

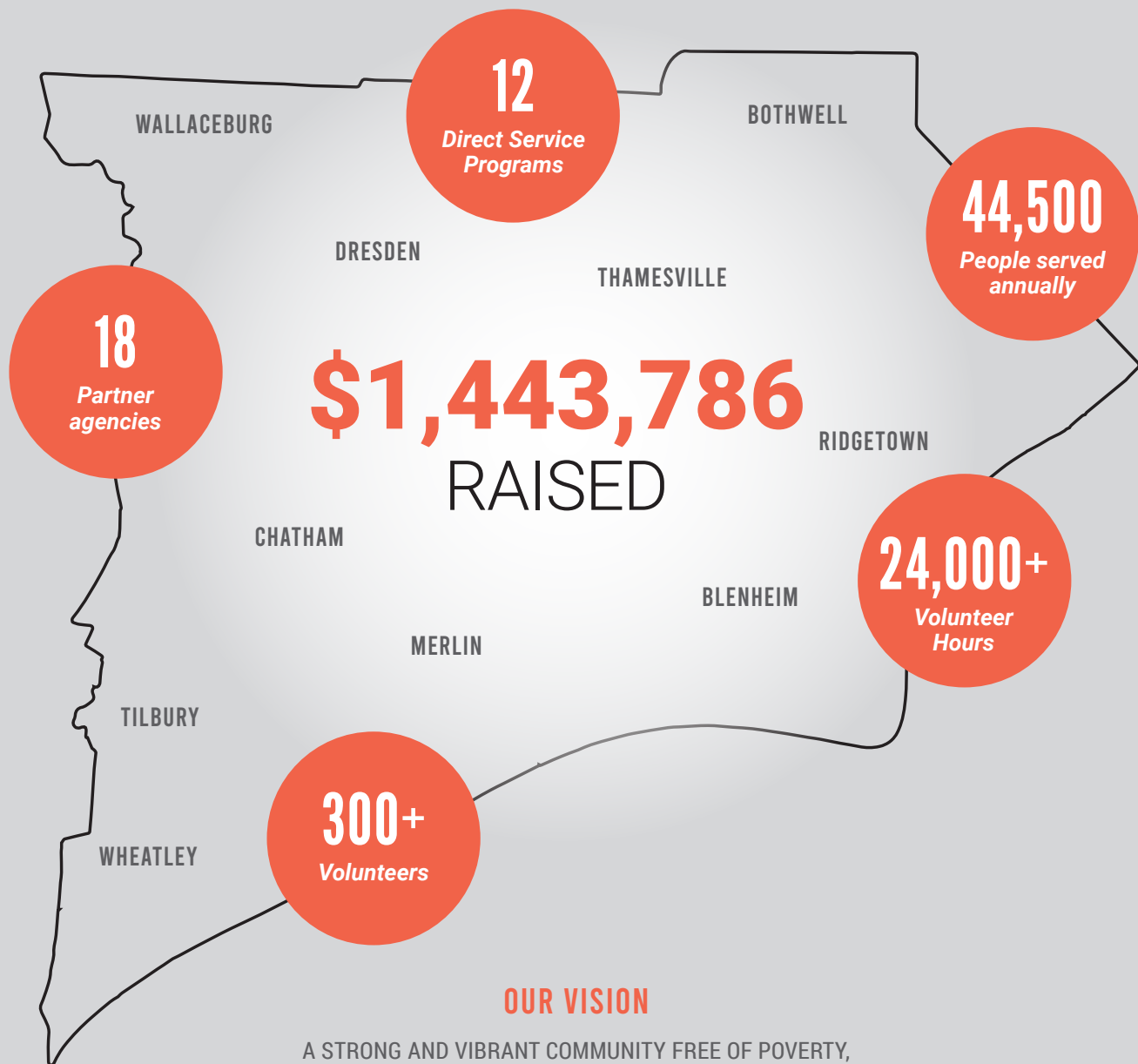
TOGETHER, WE CAN MAKE LOCAL ISSUES

#UNIGNORABLE



United Way
Chatham-Kent

UNITED WAY FIGHTS FOR THE
HEALTH, EDUCATION AND FINANCIAL STABILITY
OF EVERY PERSON IN EVERY COMMUNITY.



