



United Way Chatham-Kent ANNUAL REPORT TO THE COMMUNITY 2015-2016

Board President & CEO Report





Alison Patrick President, Board of Directors



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Karen Kirkwood-Whyte Chief Executive Officer

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Dear Friends:

2015 was a year of several changes for our local United Way. Early in the year, after 14 years of service to our organization, we bid farewell to retiring staff member David Drouillard, our Director of Resource Development ... and supported Tom Slager as he championed his first campaign. We take this opportunity to express our sincere thanks to David for his service and to all of our staff and volunteers who supported Tom in his new role.

New strategies were developed to tell the United Way story – through videos, promotional materials, "Seeing is Believing" Luncheons and personal testimonials – delivered to corporate leaders, individual donors, and employee groups. Special events were designed to raise awareness of the good work of those who receive donor dollars.

Jana Smith, a dedicated volunteer well versed in program evaluation, guided us through a significant transition from agency to program funding, utilizing new online software.

Our final campaign achievement was \$1,852,699. Despite the shortfall from our ambitious target of \$2,015,000, our organization was able to reallocate funds to ensure that all United Way-funded programs were able to maintain a sufficient level of support for service recipients.

Focusing on 2016-2017, United Way has already developed plans to:

- grow traditional and new support within workplaces represented by our partners in organized labour
- host a meeting with Funded Agency Board Presidents to build collective capacity for the annual United Way campaign
- appoint two individuals as Campaign Co-Chairs who have intimate knowledge of the services provided by several United Way-funded agencies
 - confirm the appointment of 90% of its 2015 Campaign Cabinet members
 to ensure continuity and to enhance donor relationships that were established during the previous campaign
- explore strategies with neighbouring United Ways in Windsor-Essex, Sarnia-Lambton and London-Middlesex - to generate potential savings and enhance collaboration at the regional level

The United Way Board and Staff are committed to "improving lives and building community". With the full support of our community, we can continue to make a difference in the lives of one in three residents throughout Chatham-Kent.

As we look forward to our future, we remember to "give thanks in all circumstances". To those who care deeply for others who are less fortunate and demonstrate their compassion through gifts of time, talent and treasure, we say "THANK YOU!"

Mission, Vision & Goals

Mission

To improve lives and build community in Chatham-Kent.

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Vision

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

Tagline

Together, we are possibility.

Goals

Engage and mobilize community resources (money, manpower, materials, goods, services and talents) 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", "Healthy People, 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 United Way staff and volunteers are engaged and feel valued.

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Engage and Mobilize Community Resources



Campaign Plan

Campaign 2015 was a year of great change and great challenge. Every year our funding requests exceed our campaign totals. This past year we made an effort to see where we need to go, and have worked hard to provide a direction to get there. The path is clear. If we can achieve 5% growth every year, we will achieve \$2.5 Million by 2020 and be able to fully fund our community impact requests.

The challenge lies in how to get there. With no significant changes to the economy in Chatham-Kent, this past campaign faced a number of obstacles. While we did not achieve the growth we sought, in many areas we were able to strengthen and grow the foundations of our support and improve our sustainability.

Our plan is to build on that foundation by making clear the connection between our donors and the one in three people of Chatham-Kent who directly benefit from those gifts. At United Way Chatham-Kent, we are privileged to see the amazing work done in this community that would not happen without their generosity.



Kelly Bayda 2015 Campaign Co-Chair



Aimee June 2015 Campaign Co-Chair

Service Recipient - Patricia Wright

"I have had seizures all my life and after being struck by a car, I suffered a Traumatic Brain Injury (TBI). Having multiple injuries, I was introduced to the Epilepsy Support Centre and New Beginnings - an acquired brain injury and stroke recovery club.

I was able to work with Epilepsy Support Centre where they helped me with filling out paperwork to receive my Seizure Response service dog, Georgia. She lets me get out without worrying about having a seizure. New Beginnings ABI & Stroke Recovery allowed me to gain back my strength and social wellbeing through the staff and programs offered there.

