportunity to gain meaningful and practical work experience
- // \$500 keeps a community centre open for a day in a culturally diverse, low income neighbourhood
- // \$1000 provides 10 women with support, personal growth, friendship, and lifeskills programming while their pre-school children receive appropriate care
- // \$2000 provides financial assistance to someone requiring an assistive device for mobility or home support

All Children and Youth Reach their Potential



To reach their potential, children and youth need the opportunity to grow both physically and mentally in a positive, nurturing environment where their basic needs are met.

What We Know:

- Despite the wide range of services available for children and youth in Waterloo Region, gaps still exist
- Investigations into substantiated local child welfare issues are rising steadily, increasing from 3,667 cases in 2006/2007 to 4,488 cases in 2009/2010
- Drug use by local high school students exceeds the provincial average in many cases, doubling the provincial average for LSD and almost tripling the provincial average for another hallucinogenic, Salvia Divinorum
- The percentage of newborn babies in our area at risk for developmental difficulties reached close to 20% in 2007 and is on the rise

What We Do:

Making a Measurable Difference in the Lives of Children and Youth

- Help put a stop to child abuse and neglect by supporting prevention and education initiatives, and help victims deal with the effects through counselling and other support programs
- Close the gaps and address inequality by helping at-risk children and youth in our region achieve the same level of school success as their peers
- Support initiatives that engage children and youth with services in the community, educate them about health and safety, and help improve their relationships with school, family and friends



«As the Chair of our Child and Youth Priority Impact Team, I'm in awe of our community's capacity for caring. I truly believe that together we will see change.»

Tara Henderson
Family and Children's Services
of the Waterloo Region

Long Term Outcomes

- Children and youth are free from abuse and neglect
- Children and youth succeed in school
- Children and youth are healthy

All Families are Strong



All Neighbourhoods are Inclusive and Thriving



Families are one of the most important and basic units of every society. They may be multigenerational, diverse, or extended - reflecting a broad range of roles and living arrangements. Strong families are characterized by resilience, caring, mutual support, low incidence of violence, high economic security, low divorce/separation rates, and high involvement in community affairs.

Neighbourhoods can be understood as networks of informal supports between neighbours. When these networks are dense and healthy, the capacity for neighbourhoods to care for their members is immense. To be healthy, urban and rural neighbourhoods alike require members who trust each other, value and respect the diversity of those around them and feel a sense of belonging.

What We Know:

- Waterloo Region Police Service responded to 5783 citizen-generated domestic dispute calls in 2009
- Local sexual assault offenses rose 11% between 2008 and 2009
- More than 2500 crisis calls were received by a local women's shelter from 2009 to 2010
- The number of families accessing special needs child care resources rose 17% between 2004 and 2007

What We Do:

Building Resilience, Increasing Bonds and Strengthening Ties to the Community

- Prevent family violence and its effects by supporting a wide range of reactive and preventative efforts, including crisis programs for victims of violence and counselling programs that build skills and improve family dynamics
- Help families weather future challenges by supporting interventions that focus on positive parenting, conflict management and anti-violence
- Reduce family stress due to caregiving responsibilities through initiatives that help families navigate service systems, provide holistic family support and increase coping mechanisms

What We Know:

- Neighbourhood-based efforts are a good way to meet the needs of a diverse and growing population
- Although local neighbourhood-based services have some documented success in connecting isolated people to services, several reports have acknowledged that much more work could be done at the neighbourhood level
- In certain geographic areas in our region, youth do not do as well in school as their peers in other neighbourhoods

United Way KW is taking steps to learn more about the different neighbourhoods in our region. Stay tuned for more information.

What We Do:

Fostering Outreach, Interaction and Relationship-building

- Support neighbourhood outreach initiatives and the development of innovative ways to address common concerns or goals
- Invest in neighbourhood-based supports and services designed to address local needs and build both capacity and infrastructure.
- Support services that facilitate coordination and cooperation among people and organizations within a neighbourhood for mutual benefit



«A number of years ago, my family went through a really tough time. Thanks to United Way KW and the agencies they support, we received the help we needed and are now thriving. Having this support literally saved our lives.»

