



**United Way
Chatham-Kent**
Change starts here.

ANNUAL REPORT TO THE COMMUNITY 2011-2012

CELEBRATING 30 YEARS

“We are the little centre that does. We do it all,” says Patricia Weiler, a Certified Information and Referral Specialist, who works at the Tilbury Information and H.E.L.P. Centre. “Just like that little engine. We just keep going.” For the past 30 years the Tilbury Information and H.E.L.P. Centre has been an integral part of the community. In addition to mediated information and referral services, the Centre’s programs vary from day-to-day. They range from helping with resumé writing, organizing holiday toy drives, providing a local food bank and responding to families left homeless following a house fire.

The Tilbury Information and H.E.L.P Centre’s doors were opened in 1982 by a group of individuals who were concerned with the high unemployment rate in the area. They were initially funded by federal government grants and acted as a hub - referring clients to various agencies and providing counseling. Unfortunately, subsequent financial struggles could not be resolved and the doors closed. With no place for support, the community quickly realized that the services were still very much needed. Rose-Anne Mayor, the centre’s current manager has been with the organization for 25 years and recalls that people didn’t know where to go for help. They were calling the town office, the police department, and the local United Way and its family of agencies.

In 1988, United Way Chatham-Kent stepped in to re-open the H.E.L.P. Centre’s doors. In 2004, the H.E.L.P. Centre became the West Chatham-Kent Outreach Office for United Way Chatham-Kent. With the joining of forces, both organizations are now able to make a greater impact in the Tilbury area – through a stronger



volunteer team, a wider range of services, and increased youth engagement.

The Tilbury Information and H.E.L.P. Centre not only provides an outstanding information and referral service but is truly a neighbour who cares. “We will work with our callers and visitors to ensure that their issues are resolved,” said Weiler. “Then we keep in touch with them until we are satisfied that their lives are back on track.”

The residents of Tilbury are appreciative of their “Little Centre that does”. United Way Chatham-Kent is pleased to join them in celebrating 30 years of service. Many thanks to the staff and volunteers who share their time and talents at the store-front location at 20 Queen Street North in Tilbury.

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CAMPAIGN CO-CHAIRS

CHATHAM-KENT, ONTARIO

What a super time we have had serving as Co-Chairs for the 2011 Annual Campaign. The final achievement of \$1,877,074 will translate into tens of thousands of positive programming, service, and agency supports to more than 1 in 3 people living in Chatham-Kent.

This is a tremendous demonstration of your trust and generosity. Organizational and individual donors have once more provided our community with a strong and clear message, "during difficult economic times we will step up to assist in whatever way we can". Through-out the Campaign, Emily and I saw positive and inspiring activities related to our "call to action". People everywhere were asked to "give – volunteer – act" and they did so unselfishly and quite generously.

There are countless stories to share of donors digging deep, volunteers working beyond expectations and staff demonstrating their passion. But those stories are only part of the result. People's lives, family well-being, and individual opportunities to succeed will all be positively impacted by this campaign result. The Community Investment Process, Donor Designations, Women's Leadership Council, and the direct programs and services of UWCK itself reach into every corner and every community. Together, standing united, we are able to offer professional help and a caring hand up. That's the real beauty of the Campaign. It is about raising the money, but it is more about how that money gets into the community and provides a backpack or an hour of counseling or a swim in a pool or a tutor, or a mentor or a safe building on a cold wet night.

We have seen first-hand and up close the generosity and the positive effect of that generosity. We were and are unwavering in our pledge to continue to support United Way Chatham-Kent and we applaud their efforts, our campaign team's efforts, and your efforts to continue to build a stronger, safer and more caring community. This isn't a new message. United Way Chatham Kent has been sharing this message, this journey, for 64 years. We are all a part of this message, a part of this United Way experience!