If it wasn't for these programs and agencies I would still be in the hospital, stuck in a wheel chair. I wouldn't be able to do what I'm doing today. But thanks to United Way, I got my freedom back."

Cover Photo Caption: Patricia with her service dog, Georgia.

Address Underlying Causes of Human and Social Issues

ChangeTheWorld Ontario Youth Volunteer Challenge

ChangeTheWorld Ontario Youth Challenge is a six-week volunteer challenge where the goal is to engage youth aged 14 to 18 in meaningful volunteer experiences and to help them achieve the mandated 40 community volunteer hours needed for graduation. This initiative is made possible through a grant from the Ministry of Citizenship, Immigration and International Trade administered by United Way of Chatham-Kent through the Ontario Volunteer Centre Network (OVCN). In 2015, 1,253 youth volunteered 26,236 hours through many different activities and initiatives in Chatham-Kent!

One of this year's new volunteer events was a partnership with Community Living Chatham-Kent and our first annual "Spring has Sprung Activity Day". Students from John McGregor Secondary School, led by the United Way Youth Committee, organized an activity day full of fun activities for the clients at Community Living Chatham-Kent Residential homes. Stations were set up by the youth volunteers and when the new "buddies" arrived, they picked the activity in which they were most interested. Student volunteers raved that this was the best event of the whole challenge and can't wait to do it again in 2016!



Bridges out of Poverty

The Prosperity Roundtable hosted two Bridges Out of Poverty Workshops in 2015. In total, 215 community members were trained in this important diversity training. Attendees are provided with a deeper understanding of the challenges and strengths of people living in poverty. The workshop explores the hidden rules of poverty and how our access to resources impacts the way we see the world. It also helps attendees identify ways to improve relationships and build a sustainable community where we can all live well.

The Prosperity Roundtable also hosted a number of family-friendly events throughout the calendar year. In the quiet summer months, free community movies were held at the Chatham Capitol Theatre, giving families an easy way to beat the heat and entertain the kids. As well, a free family fun night was hosted in October. Over 350 people attended the evening where a free meal was served and activities were organized by community partners for the children in attendance.

Funded Services

Funded Agencies

- AIDS Support Chatham-Kent
- Big Brothers Big Sisters of
- Chatham-Kent
- Canadian Hearing Society
- Canadian Mental Health
- Association Lambton-Kent
- Chatham-Kent Block Parent
- Program Inc.
- Chatham-Kent Children's Services
- **Chatham-Kent Student Nutrition**
- Program
- Chatham-Kent Women's Centre CNIB
- Dresden Sidestreets Youth Centre
- **Epilepsy Support Centre**
- Erie St.Clair VON
- Family Service Kent
- Learning Disabilities Association
- of Chatham-Kent
- New Beginnings, ABI and Stroke
- **Recovery Association**
- **Restorative Justice Chatham-Kent**
- The Solid Rock Café Youth Centre
 - YMCAs across Southwestern
 - Ontario

United Way Programs Bushels of Hope Chatham-Kent Nonprofit Network **Operation BackPacks** Operation Cover-Up **Prosperity Roundtable** "The 425" Centre for Community Innovation Tilbury Information and H.E.L.P. Centre Union Gas Emergency Assistance Program Volunteer and Information Chatham-Kent Wallaceburg Information and H.E.L.P. Centre Women's Leadership Council Youth Engagement Together serving

> 36,426 people across Chatham-Kent.

Strengthen the Network of Services and Capacity of the Local Nonprofit Sector

Workshops @ The 425





(From April 2015- March 2016)

New 425 Tenants Chatham-Kent Weekend Islamic School

In September, the Chatham-Kent Weekend Islamic School became a permanent tenant at "The 425".

Community Partnerships Chatham-Kent Welcome Network

United Way of Chatham-Kent is proud to be one of the first 14 organizations to join the Chatham-Kent Local Immigration Partnership's *Chatham-Kent Welcome Network*. By joining the Network, United Way has demonstrated cultural awareness and cultural sensitivity in the workplace, and is helping newcomers integrate more quickly in Chatham-Kent by connecting them with settlement information and support services.