Deborah Sproul
Kitchener/Waterloo Tax Services Office



«I have seen first-hand the difference our United Way donations make to neighbourhoods and to lives in our community. We should be proud when we hear the stories of the changes they have made along the way – once a struggle, now a success.»

Jaye Kuntz
Adult Recreation Centre [ARC] and Wing 404



Long Term Outcomes

- Families are free from violence
- Families are resilient and supported by their community
- Families with complex needs are supported

Long Term Outcomes

- Neighbourhoods have inclusive and safe gathering places
- Neighbourhoods have strong, accessible supports and services
- Neighbourhoods have diverse groups that are connected and working together to take action

All Newcomers are Welcomed and Supported



Regardless of their skill level and available support networks, newcomers face challenges in accessing employment and education as well as feeling a sense of belonging in a new country and new community – areas essential to their success and happiness.

What We Know:

- Incomes for newcomers working in our community can be up to 54% lower than those of Canadian-born counterparts with the same level of education
- 30% of newcomers report some form of discrimination when attempting to access services and supports
- Nearly 25% of Waterloo Region citizens are newcomers
- Waterloo Region is the fifth largest secondary settlement location in Canada

What We Do:

Empowerment Through Knowledge, Skill Building and Community Engagement Activities

- Assist more immigrants and refugees in accessing meaningful employment through initiatives that increase job search skills, improve employment networks, help overcome language barriers, and aid in transferring qualifications
- Address the need to make our community more inclusive through initiatives that improve attitudes and deal with the barriers immigrants face when attempting to access services or participate in community
- Build the capacity of organizations and community groups to engage newcomers in community settings, while empowering newcomers to initiate, build or engage in networks, connections and partnerships



All People are Economically Secure



When people are economically insecure, they lack access to basic needs such as shelter, food and clothing. Consequently, their capacity to participate in community life is reduced, and isolation often results.

What We Know:

- Financial strain can have negative effects on both physical and mental health, reducing capacity to participate in the community and often resulting in isolation
- Emergency shelter bed numbers in Waterloo Region grew by 42% between 2001 and 2006
- Food hamper distribution is rising steadily in Waterloo Region, with over 14,500 people receiving hampers in March 2010 alone
- Among those individuals not participating in the workforce, 51% lack post-secondary education

What We Do:

Breaking the Cycle of Poverty for Future Generations

- Support a diverse range of learning opportunities, including efforts related to employment and pre-employment training, on-the-job skills building and literacy
- Address the obstacles that hinder access to employment and support initiatives that lead to sustainable employment, such as job search supports and services for those who are underemployed
- Support programs designed to meet the basic needs of people living in poverty, including food, shelter and safety



«Canada is a true expert at managing diversity, but we need to manage and embrace it on a personal and workplace level as well.»

Sharon Robertson
Local Citizenship Judge
Citizenship and Immigration Canada



«Having seen our plant go through turmoil and make it through bankruptcy protection, I feel that giving to United Way helps those families in the community that are not as fortunate.»

Brian Little
Unit Chairperson CAW Local 1524, Lear Corporation

Long Term Outcomes

- Newcomers are meaningfully employed
- The community is inclusive and newcomers are free from discrimination
- Newcomers are involved in and have a voice in community settings

Long Term Outcomes

- Education, training and learning opportunities are affordable and accessible to all
- People have sufficient and stable employment
- People have basic needs met

News Briefs:

Keeping you Informed

Maximum Community Impact, Minimum Environmental Impact

We're committed to investing in the sustainable, long-term success of our community. We're also committed to minimizing the environmental impact of our efforts. We think the two go hand in hand.

By participating in local environmental activities and incorporating more ecologically friendly practices into the way we do business, we continue to find ways to reduce our carbon footprint. We believe it is more cost effective to "Go Green", and regularly evaluate our operations to ensure they are as efficient as possible. The result? Increased environmental sustainability and community impact.

Community Heroes: Do You Know One?

Community Heroes selflessly give of themselves for the betterment of our community. Their deeds may be small or large, many or few, public or private, but the bottom line is always the same – they are passionate about making this area a great place to live for everyone.