OUR VISION

A STRONG AND VIBRANT COMMUNITY FREE OF POVERTY,
WITH CHILDREN ACHIEVING ALL THEY CAN BE.

OUR MISSION

TO IMPROVE LIVES AND BUILDING COMMUNITY IN CHATHAM-KENT.

A LETTER FROM OUR 2019 CAMPAIGN CHAIRS

“As realtors, we see a lot of our community; but when we started working with United Way as volunteers these past few years, we saw first-hand how they are taking action and confronting #UNIGNORABLE issues.” Said Bill Myers, owner and broker of record at Advanced Realty Solutions. “When Advanced Realty Solutions Inc. was approached to be United Way of Chatham-Kent’s first campaign chairs created entirely of coworkers, our office was excited to take on this challenge. On September 1st 2019 we hit the ground running to reach the fundraising goal.”

As a team, they were able to lean on each other and the community for support. They were incredibly active trekking across Chatham-Kent talking about United Way’s involvement in the community, listening to the hopes that people wish for this community, selling Kids Future 50/50 draw tickets, volunteering for numerous fundraising and functions and challenging people to join them in being Change Makers.

Sheila Young made 20 crock-pots of her own special recipe for homemade baked beans which she served at the Blenheim Poor Boy Luncheon. They were a huge hit and sold out by the end of the event!

Cris Butler was United Way’s volunteer who sold the winning 50/50 ticket which local resident, Linda Butler, won \$23,045!

Bill Myers, Ryan Rusnak and Ken Bechard raised the bar for the Lock Up event by picking up all the participants in costume with their custom made police transporter.

The Advanced Realty team not only supported the existing United Way fundraisers but created one of their own. With the launch of “Commission for a Cause”, the Realtor team offered one homeowner the ability to donate the selling commission of their home to help fight #UNIGNORABLE issues with United Way of Chatham-Kent! As the homeowner’s legal representation, Langford Law also jumped on board and allowed the seller’s legal fees to be donated as well.

“I am confident we left no stones unturned and I am proud of what everyone has accomplished. It has taken thousands of people to come together and make this possible,” noted Bill.

After an estimated 24,000 in volunteer hours, United Way of Chatham-Kent announced at the touchdown event that \$1,443,786 was raised in the community and will be invested almost immediately into local programming.

As the largest non-government funder of community services in Chatham-Kent, United Way reinforces this community’s crucial safety nets. The funds raised during the 2019 campaign ensure that everyone has access to the programs and services they need to thrive in the community.



ADVANCED REALTY SOLUTIONS
2019 CAMPAIGN CHAIRS

RETHINKING SHARED SPACE

Welcome to the Chatham-Kent Nonprofit Centre



In 2011, United Way of Chatham-Kent purchased and moved into the space at 425 McNaughton Ave West, Chatham. Often referred to as “The 425”, the building started as a shared space. Fast forward to 2019, the building has undergone changes and is now operating as the Chatham-Kent Nonprofit Centre or CKNC for short.

With support from community partners, common spaces were renovated and repurposed to better meet the needs of clients and visitors to the building. New neighbours have moved in and the facility is seeing an increase of organizations utilizing rentable rooms. To help increase awareness and promote the amazing things happening within these walls, two new social media channels have been created and can be followed on Facebook @cknonprofitcentre and Instagram @chathamkentnonprofit.

The Chatham-Kent Nonprofit Centre business model provides nonprofits a place to grow in this community, and amenities that will allow them to focus on their work rather than their office expenditures.

TekSavvy Lounge

The loss of a loved one is devastating, and for a child it can be a life shattering experience. Thankfully the Erie St. Clair VON offers the VON Kids’ Circle, a program funded in part by United Way, which helps children with their grief. Operating out of the Chatham-Kent Nonprofit Centre, it is a popular stop during the United Way’s “Seeing is Believing” tour, and was a huge inspiration for the staff at TekSavvy who wanted to do more to help the children and their families.

The program’s space is large, inviting and includes a giant tree mural which shares photos of lost loved ones. For those waiting for appointments, their waiting room experience was less inviting as it consisted of two chairs in the hallways with and little privacy. To help solve this problem, TekSavvy staff built a committee and mobilized a team of staff and volunteers to address the mental health and wellbeing for the whole family during their time of grief.