There are many people to thank and it is a shame there isn't space here to do that. So, to every volunteer, employee champion, bbq cooker, payroll donor, special event sponsor and participant ... to every monthly fund transfer donor, to the staff, to the board, to the agencies ... to the Leaders, the speakers and WLC Members ... to the company donors, media partners, and to everyone who has helped us with the 2011 achievement, giving us the opportunity to serve our friends and families and co-workers and neighbours... thank you. Thank you for helping us inspire people to come together to make a lasting difference in our communities. We couldn't do this without you.

CAMPAIGN REPRESENTATIVES

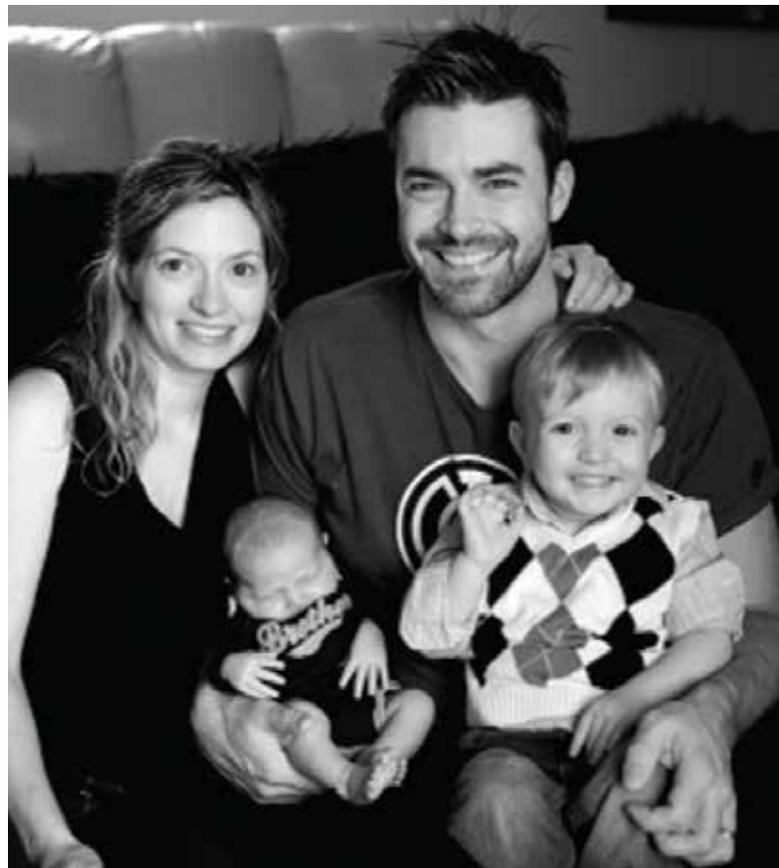
GIVE – VOLUNTEER – ACT

The 2011 Campaign Representative Team demonstrated tremendous passion, professionalism, a genuine belief in effecting positive community impact and truly lived by example United Way's new call to action. Our Campaign Cabinet was truly impressed with the contributions of the team.

We are most grateful to Union Gas Limited for their sponsorship of Melissa Grover; to the Municipality of Chatham-Kent for loaning us Jennifer Green; to Pattern Energy and the Bushels of Hope Program for supporting Lianne McDowell; and to UWCK donors for funding Vanessa Hummel.

Professional Development offered during the Campaign experience helped prepare our Campaign Representatives for a greater role in their workplace and a more involved relationship with their community. The commitment of our sponsoring partners is a visible and daily reminder to us all of their own social engagement and philanthropic commitments. It was a blessing for us to have these four awesome women to help us with the Campaign.

BELOW: Co-Chairs for 64th annual campaign. Tony and Emily (Durbin) Walsh, their oldest son Harrison and latest edition Lennox



HARVEST RUN

On Sunday, October 2, 2011 United Way Chatham-Kent proudly hosted its inaugural CHATHAM-KENT HARVEST RUN. The C-K HARVEST RUN entailed both a 5K and 10K run and a 5K fun walk.