These individuals truly represent the best our community has to offer, and we feel they deserve special recognition. That's why we launched our Community Heroes blog in 2010. You can access the blog from our home page at www.uwaykw.org.

Community Spirit Awards: Caring at its Best

We hosted our second annual Community Spirit Awards breakfast in February 2011, recognizing those individuals and organizations that exemplify year-round efforts to help us create sustainable change in our community.

For more about the awards, their qualifying criteria, and our winners, visit www.uwaykw.org. Don't forget, we're adding two awards this year in honour of our new "Care it Forward" initiative – individual and corporate "Care it Forward" awards. All the more reason to get involved and showcase your community spirit.

Congratulations to all of our winners. We can't thank you enough for your commitment to be change, make change and see change in our community.

Community Partnerships: Addressing Widespread Needs

The best solutions often come from collaborative approaches. By seeking out community partnerships to help address key priorities, we're broadening the positive impact of our efforts. Our partners include: Alliance for Children and Youth of Waterloo Region, Labour Program of Waterloo Region, OLIVE, Opportunities Waterloo Region, Waterloo Region Immigrant Employment Network (WRIEN) and 211.

We're also expanding our reach by helping to create strong not-for-profit sector supports such as the Resiliency Initiative, Capacity Waterloo Region (Tides Canada), Volunteer Recruitment and Referral (Volunteer Action Centre) and Waterloo Region Shares (The Food Bank of Waterloo Region). To learn more, please visit www.uwaykw.org.

Youth Engagement:

Creating a Promising Future for United Way – and our Community

We encourage youth to get involved in their community in a meaningful way. Doing so enriches not only their lives, but also the lives of many others.

In last year's edition of REACH, we introduced you to Helen Himmelman, a passionate and caring young woman from Nova Scotia studying archeology at Wilfrid Laurier University. Helen was instrumental in launching the first United Way club at WLU, helping to instill in other students her belief in the power of giving back to one's community.

This year, we introduce you to another exemplary young person, 22-year-old Keith Reinhart from Kitchener, who has agreed to take on a position that's brand new to our volunteer roster this year, that of Youth Campaign Chair.

No stranger to social media, Keith comes to us on the heels of an adventure-filled year as the 2010 Young & Free Ontario Spokesperson, a campaign sponsored by Libro Financial Group to lend a voice to Ontario youth 25 and under. Keith's role involved blogging, tweeting and creating online videos, and we're looking forward to him engaging in similar projects on our behalf.

Keith will help us connect with youth and young professionals in our community. Not only will he be active in the social media realm, you'll also find him out in the community participating in and documenting local examples of caring in action. Check out Keith's profile on this page to learn more about this fun-loving and dynamic young individual.

Name: Keith Reinhart

Twitter: @yccuwaykw

Age: 22

Hometown: Kitchener, Ontario **Interests:** Performing and entertaining, volunteering, meeting new people **Likes:** Friends, family, community

Favorite Saying: Be change, make change, see change :)

Secret Addiction: Social Media (that's where you'll find me during campaign!)

Goal as Youth Campaign Chair: To engage youth and young professionals, set an example and get them involved in our community.

Thoughts about United Way: I'm very honoured and excited that United Way has chosen me to be their first ever Youth Campaign Chair. I like to make a difference in my community in whatever way that I can. Lisa Drew did a great job last year and I'm excited to add to that success this year by supporting the new Campaign Chair, James Chmiel, in his efforts.

James Chmiel:

Campaign Chair—10 Things You Should Know

We're pleased to announce that James Chmiel, a partner and President of Erb and Erb Insurance, will take on the volunteer role of 2011 Campaign Chair.

1 James was first introduced to United Way in 2003 when he joined Erb and Erb Insurance, one of our long-time supporters. That same year, James worked in the community on our behalf as a sponsored employee, an experience which he calls "phenomenal".

2 James was named one of Waterloo Region's 2011 Top 40 Under 40, an honour bestowed upon those individuals considered to be among the top young leaders in our community. Congratulations James!