Working with local businesses like Leon’s and Devos Furniture, the committee transformed a once drab storage room into a tranquil space where families waiting for their appointments can relax, watch TV, play on the computers or tap into the free WiFi. TekSavvy coordinated all labour, furniture, decor and tech for the space. Families are surprised and grateful when seeing the room for the first time.

To announce the new waiting space, United Way produced a video which features the TekSavvy volunteers and VON Kids’ Circle Program advocates Brian Rupert and Zara Belanger-Pepper.

To watch the video or to see more photos of the space visit:
uwock.ca/teksavvy-shows-their-local-love/





Home Base

When the Chatham-Kent Realtor Association (CKRA) moved into the CKNC it was a welcomed addition to the nonprofit shared space community. Their staff were able to quickly make the transition into their new offices, and their caring members took the initiative to revitalize a tired lounge into a modern space that inspires collaboration.

It is with thanks to the CKRA that the centre is able to provide a new smaller boardroom, which has been dubbed Home Base. Outfitted with new furniture, décor and technology, this beautiful space provides guests the ability to work comfortably, together.

Since the renovation, room bookings in Home Base have increased. Chatham-Kent Nonprofit Centre's rental costs operate under a cost recovery model for the building and allows nonprofits to reduce overhead expenses by sharing services and amenities. In 2020, Chatham-Kent Nonprofit Centre will allow local businesses the ability to sponsor an office space for local agencies. By doing so, it will allow a nonprofit to operate rent free, and the freedom to move that savings into other endeavors such as programing or projects.

To see more images of the space or to rent it for your next meeting visit uwock.ca/events/rentalspace.



Pop-Up Art Gallery

Local artists are working together with United Way to help make hunger #UNIGNORABLE in Chatham-Kent. By working with Chatham-Kent artists, the hallways have been transformed at the Chatham-Kent Nonprofit Centre into a pop-up art gallery showcasing paintings and sculptures for sale. With each piece sold, a portion of the sale goes towards funding hunger initiatives happening in CK.

When you ask mixed media and collage artist Laurie Langford why she supports United Way - she says, "It's because it is the right thing to do." Laurie is a longtime volunteer with United Way and the catalysts to starting the pop-up gallery initiative.

Guests attending meetings inside the Chatham-Kent Nonprofit Centre often explore the hallways to see what new pieces have been installed. Since the launch of the pop-up gallery in mid-2019, 6 pieces have sold from the walls.

Acrylic artist, Sadie McDonald said, 'The art I create becomes more meaningful to me when others can benefit in a tangible way. It's a great feeling when your art not only provides the obvious visual benefits but is able to provide through the programs it supports.'

The artwork is also available for purchase online on United Way of Chatham-Kent's storefront through the Gigit platform.

9

NONPROFITS OPERATE
AS NEIGHBOURS INSIDE
OF CKNC.

16,034

PEOPLE ATTENDED A FUNCTION
AT CHATHAM-KENT NONPROFIT
CENTRE IN 2019.

79%

CURRENT OCCUPANCY
IN 2019.

4

GATHERING SPACES ARE
AVAILABLE FOR RENT WHICH
ARE PERFECT FOR TRAINING
SESSIONS, MEETINGS OR
SOCIAL FUNCTIONS.

81

NONPROFITS UTILIZED CKNC'S
SERVICES IN 2019.

10%

INCREASE IN ROOM
RENTALS SINCE 2018.

1

PUBLIC HEALTH
CERTIFIED KITCHEN.