The race was the first official timing chip race in town...organized by WRACE. GreenField Ethanol was the main sponsor for the event and provided meeting space, volunteers and a close working relationship with WRACE to make this successful for the participants and United Way Chatham-Kent.

The total raised for a first year event was a tremendous \$16,500 with over 200 racers participating in this one day event. Plans are in the works for the 2012 event and is anticipated to take place Sunday, September 30, 2012.

TOP: The United Way Dodgeball team ready for action.

LEFT: Campaign Representatives Vanessa Hummel, Melissa Grover, Jennifer Green and Lianne McDowell

RIGHT: Erin and Denny McCord showing their dance face.



CHATHAM-KENT DANCE FESTIVAL

The Chatham-Kent Dance Festival Benefit for United Way Chatham-Kent was first created and produced in 2004 by Erin McCord of Blenheim. Erin and her husband Kent still produce and direct the show with the help of family and friends.

The 8th annual festival took place on Sunday, December 4, 2011 at 6:30 pm at the UCC theatre.

Erin's concept was to ask every dance school in Chatham-Kent to participate in the festival, sending their two best acts to showcase their school. Every attempt was made to include schools from the breadth of Chatham-Kent and every style of dance.

The festival has presented jazz, tap, ballet, lyrical, hip-hop and break dancing. There has been ball room and belly dancing, Irish dance, Scottish dance and Afro-Caribbean dance.

The last eight years of festivals have raised over \$35,000 for United Way. The dance teachers and students work very hard every year to highlight their school and region. This is a wonderful opportunity for parents who are thinking of putting their children in a dance program to "shop" many of the available schools.

Erin and Kent currently own and run "Erin's Dance Club", a dance studio in Blenheim and are expanding their business by opening a second multi room studio in Chatham this year and have created the "Dance Attack Workshops" held in Windsor, London, Hamilton, Sarnia and in the state of Michigan. They fly "So You Think You Can Dance" winners from L.A., New York City, and Toronto in to local venues to teach a series of intensive dance workshops.

Erin and Kent are involved in the Blenheim Relay for Life, will soon participate in the BYC Survivor Challenge and other local community endeavours.

BOTTOM: Participants in the Chatham-Kent Harvest Run gather round the starting line.



THE 425 UNITED WAY CENTRE FOR COMMUNITY INNOVATION

What a great place to work! We are a hub of activity and a resource centre for the entire community. The United Way Centre for Community Innovation is more than just the "home" of the staff and volunteers for the annual campaign, it is also home to a number of local non-profits and community initiatives such as:

- Chatham Kent Children's Services Family Group Conferencing Program
- Municipality of Chatham-Kent Local Immigration Partnership Project
- Chatham-Kent Block Parent Program Inc.
- Habitat for Humanity Chatham-Kent
- St. Clair Catholic District School Board "Step Forward" Program
- Changing Ways Anger Management Program

In 2011, we welcomed several guests to our facilities who utilized our meeting space. Over 30 organizations facilitated sessions in our three meeting rooms for a total of 1,355 hours! Our centre is a great place to connect, network and collaborate in order to create connectivity, reduce costs associated with renting facilities, and avoid duplication of services.

For more information about renting space at "The 425" please contact Amanda Chartrand at 519.354.0430 or amanda@uwock.ca

THE RENOVATIONS

WOW, it's hard to believe that it will be two years this summer since United Way Chatham-Kent acquired the Centre for Community Innovation, or, "The 425" (as it is affectionately called)! Not only did United Way acquire this wonderful facility, but in 2011, were also recipients of two generous grants to renovate the current space: \$113,000 from The Ontario Trillium Foundation to renovate the centre space of the building and \$10,000 from the Municipality of Chatham-Kent Community Partnership Fund to renovate the kitchen.

