



**United Way**  
Chatham-Kent

**ANNUAL REPORT**  
TO THE COMMUNITY  
2014-2015

# Message to our COMMUNITY



THANK YOU Chatham-Kent!

2014-2015 was a year of celebration - not only for our funded agencies, programs and services - but for our Board Members and Staff, as well. Early in the new term, we bid farewell to Amanda Chartrand, Executive Assistant and welcomed two new staff members - Erica Kitchen, Youth Engagement Co-Ordinator and Tom Slager, Campaign Associate who filled two vacancies created during the previous term. Several retirements and resignations from our Board of Directors created opportunities for new members Jayson Campeau, Mary Duckworth, Brad Langford, James Lizotte, Adam Ludolph, Newt Richardson and Tania Sharpe to join our governing body.

With the assistance of a dedicated staff and volunteer Campaign Cabinet lead by an enthusiastic team - Margery and Dean Muharrem, we surpassed our campaign objective of \$1.9 Million in a very challenging economy. This increase in campaign revenue allowed us to welcome the Chatham-Kent Women's Centre back to our United Way Family, to allocate funds to Community Impact Grants and to establish the new Bushels of Hope Future Fund.

In addition to the funds raised through our annual campaign, we received generous grants from other community partners, the Ontario Trillium Foundation and the Ministry of Citizenship, Immigration and International Trade to continue our community-building initiatives through the Prosperity Roundtable, the Chatham-Kent Nonprofit Network and the Youth Engagement Partnership Group.

In addition to the foregoing, we take this opportunity to highlight United Way's long-standing agreement with the Canadian Labour Congress and our relationship with the Chatham-Kent Labour Council which we celebrated at an annual event recognizing the contributions of members of our local labour community. Ninety members of our Women's Leadership Council contributed over \$80,000 to support initiatives for women and children in vulnerable situations. And "The 425" - United Way's Centre for Community Innovation hosted numerous professional development workshops and seminars for nonprofit sector professionals, provided a comfortable office and home to several permanent tenants and welcomed hundreds of individuals utilizing meeting room space within the facility.

As you - our readers - review the content of this year's Annual Report to the Community, we encourage you to join us in celebrating the contributions of our staff, volunteers, funded agencies and numerous community partners. We're working together to ensure the continuation of vital human and social services for more than one-in-three residents in Chatham-Kent.

We look forward to doing more of the same in 2015-2016!

Karen Kirkwood-Whyte  
Chief Executive Officer

Alison Patrick  
Board President (2014 DEC 17 to present)

Tony Walsh  
Board President (2012 MAY 23 to 2014 NOV 26)

## MISSION

To improve lives and build community in Chatham-Kent.

## VISION

A strong and vibrant community free of poverty with children achieving all they can be.

## GOALS

- Engage and mobilize community resources to support local charitable organizations and United Way's community impact programs and services
- Address underlying causes of human and social issues within the three focus areas of From Poverty to Possibility, Strong Communities, and All That Kids Can Be
- Strengthen the network of services and capacity of the local nonprofit sector
- Educate and influence public attitudes about the programs and services that United Way provides
- Collaborate with others to affect system and policy change
- Create an environment where staff and volunteers are engaged and feel valued

# OUR PEOPLE



## Board of Directors

Alison Patrick  
*President*

Julie Faas  
*Treasurer*

Jayson Campeau  
Mary Duckworth  
Scott Ewing  
Brad Langford  
James Lizotte  
Adam Ludolph  
Jeff McFadden  
Chris McLeod  
Newt Richardson  
Marlee Robinson  
Tania Sharpe  
Kathy Smyth

## Resigned in 2014-2015

Brenna Birkin  
Deborah Crawford  
Kate do Forno  
John Neville  
Tony Walsh

## Staff

Karen Kirkwood-Whyte  
Veronica Whittal  
Stewart Sinclair  
David Drouillard  
Helen Heath  
Brian Armitage

Patricia Weiler  
Rose-Anne Mayor  
Julia (Eagen) Earley  
Tom Slager  
Mary Symons

## Campaign Cabinet

Dean & Margery Muharrem  
*Campaign Co-Chairs*

Nicole Alves  
Jodee Anderson  
Kelly Bayda  
Cecily Coppola  
Stephen Doig  
William Grin  
Jason Heuvelmans  
Caress Lee Carpenter  
Adam Ludolph  
Deb Moysiuk  
Joe Presutto  
Marian Redford  
Newt Richardson  
Tony Rizzuto  
Virginia Smith  
Eric Stemmler