3 Along with his extensive involvement with United Way, James is a member of the Kitchener-Waterloo Symphony Board, and is a past board member of the Kitchener Downtown Business Improvement Area.

4 In 2009, James ran the New York City Marathon on behalf of the Michael J. Fox Foundation for Parkinson's Research, raising almost \$5000 in pledges for the cause. He even had the privilege of meeting Michael J. Fox during the race.

5 James first spied his wife of five years, Tara, in an elevator. He decided right then and there that she was the woman for him, and sure enough, they were married a short time after.

6 James is extremely grateful for the support of his co-workers and family, crediting them for his success.

7 James describes himself as "always on the go". When he does indulge in some downtime, he likes to put his nose in a book, catch a movie, or watch some television. He also enjoys spending time with family and friends. Favourite active pursuits include running, walking, biking and weight training.

8 A big fan of adages and wise sayings, some of James' favourites include: "luck is when preparation and opportunity collide", "in order to keep it, you have to give it away", and "nobody is bullet-proof, in an instant things can change."

9 James believes strongly in the value of tithing and sets aside a portion of his personal budget to give back to the community and help those in need. "We can't do it all, but we can help," he explains.

10 James sees United Way's value as being its ability to address so many community needs in one fell swoop. "Very little can be done in a vacuum," he notes. "Collaboration is critical. We all need to be there for each other in some capacity."



«I'm able to take on the role of Campaign Chair because of the great people I have working around me. We all cross the finish line together.»

James Chmiel
President, Erb and Erb Insurance
2011 Campaign Chair

Volunteer Profile: Lisa Drew shares insights on volunteering

Lisa Drew, morning news anchor for 570NEWS, did an outstanding job as our 2010 Campaign Chair. We can't thank her enough for her support, dedication and enthusiasm.



Lisa's drive to do more and willingness to share her extensive network demonstrate just how passionate she is about giving back to this community. Below, Lisa shares some insights from her experience.

Being the 2010 Campaign Chair gave me the opportunity to witness first hand the positive change happening in our community through United Way. Not just to witness this change, but to really get involved and be a part of it. I can't begin to describe just how great that feels.

During Day of Caring last September, some coworkers from Rogers Kitchener Radio Group joined me for a day of cleaning at ROOF, a local agency just around the corner from our office that provides services and supports for homeless and at-risk youth in our community. Fighting with parents, domestic violence, drugs, alcohol, mental health issues - young people end up out of the house for so many different reasons, but bottom line, these kids are on the streets. Our streets.

The toughest part of our day wasn't the cleaning, it was the reality. We saw over 150 food hampers handed out - part of the lunch box program supported by United Way. We also saw the ten beds that provide young people with temporary, short term shelter for up to two weeks. At the end of the beds were small trunks containing meager belongings. Some were topped with personal mementos.

Toughest to see was a picture at the foot of one girl's bed stamped with two pairs of tiny footprints. Beside it stood a framed photograph of two babies.

This girl is really just a child herself, I thought to myself. And she's a mom, a mom on the streets. Our entire group was in tears.

I'd driven by that shelter every day on my way to work, but until that moment, I hadn't really realized what it meant. This is going on in our region, right in our neighbourhood, and I wasn't really seeing this.

I'll never forget what I learned while volunteering for United Way. I'm grateful for the many new friends I have made, and I am so very grateful for the lives that have touched me and I know their stories will stay with me. Being in the news business, I thought I had a pretty good handle on what is really going on locally, but my eyes have been opened so much more.

Please, help United Way make positive change in our community. There is so much more to be done and together, I know we can make even greater change happen.

Lisa Drew
570News

Pledge Fulfillment:

The Finance of Caring



Over the course of a year, United Way KW receives a lot of questions about pledges, donations, investment decisions – even inquiries about charity fraud and fundraising costs. We’ve asked our CFO, Cathy Snyder, to select some of the more frequently asked financial questions – including the really sticky ones – and address them here.

Q: Does United Way KW receive all money pledged through workplace campaigns?