Nonprofit Sector Study

The Chatham-Kent Workforce Planning Board (CKWPB) and the Chatham-Kent Nonprofit Network (CKNN) collaborated on a local study to identify workforce challenges and general employment information for the nonprofit sector. The survey consisted of an online portion distributed to over 100 nonprofits with 53 responses and 20 in-depth one-on-one interviews. The findings of this study will be used as a baseline to measure progress in CKNN's three focus areas - Career Education, Community Relations and Capacity Building.



Youth Career Planning

The nonprofit sector is a growing industry which is why one of CKNN's focus areas is related to Youth Career Planning - educating the next generation about viable nonprofit careers in CK.



Community Relations

Finding a collective voice for the nonprofit sector is an on-going focus for CKNN. There are many misconceptions about the sector. We aim to dispel these myths and provide facts that demonstrate the combined value of nonprofits.



Capacity Building

CKNN offers monthly workshops to provide professional development based on the on-going needs of local nonprofits. Looking at studies such as this one, we are able to see where we should focus to ensure a thriving nonprofit sector.

Study Recommendations:

- Raise awareness of the sector in the community with media stories & social media
- Host sector specific networking events
- Facilitate a process that creates mentorship opportunities
- Create a sustainable, appealing work culture
- Create opportunities to learn and share about succession planning
- Host specified training and professional development events
- Leverage our network to create a collective voice for the sector

Findings taken from the "*Non-Profit Sector Study* - *What is happening in Chatham-Kent's Non-Profit Sector*" by the Chatham-Kent Workforce Planning Board. CKNN is a community building initiative of the Ontario Trillium Foundation and United Way of

CKNIN is a community building initiative of the Ontario Trillium Foundation and United Way of Chatham-Kent. Their mission is to create a strong and resilient nonprofit sector in Chatham-Kent.

Educate and Influence Public Attitudes

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A Year at a (: : Facebook Reach	
APRIL	Created the first United Way Impact Video featuring Sully Vandernaalt - a service recipient of the CNIB.	710
MAY	Issued the first United Way e-newsletter. Created the second Impact Video featuring Derek Beselaere - a service recipient of New Beginnings, ABI and Stroke Recovery Association	United Way Like (Increased from 289 in Popular Posts:
JUNE	Created the third Impact Video featuring Ben Kerr - a service recipient of the Canadian Mental Health Association.	Everyday Hero Video Media Conference Update Sully Video Campaign Photo Album
AUGUST	Created the Everyday Hero video.	•
SEPTEMBER	Launched the redesigned website.	Twitter Follower
OCTOBER	Placed advertisements in local print publications and on local radio stations.	
NOVEMBER	Aired the Everyday Hero video during the Pre-show at Cineplex	9 074
DECEMBER	Hosted a press conference to update the community about the campaign.	United Way Follow (Increased from 736 in
JANUARY	Hosted a public campaign achievement event with coverage from local media outlets.	¥ 349
FEBRUARY	Promoted February 11th as National 211 Day to raise awareness of 211 Services.	Youth Committee Fo (Established September





Jnited Way Likes reased from 289 in 2014) r Posts: ay Hero Video Conference Update

ter Followers



ited Way Followers reased from 736 in 2014)



Committee Followers blished September 2014)

Videos



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Collaborate with Others to Affect System and Policy Change





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: Movement Transformation Program

One of the strategic directions as set by the United Way Centraide Canada (UWCC) Board of Directors is for the Movement to become a High Performing System. To realize this direction, UWCC has begun to establish integrated organizational structures across the country under the Movement Transformation Program. This program seeks to build collaborative structures to drive growth and impact, improve effectiveness and mitigate system level operational risk, and ensure relevance with all stakeholders.

Regionally, we have collaborated with the three surrounding United Ways on various projects to enhance our service capacity.