*Chief Executive Officer*  
*Executive Assistant/Facility Manager*  
*Director, Finance and Administration*  
*Director, Resource Development*  
*Director, Community Impact*  
*Director, Labour Programs and Services and Manager, Wallaceburg Information & HELP Centre*  
*Manager, Volunteer and Information Services*  
*Manager, Tilbury Information & HELP Centre*  
*Co-ordinator, Marketing and Communications*  
*Campaign Associate*  
*Administrative Assistant*

## Contract Staff (funded by Government Grants)

Erica Kitchen  
Kim Broadbent  
Kate do Forno

*Co-ordinator, Youth Engagement*  
*Co-ordinator, Chatham-Kent Nonprofit Network*  
*Co-ordinator, Prosperity Roundtable*

## Campaign Representatives (Sponsored)

Ashley Church  
Anita Markert

*Campaign Representative*  
*Campaign Representative*

## SPONSORED REPRESENTATIVE PROGRAM

"I was excited to be welcomed back to the United Way office to fulfill the Campaign Representative role again in 2014. The skill set I gained working in this role in 2013 truly allowed for such professional growth, however the Campaign finish was not victorious. Unwilling to leave my mark this way, after completion of my contract, I joined as a volunteer on the Community Investment Panel early in 2014. It was bittersweet to complete the full fundraising circle by playing a part in the fund distribution process. However, seeing the impact the agencies suffered by our goal not being reached was fierce. Reflecting on our successes and faults as a team, an enthusiastic desire for a more prosperous turnaround hit me. I wanted to make a difference for the agency I am so passionate about. And so, I entered this role for the second time with the mindset that 'good things come to people who trust, but better things come to those who go out and get them'. My second go represented the triumph of hope over experience. It was another adventure in my life's chapter where I can proudly say I lived and I have learned, and I applied, and we succeeded. I adore United Way and I recognize the value that the hard working staff and volunteer team bring to our community! As always, it was an honour to work alongside such talented staff and volunteers, and most importantly, I am thankful to Union Gas for allowing me this opportunity again."

- Ashley Church



# From Poverty to **POSSIBILITY**

## Our Impact

Poverty is a far-reaching, complex issue. It touches everyone from children to seniors. United Way works with partners including frontline agencies, private sector and government to ensure that people have access to help when they need it most.

### 2014-2015 Funded Agencies

Family Service Kent

### United Way Impact Programs

Operation Cover-Up

Prosperity Roundtable

Winter Warmth

For the sake of full disclosure (and our agency's assurance of client privacy), any potentially identifying information in this testimonial has been altered to protect client confidentiality.

#### Photo Caption:

Brad Davis (Executive Director), Jane Rance (Clinical Manager) and Pam Reaume (Counsellor) staff at Family Service Kent - an agency that helped 3,169 people in 2014.



## AGENCY IMPACT STORY

Family Service Kent

Gerry walked through the doors looking rather lost and confused. He'd come here on the advice of a friend, who had turned to Family Service Kent for emotional support. He knew the agency helped people with a lot of things. He added, "Maybe they can help you."

Gerry shuffled timidly up to the reception desk and started to tell his story. It was a bit unusual. The receptionist wasn't sure how the agency could help, but she knew that sending him away "empty handed" wasn't an option. The program manager wasn't entirely sure what to do either, but took Gerry down to his office to get more information.

Gerry was quite open about his circumstance. He had relocated to Chatham from Hamilton less than a week ago, and had been "couch-surfing" since then. He'd come back to Chatham to escape "big city life" and the substance abuse problems that had plagued him there. He also acknowledged several previous hospital admissions for mental health issues, and believed that many of his current problems were somehow related to his history of childhood sexual abuse. He fought back the tears.

It was clear that Gerry needed immediate help. He had arrived in Chatham with no definite plan for accommodation and very little money. His only source of income was a disability pension (ODSP), but his file was still in Hamilton. Although Gerry did not fit the criteria for a formal referral into the agency's community support program, after a few quick phone calls, the wheels were in motion. By the end of the week, Gerry had access to his pension money. He also had temporary lodging in a motel that often works with our agency when we are supporting someone with a housing crisis.

His mental health needs are now the priority. Gerry is now at a point in his life where he feels ready to address the trauma associated with his repeated sexual victimization as a child. Specialized counselling is needed for this, and is available through Family Service Kent. To date, Gerry has attended several individual counselling sessions as a starting point on this journey.