CONNECTING PEOPLE TO BUILD A STRONGER COMMUNITY



HUNGER

**\$61,167
INVESTED**

SUPPORTED TWO
HUNGER PROGRAMS

OVER 1 MILLION
BREAKFAST PROGRAM
MEALS ARE PROVIDED TO
CK SCHOOLS IN A YEAR



POVERTY

**\$128,015
INVESTED**

SUPPORTED ONE
POVERTY INITIATIVE

1 IN 6 PEOPLE LIVE IN
POVERTY IN CHATHAM-KENT

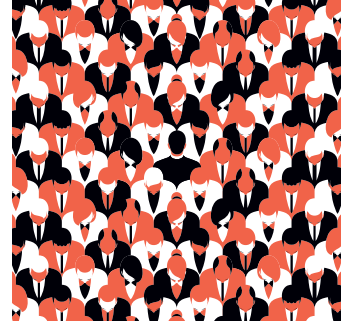


HOMELESSNESS

**\$4,000
INVESTED**

SUPPORTED ONE
HOMELESSNESS PROJECT

AN AVERAGE OF 62
PEOPLE ARE CHRONICALLY
HOMELESS IN CK EVERY
MONTH

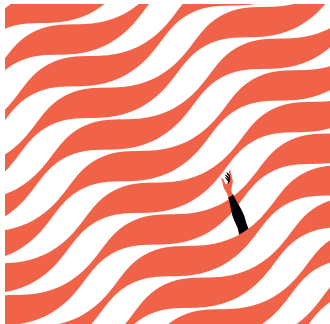


YOUTH UNEMPLOYMENT

**\$10,000
INVESTED**

SUPPORTED ONE
WORKPLACE TRAINING
INITIATIVE

ONE VEHICLE CAN PROVIDE
A DIRECT PIPELINE
FOR APPRENTICESHIP
OPPORTUNITIES



MENTAL HEALTH

**\$254,093
INVESTED**

SUPPORTED FOUR MENTAL
HEALTH PROGRAMS

AN AVERAGE OF
170 PEOPLE RECEIVE
ACCESS TO AFFORDABLE,
PROFESSIONAL
COUNSELLINGS SERVICES



DOMESTIC VIOLENCE

**\$27,055
INVESTED**

SUPPORTED TWO DOMESTIC
VIOLENCE SUPPORT
PROGRAMS

AN AVERAGE OF 24 DADS
VOLUNTARILY RECEIVE
SUPPORT TO HELP CHANGE
THEIR PATTERNS OF
ABUSE ANNUALLY



SOCIAL ISOLATION

**\$63,860
INVESTED**

SUPPORTED FOUR
SOCIAL ISOLATION
RELIEF PROGRAMS

BULLYING IS THE TOP
REPORTED ISSUE BY YOUTH
IN ALL THREE YOUTH
CENTRES IN CHATHAM-KENT



EDUCATION INEQUITY

**\$182,161
INVESTED**

SUPPORTED SIX EDUCATION
BASED PROGRAMS

APPROXIMATELY
45 ELEMENTARY AGED
CHILDREN RECEIVE SUPPORT
FOR THEIR LEARNING
DISORDERS

LASTING SOLUTIONS

The first steps to lasting change.



211: Connecting people to the help they need

When many in CK didn't know where to turn, 211 Ontario was there for them. In 2019, 211's trained staff were able to identify 1,231 needs over the phone for local residents.

The top requests for help included:

- Health
- Financial Assistance
- Government & Economic Services
- Housing
- Information Services
- Legal/Public Safety

By connecting people to the services and programs they need, individuals and families are able to take the first steps onto the road to success.



End Violence Against Women

Domestic violence is #UNIGNORABLE and to bring awareness to the issue United Way hosted a community conversation on helping to end violence against women in Chatham-Kent.

The panel of speakers included Constable Meredith Rota of the Chatham-Kent Police, Marlene MacLennan of the Chatham-Kent Police, Karen Hunter of the Chatham-Kent Women's Centre, Emily Spagnolo of Changing Ways, Karyn O'Neil of United Way Chatham-Kent, Michelle Schryer of the Chatham-Kent Sexual Assault Crisis Centre, Elizabeth Downey Sunnen of Awarehouse and Lana Parenteau of Indigenous Outreach Support. Each women on the panel shared stories of working with women who are healing from the domestic violence experience(s), shared stories of their own lived experience and offered hope by making it clear that help is available to anyone who is experiencing abuse.



Women United

United Way of Chatham-Kent's affinity group Women United celebrated the launch of their new 5 for 5 initiative. Inspired by a similar strategy in Virginia, these women came together and pledged to donate \$5,000 each year for 5 years, which is a combined commitment of \$125,000. The interest earned will help fund local programing for mental health/addictions, the homeless, and those caught in the cycle.