A: Sadly, approximately 5% of individual and corporate pledges go unpaid each year. It takes a full twelve months to collect payroll deduction pledges, and much can change during this time to affect the amount we actually receive, including layoffs, retirements or individuals switching jobs.

Q: Is there a way to ensure all workplace campaign pledges are paid in full?

A: With your help, we can increase the likelihood that all pledged amounts are received in full.

Employers:

- don’t wait until the fall workplace campaign, engage new employees today!
- ask departing employees to pay out remaining pledge amounts
- encourage retiring employees to continue their contributions
- keep pledge forms handy year round and let us know if stock needs replenishing

Employees:

- upon leaving an organization, pay out the remainder of your payroll pledge
- ask a new employer to set up payroll deductions
- if a new employer doesn’t yet hold a workplace campaign, encourage them to participate
- consider fulfilling your pledge directly to United Way via direct deposit or credit card payment
- volunteer for the employee campaign coordinator (ECC) role at your workplace

Employers and employees alike will find more great ideas at www.uwaykw.org.

Q: What is United Way KW doing to ensure donated funds are invested wisely?

A: Stringent guidelines govern all decision-making around community investments. Before funding is granted, teams of staff and community volunteers thoroughly review documentation from each applicant. This detailed process ensures funds are invested where they will make the most difference in our community.

Q: How much of each donation goes towards covering fundraising costs?

A: United Way KW maintains a year-round fundraising cost of approximately 17%. We work very hard to keep costs as low as possible through opportunities such as:

- working extensively with volunteers, including our Board of Directors, Finance and Audit Committee, Campaign Cabinet, Community Impact Council and Priority Impact Teams
- partnering with workplaces in our fundraising efforts
- securing not-for-profit discounts, sponsorships and gifts-in-kind wherever possible
- housing our office in space generously provided by the Marsland family at a significantly reduced cost
- working continuously to improve the efficiency of our processes
- incorporating our “Go Green” environmental initiative

Q: Why is United Way KW placing increased emphasis on year-round fundraising efforts, instead of just the fall workplace campaign?

A: The philanthropy model we’ve used for many years - one based largely on workplace campaigns - limits our ability to raise increased funds. Our community is made up of many diverse types of workplaces and we know some individuals simply aren’t being reached through our traditional workplace campaign efforts. As well, some organizations find that fall just isn’t the right time of year for them to run a fundraising campaign. So, while our fall workplace campaign continues to be our single largest - and most publicly recognized - method of fundraising, we’re also consciously stepping out of this historical campaign model to engage donors year-round. Through additional practices such as direct mail campaigns, special events, text-to-give, and sponsorship opportunities, we’re working aggressively to diversify revenue sources so we can expand our impact on community issues.

Q: I hear a lot about charity fraud. How do I know my donation is really helping my community?

A: Almost two thirds of Ontarians worry about charity fraud, and over half say they aren’t as likely to give as a result. We want you to be confident that the funds you entrust to us are invested wisely in programs and initiatives that help improve community conditions. As the annual audited financial statements on our web site will attest, we are committed to being transparent and meeting all Canada Revenue Agency accounting principles and compliance requirements. We encourage you to be an educated donor. Check out www.uwaykw.org/give for three brief online videos by Canada Revenue Agency.

Leadership:

The Value of Leadership Giving

People who care, share and lead by example: that’s what leadership donors are all about. Please join us in thanking Manulife Financial, our leadership sponsor. Susan Cranston, an employee of Manulife, is a United Way leadership donor and a true champion of change.

Supporting the community through United Way is not only a big part of her workplace’s culture – it’s also her own personal mission. We’ve invited Susan to tell you why in her own words.



At Manulife, we look to our leaders and the Leadership Giving campaign to spearhead our annual United Way efforts.

When Manulife leaders demonstrate their commitment, support and passion for United Way, we believe that it acts as a catalyst to inspire and motivate others to take action and give. How we act and the values we portray are carried forward in the behaviours of our employees. When we share personal stories that reflect the reasons we give at the leadership level, Manulife employees respond in kind. They inspire us with their generosity and volunteer efforts.