Both projects had to be completed in the summer of 2011 to accommodate the "Step Forward Alternative Education Program" of the St. Clair Catholic District School Board. This unique program offers 15 students the chance to work toward completing their secondary school diploma in a facility off campus. Renovation work was completed during the summer time while students had their break (the organization wanted little interruption to all in the building, the students in particular).

The grant from The Ontario Trillium Foundation provided the funds necessary to enclose the centre space in the building to create a private environment for the "Step Forward" program and a large Training Room for meetings, workshops and group activities. A

new reception area with controlled entrance has created a welcoming and safe approach to those entering the facilities. Fresh paint, new carpet, and dynamic signage all add to the new feel of "The 425".

The Municipality of Chatham-Kent Community Partnership Fund grant provided the funds to update the kitchen. Goodbye pinks and greens, hello modern countertops, beautiful cupboards and centre island, wood flooring and a newly created lounge for staff, tenants, students and guests to enjoy when they need a break away from the activity of the centre.

And all of this work was completed with care and support from several community volunteers, including Pete De Jonge of Alpha Construction, Bonnie Lutz of Frugal by Design, Ivan Diaz and Claudia Reinstag (who assisted with architectural drawings), Union Gas Helping Hands in Action Team, and community helpers and business people too numerous to mention! Thank you to everyone for contributing to this "labour of love".

We encourage the general public to stop by anytime to see the great work.



OUR TENANTS

Here's what some of our tenants have to say about their home away from home:

"It is a pleasure to work in such a professional office where staff are friendly and helpful and all our facility needs are met."

"Not only does the United Way building offer a comfortable environment with great facilities, but the staff go above and beyond to help in any way they can."

"The Step Forward Program offered through the SCCDSB and Ursuline College thoroughly enjoy being part of the 425 community. The building is centrally located for the students, we take full advantage of the new kitchen and lounge and every tenant makes us feel like family. It is the perfect fit for this program."

"Family Group Conferencing is a program from Chatham-Kent Children's Services for families involved with the Children's Aid Society. Having office space outside the Children's Aid building can make a visit to my office more relaxed for families that have felt stressed with CAS involvement."



LABOUR AWARDS

The Wallaceburg Information and H.E.L.P. Centre of United Way Chatham-Kent is home of United Way's Labour Community Services. Each year United Way's Labour Community Services holds the Labour Community Service Awards. The Awards recognize union members and local unions who give their own time and talents and give back to our community by working with many community organizations-including United Way - within the Chatham-Kent area. The Awards are divided into three categories: the Builder Award, the Current Award and the Spirit Award.

The Builder Award recognizes any person affiliated (past or present) or a member in good standing of a bonafide trade union. The Current Award recognizes any member in good standing of a bonafide trade union. Past recipients for the Builder Award and Current Award are: Ken Simpson, Bill Zilio, Larry Dubuque, Jake Vellinga, Danny Young, Grace Fowler, Etienne Tack, Gerald "Doc" Deline, Bill Pollock, Rick Kitchen, Karen Bernard, Doug Wright, Jan Liberty, Gary Watson, Aaron Neaves, Bill Steep, Joe McCabe, John Todd, Romeo LeBlanc, Stan Giera, Brian Armitage, and Derwyn Armstrong. Lastly the Spirit Award recognizes a local chartered union. This union will be recognized for its efforts in going above and beyond by helping/assisting in making a significant contribution to the quality of life and/or the community for the better. Past recipients for the Spirit Award are: USW 8222, UAW Region 1, CAW 580, CAW 35, CAW 127 and PSAC/CEIU 00647.