United Way London & Middlesex

During the 2015 Campaign we utilized London & Middlesex's Andar e-pledge module to test an online workplace campaign. A customized web portal was developed for employees to access. The easy and convenient giving tool resulted in an increase in average donor gift and in the workplace campaign total. We will look to adopt this tool in other workplaces where employees are dispersed across many locations.

United Way Sarnia-Lambton

A year ago we were looking for a software solution to capture and monitor our funded programs' and services' outcomes. We needed to be able to demonstrate to our stakeholders the value of their contributions, through the annual campaign, in a way that made sense. In addition, our national office requires specific data, to aggregate with all other United Ways in Canada, to tell the "United Way" story.

While we reviewed a few software options, United Way of Sarnia-Lambton introduced us to CommunityForce online software. It has proven to be extremely user friendly and very customizable, allowing us to gather data that is important to our community and demonstrate outcomes.

Recently, we made a trip to United Way of Sarnia-Lambton to mutually share our experiences to date. We will continue to assist one another in a collaborative manner, in order to continue our collective good work in "improving lives and building community".

United Way Windsor-Essex County

In July 2015, some staff members had the opportunity to visit with their staff counterparts in Windsor to learn about their respective roles. We look forward to exploring possible avenues for further collaboration.

Create an Environment Where Staff and Volunteers are Engaged and Feel Valued

Volunteer **Bureau**

Through a co-operative education placement with United Way of Chatham-Kent in partnership with the Chatham-Kent Nonprofit Network, a Student Volunteer Co-Ordinator served as a resource for the students in their school - identifying volunteer hours needed, keeping students aware of upcoming events, local human and social service organizations, and helping to fill volunteer positions within their own school.



"Before my placement as a volunteer coordinator I had not once considered working in the nonprofit field, not because I didn't want to, but because I didn't know I could. The nonprofit world is full of some of the most passionate, hardworking people someone could meet, and yet there is little that represents them in society or in schools. My work as a volunteer coordinator has changed me. I've now changed my post-secondary education to follow a route that will hopefully lead to a career at a nonprofit, something that I had not even considered six months ago. The best part about the nonprofit sector is exactly that, it's for the gain of others, not for yourself. I know that there are others, like myself, who really want to do some good with their life and with their work, but don't know where to turn."

> - Logan McQueen, Grade 12 John McGregor Secondary School

Featured Volunteer - Jana Smith



"Having retired and moved from Calgary to Chatham, three months before, I was looking for a way to be involved in my new community. Volunteering, especially with the United Way, seemed like the perfect opportunity. Now, almost 18 months later, I am involved in some exciting projects, where the skills, knowledge and training that I had and utilized while employed, have a second life. Volunteering has allowed me to meet people and expand my community connections. As a result, I feel that I am engaged, useful and connected. What an awesome way to transition to a new community."

Campaign Associates



Terry "TJ" Johnston



Megan "Meg" Sealey



David "Dave" Weaver

"Working for United Way has been an eye opening and a very rewarding experience. It is truly amazing to see the impact of the organization across Chatham-Kent. I met some very passionate people working hard to do good in our community." -Meg Sealey

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United Way Volunteers & Staff

Board of Directors Alison Patrick President

Brad Langford Vice-President

Tania Sharpe Treasurer

Jayson Campeau Elizabeth Cannon Jason Dudley Scott Ewing Lynn Girty James Lizotte Adam Ludolph Jeff McFadden Chris McLeod Newt Richardson Marlee Robinson Kathy Smyth

Resigned Sherry Huff

Major Gifts Cabinet

Steve Baker Scott Ewing Wes Thompson

Volunteers

Mai Abdou Elaina Aiello Sandra Alward Roxana Aldan Marian Allen Audrey Ansell Karen Armitage Matthew Armitage Jared Atkinson Katie Balkwill Barbara Baker Thomas Bayda Lori Beaule Roger Beaule Ashtyn Beckstead Maxime Begin Derek Beselaere Chantelle Bilodeau Kara Blackburn Josh Blair Nate Blair Loren Bosazzi Ryan Boyd **Rick Bradley** Amy Brown Gerri Brown Arlette Campeau