# Strong COMMUNITIES



## AGENCY IMPACT STORY

Canadian National Institute for the Blind

Life can be a challenge some days, but we all manage to get through it. Having a child who is legally blind can make most days even more challenging, but worth every heartache, tear and frustration. Luckily, there are many programs within our community of Chatham-Kent that can help these challenging days become more bearable. The United Way provides funding for agencies such as the CNIB, who give ongoing support to my son at home, at school, and in the community.

When Sully was born in 2009, and was diagnosed as legally blind by the age of 6 months, I had no idea where to turn. The CNIB was able to offer intervention services at home from an Early Childhood Vision Consultant. She provided me with many resources, contacts, and ideas on how to provide an optimal learning environment for Sully. Each visit provided me with new information according to his age, abilities and needs. Along with providing support and raising awareness at the daycare Sully attended, they have moved on to providing the same services at his school.

Presently, the Independent Living Specialist and the Orientation and Mobility Instructor are working very closely with Sully's Vision Teacher to maximize his potential at school. The focus is on teaching Sully braille, social interaction with his peers, and travelling safely within the school. Soon, he will be learning new techniques on how to travel safely within the community, by using his white cane and auditory cues.

Sully is a bright boy who loves to learn and experience new things. The CNIB has been one of the factors that have contributed to his zest for life. Sully's independence is very important to us, and to him. The CNIB has been able to provide strategies for independence that will not only be of value to Sully now, but for the rest of his life.

We would like to thank United Way and CNIB for all the support that has been given. We will be forever grateful!

## Our Impact

To have a strong community, you need healthy individuals, families and neighbourhoods. United Way is working to improve access to social and health-related services while investing in programs that make a positive difference both today and in the future.

### 2014-2015 Funded Agencies

- AIDS Support Chatham-Kent
- New Beginnings ABI & Stroke Recovery
- Canadian Hearing Society
- Canadian Mental Health Association
- Chatham-Kent Block Parent Program Inc.
- CNIB
- Chatham-Kent Women's Centre
- Epilepsy Support Centre

### United Way Impact Programs

- Bushels of Hope
- "The 425" Centre for Community Innovation
- Chatham-Kent Nonprofit Network
- Tilbury Information & HELP Centre
- Volunteer & Information Services
- Wallaceburg Information & HELP Centre
- Labour Programs & Services
- Women's Leadership Council

Photo Caption:  
Mrs. Anita O'Brien of St. Anne Catholic School in Blenheim works with Sully on a machine that types braille.

# All That **KIDS** Can Be

## Our Impact

Children and youth are the future of our community. United Way funded programs and services provide access to skills development, literacy, recreation, mentoring, nourishment, and after-school programs that provide our youngest citizens with the opportunity to develop their skills, abilities and self-confidence.

### 2014-2015 Funded Agencies

Big Brothers Big Sisters Chatham-Kent  
Chatham-Kent Children's Services  
Chatham-Kent Student Nutrition Program  
Chatham-Kent YMCA  
Learning Disabilities Association of Chatham-Kent  
Restorative Justice Chatham-Kent  
Dresden Sidestreets Youth Centre  
Solid Rock Café  
VON Kids Circle Program

### United Way Impact Programs

Operation BackPacks  
United Way Youth Committee  
Youth Engagement Partnership

Photo Caption:  
Jennifer Provost, Program Co-ordinator at Restorative Justice Chatham-Kent, works with a young boy.



## AGENCY IMPACT STORY

Restorative Justice Chatham-Kent

A nine-year-old boy who was constantly bullying fellow students, both inside and outside of the classroom, was referred by his local elementary school to Restorative Justice Chatham-Kent's Positive Strides Programming. The classroom teacher and the principal were concerned about the 'leadership' role he was playing in the school setting; he had been making poor, disruptive decisions that others in his class were watching and then mimicking.

During his time at RJCK, he and the Program Coordinator went through the Positive Strides Anti-Bullying program module, as well as an agency developed program titled 'LEAP'— the Leadership, Empathy & Assertiveness Program. As a result, he began to understand what the students he had been bullying must be feeling; he became aware of what it meant to have empathy for others.

Another component that was worked through was leadership – what it means to be a good leader, and how others will want to follow a good leader. During sessions, this youth also confided that he was struggling at home with his mom, his brothers, and having his father so far away; these things made him angry, and he was taking his anger out on peers at school. As part of the Anger Management Positive Strides module, this youth learned about 'anger steps' –how to know when his anger was going to be too much for him to handle, and what steps he should be taking to prevent an explosive reaction.

Before long, he began using the tools gained during programming with RJCK, and it was obvious to many that he was making better decisions as a positive, encouraging leader within the school. In fact, he recently received a school award for several demonstrations of positive change, including sticking up for another student who was being bullied. School staff and administration, as well as his family, are absolutely thrilled with his progress, and he continues to make positive gains.