*PHOTOS CLOCKWISE:
Pete De Jonge, Bonnie Lutz,
Claudia Reinstag and Ivan Diaz reviewing
blue prints for the renovations of "The 425"*

*Erin Appleton, Hillary Stevenson,
Dane Appleton are teens making a
difference to change the world*

*The Ontario Trillium Foundation's grant
ceremony. Karen Kirkwood-Whyte accepts
the award on behalf of the United Way
Chatham-Kent*

*Union Gas' volunteer team provided
invaluable support during the renovations*



CHANGE THE WORLD CHALLENGE

Change the World Challenge is an amazing provincial initiative created in partnership between the Ministry of Citizenship and Immigration and the Ontario Volunteer Centre Network. The goal of this remarkable project is to inspire and engage youth, ages 14 to 18 years, to volunteer and learn more about their community, while encouraging and fostering a life-long commitment to volunteering. The campaign (now in its 5th year!) challenges high school students to volunteer for 3 hours during a 3-week period and the volunteering hours will count towards graduation requirements.

In the 2011 campaign, the Change the World Challenge had a goal to engage 10,000 youth for a total of 30,000 hours. Instead, an amazing 14,922 youth volunteered for a total of 69,845 hours over the 3 weeks. Well beyond our goal!!

United Way Chatham-Kent is proud to have had the honour of joining in this provincial initiative on a local level and looks forward to future events!

"Together, we can make a difference. Together, we can change the world."

WOMEN MAKING A DIFFERENCE IN THE COMMUNITY

United Way Chatham-Kent's Women's Leadership Council is a philanthropic network of amazing women who create positive changes in Chatham-Kent. The following are areas in the community where these women are making a difference.

WOMEN IN SITUATIONAL POVERTY

Within this particular category of support, numerous vulnerable women in our community benefited from purchases of bedroom furniture, kitchen appliances and winter footwear for children. Many of these referrals came from the Chatham-Kent Women's Centre – with a desire to provide a “hand up” to women who were leaving the shelter to make a fresh start. This allocation included a sum of \$2,000 for the Chatham-Kent Women's Centre to purchase pajamas and undergarments for women and children who enter the facility without these basic necessities.

EDUCATION

A further \$5,000 was provided to support the L.E.A.P. (Learning, Earning and Parenting) Homework Club where young mothers studied together to acquire their Grade 12 education while their pre-school children played together in carefully supervised surroundings. Three first year graduates of the program were given \$1,000 bursaries to continue on to post-secondary education and three second year graduates were provided a further \$1,000 to continue their schooling. In addition to the foregoing, a further \$550 was provided to the Learning Disabilities Association – a United Way member agency – to provide one-on-one tutoring for a young child struggling with a learning disability.

HEALTH & WELL BEING

Within this category, an advanced admission was pledged for a young woman waiting for rehabilitation assistance at Teen Challenge Farm, a ramp was built for an elderly woman wishing to remain in her own home, the first of three counselling sessions were provided for a young mother hoping to learn new skills to help raise her child and a power lift recliner chaise lounge was purchased for a woman suffering from rheumatoid arthritis.

LEADERSHIP DEVELOPMENT

Three children benefited from WLC-funded assistance in the amount of \$1,812 to attend the Ontario Education Leadership Centre and \$4,500 was provided to the St. Clair Catholic District School Board to fulfill a three-year pledge to support Muskoka Woods Camp.

CULTURAL ACTIVITIES

Again in 2011, \$10,000 was provided to the A.L.L. for Kids Program to provide subsidies for children to attend art classes, music lessons, drama workshops and summer camps. Approximately 50 children benefited from this allocation.



TOP: Kellie Watson presents \$2,500 to Jennifer Trinca and the Holy Family Catholic School String Orchestra.

MIDDLE: Jaclyn Gillier, Lisa Fox-Bail, Kate Do Forno, Tricia Weiss and Jeanine Lassaline-Berglund at the 2012 WLC Lunch and Learn



BOTTOM: Angela Corso, Patricia Arango, Kelly Ilisevic, Kathy Biondi present \$2,000 to the Chatham-Kent Women's Centre.



OPPORTUNITY FUND

This fund was created by the WLC Grants Committee during 2011 to provide funding for special opportunities not covered through the other categories. The first allocation (\$2,292.87) was provided to the Holy Family Catholic School String Orchestra Program to purchase two musical instruments. The second offered an opportunity for two sisters to participate in 4H activities (\$140) and the final allocation of the year provided a Silver Sponsorship (\$1,000) for the “Imagine, Believe, Achieve Gala” in support of the Chatham-Kent Community Health Centre's new “Rebound Program” for at-risk youth.