Campaign Cabinet Kelly Bayda Campaign Co-Chair

Aimee June Campaign Co-Chair

Dr. Jody Anderson Tracey Arnold Jackie Beatty Emily-Anne Cadotte Nick Cadotte Chief Gary Conn Gord Dewar Rvan Griffioen Jeff Jack Chris June Brad Langford Angelo Ligori Adam Ludolph Tomo Matesic Margery Muharrem Chris Ovecka **Bill Pollock** Joe Presutto Brenda Richardson Dave Rikley Janice Sellen Don Shropshire Andrew Smith Kathy Smyth Eric Stemmler

Nathan Campeau Nico Cariati Carina Caryn Kathy Chaput Jack Chen Karlee Cockburn Lachelle Cohen Justin Cook Angela Corso Felix Coutur Lu-Ann Cowell Ashley Crawford Nick Ćrawford Cory Cronin Erin Crow Amber Cunningham Janet Cunningham Mike Cunningham Brad Davis Brandon Davis Chris Decaire Louise Delong Shawna Deprez Valerie Douglas David Dressler Chris Earley Patrick Egan

Community Investment Committee Jana Smith Chair

Victoria Bodnar Nicole DaSilva Omar El-Mounavri Lori Gall Aimee June Joy Kilby Colleen L'Abbe Mary Lynn Lister Santavy Darren Lopes Mary Ann McCrae Frank Niehus **Bruce Ross** Brian Smith Brittany Zimmer Daryl Zimmer

Lisa Erny

Kathy Faher

Dillon Gallerno

Jessica Gasgon

Connie George

Sandra Gibson

BJ Griffiths

Tom Heath

Linda Grimes

Jaymee Houle

Deloris Jenkins

Kelly Johnston

Cindy Juniper

Georgina Lacina

Michelle Landuvt

Ben Kerr

Janice Lally

Chris Laprise

Joe Laprise

Ally Lariviere

Cece Leclair

Bernice Leslie

Frank Letourneau

Elizabeth Harrison

Rick Gallerno

Youth Committee Ashley Jackson Chair

Erin McEachran Vice-Chair

Taylor Kewley Secretary

Mitchell Benn Carly Bell Braden Dam **Owen Dorssers** Olivia Ermers Lydia Fenton Ówen Foster Emily Hiltz Amanda Kellet Emma Landriault Danielle Lucier **Emily Mailhot** Ainsley McNamara Ben Nicholls Ashton Pugh Payton Pugh Hannah Roesch McKenna Thibert Raymond Yang Keren Zingman

Jasper Luu Starr Luu Wanda Luu Jim Lynds Gerald Mailloux Linda Mailloux Marlene Maris Manikya Ravi Gioteti Anita Markert Briar McBoyle Deb McCabe Denise McCall Merrick McCall Erin McCord Ken McCorkle Laurie McCorkle Jody McGee Brittany McLaren Jessica Mills-Begin Selena Moor Steve Moore Marg Moriyama Carolyn Nogueira Dusty Nogueira Jill Obradovic Phyllis Payne Matteo Pepe Margaret Littlewood Fatima Pisquem

Women's Leadership Council Committee

Members Kathy Biondi Elizabeth Cummings Ruth Dekker Kate do Forno **Emily Durbin** Julie Faas Eleanor Gleeson Trinette Lindley Mary Lynn Lister Santavy Louane McFadden Libby Passmore Gayle Stucke Joanne Trinca Monica Van Dellen Stephanie Watkinson

Bushels of Hope Committee

Lisa Devolder Babula Jennifer Devries Lisa Fox Bail Lynn Girty Bob Kerr Leon Leclair David Rhodes Julie Rhodes Paul Spence