As Manulife’s 2010 National United Way Campaign Chair, I experienced first hand the powerful role that leadership donors play. They are the solid, reliable foundation that continues to give at this level year after year. They truly understand that their efforts do infuse life, energy and the financial investment needed to improve the health and well-being of our communities.

Leadership donors are the touchstone of support that is so needed during bumpy and challenging times. They embrace what United Way is about, and they help spread the word that United Way is here to help create long-term solutions to social issues.



Did you know...

// Leadership donors are individuals who donate \$1,000 or more annually to United Way

// Leaders are treated to an annual thank you event. Watch for more details on our web site

// Leadership dollars make up nearly 32% of our total revenue

// If you would like to become a leader, please visit www.uwaykw.org or call 519.888.6100

United Way:

How to get Involved

Volunteer

- // Help with events
- // Support our Workplace Campaign
- // Serve on a committee
- // Share your professional expertise

To learn more about volunteering with United Way KW, visit the "Get Involved" section of our web site at www.uwaykw.org/get-involved

Donations, Gifts-in-Kind and Sponsorships

- // Give online, by credit card, through automatic bank debit, by cheque, or in person
- // Give through payroll deduction – convenient and available to businesses participating in United Way KW Workplace Campaigns
- // NEW! Try mobile giving! Text "UCHANGE", "UWAY" or "UCARE" to 45678 to donate \$5.00
- // Inquire about our many sponsorship and gift-in-kind opportunities

Be a United Way KW Supporter

- // Spread the word about our mission and community impact
- // Encourage your workplace to start a Workplace Campaign
- // Learn more about how to get involved by contacting us at 519-888-6100 or info@uwaykw.org

Join Us Online

- // Read CEO Jan Varner's Community Impact blog
- // Check out our Community Heroes blog
- // Join us on Facebook
- // Follow United Way KW and CEO Jan Varner on Twitter

You'll find quick links to all of these online resources at www.uwaykw.org



TEXT 4 UWAY B CUZ U CARE

Every dollar counts when it comes to making a difference in this community. In 2010, we became one of the first Canadian United Ways to launch a mobile giving initiative called text-to-give. Thanks to our sponsor, Libro Financial Group, it's now easier than ever to pledge your support.

Simply text one of our three keywords "UCHANGE", "UWAY" or "UCARE" to 45678 to donate \$5.00. You can donate via text up to 6 times a month and the amount will be added to your cell phone bill.

Not text savvy?

Unable to participate due to corporate phone policies? Not a problem! You can still donate online, by phone, or via mail.



Contact Us

Visit our office at the Marsland Centre
20 Erb Street West, Suite 801
Waterloo, Ontario, Canada N2L 1T2

Phone: 519.888.6100

Fax: 519.888.7737

General Inquiries: info@uwaykw.org



Thank you...

Our sincere thanks go to the following individuals and organizations for believing in our community and our mission. We truly appreciate your commitment to be change, make change and see change in the KW area.

Office Space

- // Marsland Family

Sponsored Employee Donors

- // Manulife Financial
- // Region of Waterloo
- // University of Waterloo
- // Wilfrid Laurier University

Research Sponsors

- // Christie Digital
- // Region of Waterloo

Photography

- // David McCammon Photography

2010 Leadership Sponsor

- // Manulife Financial

In-Kind Support

- // Cakebox
- // Choices for Youth
- // Christie Digital
- // Drayton Entertainment
- // Esther Slevinsky
- // Innersee Initiatives
- // Kitchener Rangers
- // KOOL FM/KFUN
- // NC Pestill
- // OTIP (Ontario Teachers Insurance Plan)
- // Paul Grespan, Legal Counsel
- // Rogers Kitchener Radio Group
- // Waterloo Regional Police Service

Winter Warmth Partner

- // Union Gas

Media Partners

- // 96.7 CHYM FM / 570 News / KIX 106.7 FM
- // 91.5 The Beat / Dave FM
- // 98.5 CKWR
- // 105.3 KOOL FM / KFUN 99.5 FM
- // The Waterloo Region Record



United Way
Kitchener Waterloo & Area
www.uwaykw.org