PROGRAMS SUPPORTED BY UNITED WAY CHATHAM-KENT

FROM POVERTY TO POSSIBILITY

Moving people out of poverty

BackPacks for Kids (Lead)
Operation Cover-Up (Lead)
Prosperity Roundtable (Co-Lead)

Meeting basic human needs

(eg. food, shelter, jobs)

Chatham-Kent Student Nutrition Program (Funder)
West Chatham-Kent Outreach Office (CAP Site Room – Job Bank, Resume Building and Research; Food Bank at Tilbury Information and H.E.L.P. Centre) (Lead)
Winter Warmth Program (in partnership with Union Gas Ltd.) (Lead)
Women's Leadership Council (Lead)

HEALTHY PEOPLE, STRONG COMMUNITIES

Improving access to social and health-related support services

AIDS Support Chatham-Kent (Funder)
Brain Injury Association of Chatham-Kent (Funder)
Canadian Hearing Society (Funder)
Canadian Mental Health Association (Funder)
CNIB (Funder)
Canadian Red Cross Society (Funder)
Chatham-Kent Children's Services (Funder)

Chatham-Kent Family YMCA (Funder)
Epilepsy Support Centre (Funder)
Family Service Kent (Funder)
Information Chatham-Kent (Lead)
Tilbury Information and H.E.L.P. Centre (Lead)
Union Counselling/Referral Agent Program (Lead)
Wallaceburg Information and H.E.L.P. Centre (Lead)
Women's Leadership Council (Lead)

Supporting resident and community engagement

Chatham-Kent Block Parent Program Inc. (Landlord and Funder)
Community Strategic Planning Committee (Partner)
Healthy Communities Partnership (Partner)
Rotary Club of Chatham (Member)
"The 425" Centre for Community Innovation (Lead)
United Way Youth Committee (Lead)
Volunteer Chatham-Kent (Lead)
Youth Engagement Partnership Group (Lead)
Youth Leadership Co-Ordinator (Lead)

Supporting community integration and settlement

Local Immigration Partnership (Landlord and Partner)

ALL THAT KIDS CAN BE

Improving access to early childhood learning and development programs

Prosperity Roundtable (Partner)
Women's Leadership Council (Lead)

Helping kids do well at school and complete high school

Tenancy of "Step Forward" Program of St. Clair Catholic District School Board (Landlord and Funder)
Women's Leadership Council (Lead)
Learning Disabilities Association (Funder)
Sidestreets Optimist Youth Centre (Funder)
The Solid Rock Café Youth Centre (Funder)

Making the healthy transition into adulthood and post-secondary education

Big Brothers Big Sisters of Chatham-Kent (Funder)
Chatham-Kent Drug Awareness Council (Landlord, Funder and Partner)
Restorative Justice Chatham-Kent (Funder)
United Way Youth Committee (Lead)
VON Chatham-Kent (Funder)
Women's Leadership Council (Bursaries) (Lead)

DISTRIBUTION OF UNITED WAY FUNDING:

Fund-Raising costs (including admin.)	\$306,525
Pledge Loss	\$82,796
Donor Designations to:	
United Way programs	\$174,056
Non-Member Charities	\$131,755
Other United Ways	\$5,560
Allocations to:	
United Way Family of Agencies	\$792,893
Community Impact Work	\$383,489
Total Funding	\$1,877,074

SOURCES OF CAMPAIGN REVENUE:

Corporate Gifts	\$654,266	(34%)
Employee Gifts	\$835,964	(44.5%)
Special Events	\$170,984	(9%)
Gifts from Individuals	\$215,860	(11.5%)
Total Campaign Revenue	\$1,877,074	(100%)