Steve Pratt **Bob Rawlison** Joe Reding Olga Ribalko April Rietdyk Bonnie Ripley Genu Ripley Brooklyn Roebuck Supreet Saini Jolee Sammut Linda Siddall **Richard Siddall** Ellen Sinclair Jocelyn Smit Thomas Smith Ron Sterling Gemma Sullivan Dana Suelzle Rory Sweeting Chris Taylor Marg Tinline Nyles Tomlinson Dylan Turato Keith Vaneyk Eric VanDamme Simon Vanderlynden Jason Vandernaalt

Staff

Brian Armitage Julia Earley Helen Heath Karen Kirkwood-Whyte Erica Kitchen Rose-Anne Mayor Stewart Sinclair Tom Slager Mary Symons Patricia Weiler Veronica Whittal

Contract Staff

Kim Broadbent Kate do Forno

Campaign Associates

Terry Johnson Megan Sealey Dave Weaver

Summer Student Curtis Xavier

Co-op Placements

Nelinha Carreiro Dawn Hoskins Trevor Lozon Logan McQueen Katelyn Schram

Julie Vandernaalt Sully Vandernaalt Greta Vanderveen Joanne Van Praet Tabitha Vercillo Karen Verstappen Jeff Young Andrew Walker Jim Walker Tony Walsh Derian Waithier **Rick Weiler** Rob Whyte Kathleen Williams Liia Ward Irene Williams Ralph Williams Trevor Williams Matt Wood Patricia Wright Yasmine Yuva **Bill Zilio** Faye Zimmer

Financial Statement

For the year ended 2015 DEC 31

Revenue Corporate Gifts Employee Workplace Gifts Individual Gifts Special Event Revenue Other United Ways	\$ 705,578 775,570 190,387 180,054 1,110 \$	1,852,699	Expenditures Fundraising (and Administration) Costs Allocations to Member Agencies Allocations and Grants to Endowment Fund Community Impact Grants Designations for Non-Member Charities Designations for Sponsorships	\$ 396,689 740,716 1,200 0 127,699 14,400	\$	1,280,704
Fees for Service and Other Income Grants from Government Interest Rental Income at "The 425" United Way Programs	\$ 78,837 229,768 5,774 31,706 26,578 \$	<u>372,663</u> 2,225,362	United Way Community Impact Programs Pledge Loss Surplus	845,536 57,406 41,716	• 	845,536 57,406 41,716 2,225,362

For a complete copy of our Audited Financial Statements for the period ended 2015 DEC 31, please visit: www.uwock.ca

Ontario 211 Caller Story

Chatham-Kent resident gets valuable information and support from 211 and numerous community agencies

In early 2016, 211 received a call from a gentleman living in Chatham-Kent who needed financial assistance to pay for some personal expenses that he could not afford. As an Ontario Disability Support Program (ODSP) client, this caller has limited income and was finding it difficult to pay for haircuts, transportation, dog food for his beloved pet and other daily living expenses.

After speaking to the caller for a short time, the 211 Specialist quickly realized that this caller's needs were greater than initially presented. As it turns out, he is also



battling cancer and receiving treatment in Toronto. He revealed to 211 that he was having trouble getting around his home which is not accessible and could not take care of his own hygiene or household chores.

The 211 Specialist initially provided this caller with a referral to Community Care Access Centre (CCAC) and offered to follow up with him again in a couple of days. In the meantime, the 211 Specialist made a number of phone calls on behalf of this caller and found generous community agencies that were able to assist with some of his daily living needs.

During a follow up call with 211, this gentleman was pleased to report that CCAC had completed an assessment and made arrangements for him to receive help with bathing and housekeeping. He also received supports from many other community agencies including St Vincent de Paul, Salvation Army, Chatham Outreach for Hunger, NeighbourLink, Family Service Kent, ODSP, the United Way of Chatham-Kent and others. The caller also expressed much gratitude for the help provided by these organizations.

In the words of this caller, "That one call to 211 has done so much to raise my quality of life."

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Tilbury, ON NOP 2L0 P: 519-682-2268

Wallaceburg

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