# Chatham-Kent Nonprofit Network

The Chatham-Kent Nonprofit Network, funded by a five year grant from the Ontario Trillium Foundation, began its journey for a stronger and more resilient nonprofit sector in Chatham-Kent in September 2014. CKNN is working locally to be a voice to over 500 nonprofit organizations who strive daily to improve the quality of life of Chatham-Kent residents. By working with those in and outside of the sector, the CKNN will be able to inform the community of the work of local nonprofits and strengthen their capacity to serve.

In 2014, CKNN hosted an All Candidates Forum prior to the municipal election with a focus on the candidates' understanding of the nonprofit sector and its contribution to our community. This event was well received and attended by representatives of the business, government and nonprofit sectors. On November 21st, CKNN had the opportunity to present to Ursuline College, Chatham teachers during a professional development day. The purpose was to educate the staff on career opportunities within the nonprofit sector aligned to the Ministry of Education's Specialist High Skills Major.

CKNN started off strong in 2014 and will continue to engage and advocate for nonprofit organizations. Working together the nonprofit sector of Chatham-Kent will find its collective voice and demonstrate its value to our community.

## Youth Engagement

Daryl Zimmer was hired on a short term contract to assist with this year's ChangeTheWorld Youth Volunteer Challenge. Chatham-Kent's target was to encourage 619 youth to contribute 2,476 volunteer hours. With Daryl's leadership and organization 605 youth aged 14 to 18 volunteered a generous 19,722 hours.

In June, Erica Kitchen was hired as the new Youth Engagement Coordinator. Her first task was planning Red Feather Week with the United Way Youth Committee. After a lot of hard work on the part of the youth ambassadors, school officials and volunteers, the 59th Red Feather Week raised \$20,000 for the annual campaign. The Youth Ambassadors also hosted the second Starlight Film Festival. Thank you to the team at the Chatham Cineplex for their generous contribution!

In October United Way hosted an Activate Youth Forum. In partnership with Motivate Canada, 26 youth from across Southwestern Ontario gathered at "The 425" for a three day workshop. Through sessions on topics such as Mental Health, Healthy Eating, Community Asset Mapping and Leadership, youth learned how to become leaders in their communities while helping to get their community youth more active!

There is much more in store for 2015! ChangetheWorld, Timeraiser, and the 60th Red Feather are already in the works - as is a new board mentorship program.



**CKNN**  
Chatham-Kent Nonprofit Network



# OUR year in PHOTOS



## Annual General Meeting

April 30, 2014

Keynote speaker Lori Newton captivates the audience while speaking about engaging youth for a better world.



## Sydenham Challenge Dragon Boat Race

June 7, 2014

30 teams paddled their way down the historic Sydenham River in support of United Way and the Breast Buddies Dragon Boat team.



## South Buxton Raceway

July 7, 2014

Fundraising with a new community partner - South Buxton Raceway.



## Red Feather Week

September 15- 20, 2014

Red Feather Week featured two football games and a new event "Red Feather's Got Talent".



## Chatham-Kent Harvest Run

September 28, 2014

The fourth year for this event saw a record number of participants with 339 people registered to walk or run.



## Kingdom Assignment

October 2014- January 2015

The Social Justice Team at St. Michael School in Ridgetown serve hot chocolate in support of United Way.



## At the Links with Gentry Manor

November 28, 2014

Guests attending the event enjoyed a full night of Christmas music, prizes, vendors, fashion and fun while raising \$12,000 for the Community Fund.



## Freezin' for a Reason

December 5, 2014

Wallaceburg's McDonald Park Boat Launch and Ridgetown's Rose Beach Line were the sites for the 2014 event.

Thank you to our seven brave participants- Angie, Stan, Newt, Trevor, Caress, Cecily, and Justin!



# April 2014 - March 2015



## Chatham-Kent Amazing Race

August 23, 2014

During the 9th annual event a team shoots paintballs at a target during Challenge 2.



## Campaign Kick-off

September 11, 2014

Our EVERYDAY HERO themed kick-off was a "Timmy's Run" to all the communities in Chatham-Kent.



## Blenheim Golf Classic

September 12, 2014

Team Heuvelmans posed for a quick pic before hitting the green.



## Tilbury Steak BBQ

October 24, 2014

Deb Moysiuk, Tilbury Campaign Chair hosted their annual tasty event at the Tilbury Legion.