For a complete copy of the Audited Financial Statements, please contact Karen Kirkwood-Whyte, Executive Director



UNITED WAY COMMUNITY IMPACT WORK INCLUDES:

BackPacks for Kids
Chatham-Kent Prosperity Roundtable
Chatham-Kent Drug Awareness Council
Good Neighbours "Operation Cover-Up"
Information Chatham-Kent
Labour Programs and Services
Tilbury Information and H.E.L.P. Centre
United Way Centre for Community Innovation
United Way Youth Committee (Red Feather)
Volunteer Chatham-Kent
Wallaceburg Information and H.E.L.P. Centre
Winter Warmth Program
Women's Leadership Council
Youth Engagement Partnership Group
Youth Leadership Program

THE UNITED WAY TEAM

Karen Kirkwood-Whyte	Executive Director
David Drouillard	Assistant Executive Director/Resource Development
Helen Heath	Manager, Community Investments and Agency Relations
Deryl Hall Giera	Manager, Fund-Raising and Community Programs
Brian Armitage	Manager, Wallaceburg Information and H.E.L.P. Centre and Labour Programs and Services
Stewart Sinclair	Manager, Finance and Administration
Patricia Weiler	Manager, Volunteer and Information Services
Rose-Anne Mayor	Manager, Tilbury Information and H.E.L.P. Centre
Veronica Whittal	Administrative Assistant
Amanda Chartrand	Resource Centre Host and Co-Ordinator, United Way Youth Committee
Caress Lee	Youth Leadership Co-Ordinator

2011-2012 GOVERNING BODY

Deborah Crawford	Aaron Neaves*
Kate DoForno	Dipti Patel
Julie Faas	Alison Patrick*
Sheri Griffiths	Marlee Robinson
Mike Korpan	Kathy Smyth
Leon Leclair	Tony Walsh
Florin Marksteiner	Dan Whittal

Resigned and/or completed service during the past term of office:
Rob Browning, Julie Dill, Paul Greco, Steve Pickard, William Steep*

*Appointees of the Chatham-Kent Labour Council

OFFICES

CHATHAM

P.O. Box 606
425 McNaughton Avenue West,
Chatham, ON N7M 5K8
Phone 519.354.0430
Fax 519.354.9511

TILBURY

Tilbury Information
& H.E.L.P. Centre
P.O.Box 309
20 Queen Street North,
Tilbury, ON N0P 2L0
Phone 519.682.2268
Fax 519.682.3771

WALLACEBURG

Wallaceburg Information
& H.E.L.P. Centre
152 Duncan Street,
Wallaceburg, ON N8A 4E2
Phone 519.628.5456

UWOCK.CA

A WISE INVESTMENT!!

On April 1, 2006, we moved into our new facility at 425 McNaughton Avenue West. On June 28, 2010 – with special thanks to the Fisher family for providing United Way with an interest free mortgage - we purchased our own home – and created the United Way Centre for Community Innovation. Our dream came true!

Our volunteer Board of Directors, staff team and tenants at “The 425” are especially proud of our new home for several reasons:

LOCATION

We are on a bus route, have ample parking for tenants and visitors and a wonderful relationship with our next door neighbour - Our Saviours Lutheran Church – which provides extra parking and opens their facility for specific community impact programs such as our BackPacks for Kids Program.

COST EFFICIENCY

Our building represents a cost-savings to United Way based on comparable leasing options. In with a recent grant from The Ontario Trillium Foundation, we were able to make some renovations to our internal space to generate efficiencies in the cost of heating and cooling our premises.

COMMUNITY

Our newly renovated space is designed to house staff and facilitate day-to-day functions of the organization – in a comfortable and welcoming environment. But ... our primary goal in acquiring “The 425” was to create a collaborative space that benefits all of Chatham-Kent. We offer a Training Room, Library, Board Room and Kitchen – for community building initiatives that are designed to improve lives and build community! Change starts here.