## Seeing is Believing Tour

October 29, 2014

Participants make a stop at VON to learn about the Kids Circle program.

## Labour Awards Breakfast

November 7, 2014

Board member Jeff McFadden with Paula Carson, recipient of the Builder Award, and Bob Orr Unifor National guest speaker.



## 99.1 CKXS Radio Hostage

January 19-23, 2015

Radio Hostage was the last special event of the campaign. Wallaceburg community members were held "hostage" at the radio station until they raised enough money to be set free. Thank you Ben (left), Kelly, Carmen, Nick, Tim (right) and Peter!



## Campaign Touchdown

January 23, 2015

Our campaign touchdown was held at the Jazzbah in downtown Chatham. With our campaign coming down to the wire, we were excited to announce we surpassed our goal of \$1,900,000!

# Campaign Co-Chairs **REMARKS**



"VENI VIDI VICI" Famous Latin saying  
"We Came, We Saw, We Conquered!"

When we were first approached to co-chair the 2014 campaign, we felt honoured to be given such a great opportunity. An opportunity to give back to the community we have called home for more than 20 years, and an opportunity to help the United Way, an organization that we both respect very much because of the tireless work it does for all their member agencies and our communities.

We Came... We reached out to friends, family, work colleagues and acquaintances. We built our team and put together a cabinet of like-minded professionals from across Chatham-Kent.

We Saw... We visited member agencies, we looked at the programs and services offered, and the amount of money it took to provide those same services. We set a budget and launched our campaign.

We Conquered... Our dedicated team made presentations in every community - morning, afternoon and evenings. They were tireless. We made numerous presentations to new businesses. We told our story, the story of United Way, and people listened. We surpassed our goal!

Margery and I were the face of the campaign. We were on all the booklets and promotional items, but this was a team effort. We couldn't have done it without them.

We are proud of our accomplishment, and are very happy to have reached goal because we know and understand what that means to the services and programs offered by United Way and its Member Agencies.

We thank you Chatham-Kent.

Margery & Dean Muharrem



For \$1 a day, you can be an  
**EVERYDAY HERO**  
just like me!

[www.uwock.ca](http://www.uwock.ca)



# Financial Statements

## REVENUE

Corporate Gifts	668,676	
Employee Workplace Gifts	799,563	
Individual Gifts	192,919	
Special Event Revenue	250,257	
Other United Ways	2,760	1,914,175
Fees for Service and Other Income	95,858	
Grants from Government	168,462	
Interest	22,325	
Rental Income at "The 425"	47,564	
United Way Programs	21,252	355,461
	<u>2,269,636</u>	<u>2,269,636</u>

## EXPENDITURES

Fundraising (and Administration) Costs	379,868	379,868
Allocations to Member Agencies	787,881	
Allocations and Grants to Endowment Fund	5,500	
Community Impact Grants	40,000	
Designations for Non-Member Charities	110,075	
Designations for Sponsorships	12,200	955,656
United Way Community Impact Programs	788,193	788,193
Pledge Loss	33,772	33,772
Surplus	112,147	112,147
	<u>2,269,636</u>	<u>2,269,636</u>

For a complete copy of our Audited Financial Statements please visit:

[www.uwoc.ca](http://www.uwoc.ca)

# Student Placements



Throughout the year we are privileged to host various students in our office. Each one possesses special talents and skills. Thank you for working hard and helping us create change within our community.

Shaun Sullivan, UCC (Top Left)  
 Asia Aoki, UCC (Top Right)  
 Sophie Frankfurth, UCC (Bottom Left)  
 Kelso Mundo, CKSS (Bottom Right)  
 Curtis Xavier, Summer Student (Centre)

WALPOLE ISLAND  
138

WALLACEBURG  
3,213

BOTHWELL  
354

DRESDEN  
1,093

THAMESVILLE  
664

RIDGETOWN  
757

CHATHAM  
22,679

BLLENHEIM  
2,227

MERLIN  
526

TILBURY  
5,912

WHEATLEY  
648



## Change starts here.

UnitedWay of Chatham-Kent's agencies, programs and services support residents from shore to shore. Thanks to our donors, **38,211** people were helped across our community during 2014.

Together, we are possibility.

[www.uwock.ca](http://www.uwock.ca)

### Chatham

425 McNaughton Avenue West  
Chatham, ON N7M 5K8  
P: 519-354-0430

### Tilbury

20 Queen Street West  
Tilbury, ON N0P 2L0  
P: 519-682-2268

### Wallaceburg

152 Duncan Street  
Wallaceburg, ON N8A 4E2  
P: 519-628-5456