The five founding members are Christine Muckle; Karen Kirkwood-Whyte; Julie Faas; Janet Bernreuter; and Christine Canniff. (Pictured left to right)


The 5 for 5 initiative is already in the process of recruiting more like-minded women, who also want to make a difference in the lives of many. To learn more contact Margery Muharrem at marge@uwock.ca.



United Way's Future Fund

Legacy Gifts are critical for United Way because they allow sustainability. Contributions to United Way's Future Fund provides estate and tax planning advantages that can retain the value of your estate for your heirs. These advantages include bequests, trusts, and gifts of life insurance, property or securities.

Legacy giving is usually a team effort between the donor, their financial and legal advisors, perhaps a family member, and a representative from United Way. As United Way of Chatham-Kent's Individual Donor & Major Gifts Associate, Margery Muharrem works with these the donor teams to ensure that their gift leaves a legacy that continues to fight #UNIGNORABLE issues that effect Chatham-Kent.



"It's time to stop obsessing about overhead and start focusing on progress. Change charity, and charity can change the world."

– Dan Pallotta

TOGETHER WE MADE AMAZING THINGS HAPPENS

Rebuilding Wheels

Life is stressful enough without having to worry about your car's ability to take you to work and back. Reliable transportation is a barrier for several people the United Way works with. In CK there are many that are considered Asset Limited, Income-Constrained, yet Employed - or ALICE for short. They are people with jobs but after life expenses such as rent, and food there is little left over to cover emergency expenses such as car repairs.

Wallaceburg's Donna Lashmore's vehicle had 260,000 kilometres, and she often wondered if her car could make the commute between Wallaceburg & Chatham for work. To help, Donna, United Way, Family Service Kent, Chatham Mazda, Lally Ford, Ray Mac Distributors – Carquest, Walker Machine, Len Caron, Lube Tech – Express Care, James Stonehouse and his automotive class at John McGregor Secondary School worked to provide her with the one-time gift of a reliable refurbished vehicle through the United Way of Chatham-Kent's Rebuilding Wheels Rebuilding Lives program.

On June 5th, Donna was able to take the keys to her new used car and gain the freedom knowing that her vehicle is one less thing to worry about in her life

Chatham-Kent is the second community to run this program, which has been operating for years in Windsor-Essex. Rebuilding Lives not only changes the life of the car recipient but also provides real life and educational experience for the students working on it.

To qualify, a person must be employed, have a driver's licence, and financially secure enough to cover the cost of insurance and future maintenance.



"I think it's good for business to be a member of the community in more ways than just having our customers as customers. We need to give back and find creative ways to do things that can help our community. When you participate in acts of kindness and when you share that in your community, I think that's a powerful thing."

– Adam Lally

Owner of Chatham Mazda and Lally Ford



Strengthening our Roots

On April 24, Chatham-Kent Nonprofit Network hosted a very rare experience for their fifth annual conference. For the first time in this area, charity rockstar and keynote speaker Dan Pallotta hit the stage to talk about rethinking charity, giving, and operating in the not for profit world.

Guests from all across Chatham-Kent and Southwestern Ontario were drawn to see Dan speak as he covered elements from his popular TED Talk “The way we think about charity is dead wrong” and learned how to make lasting impact as nonprofits. Inspiration came from everyone who hit a podium. As leading experts in their own fields Betty Ferreira, David Hartley, Jennifer Jurgens, Paul Nazareth, Doug Sartori, Cathay Taylor and Daniele Zanotti all received standing ovations.

Rum Runners Gala

The most anticipated United Way Fundraiser was the Rum Runners Gala, an adaptation of the 2013 Runway Gala. The Chatham-Kent Municipal Airport was transformed into a 1920’s speakeasy complete with secret passwords, local hooch from Wolfhead Distillery and an airplane hanger decked in chandeliers and seating for 130.

Guests were delighted by the fashion show presented by Gentry Mannor, the unique live performance by Halifax’s The Vaudevillian and our staged police raid to where detectives apprehended our evening’s hosts: Steve “Baby Face” Pratt and Thomas “Tommy Scissor Hands” Smith.

FIGHTING FOR EVERY PERSON

In every community.

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Jaclyn Gillier
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Marge Muharrem
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Donor Engagement,
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Scott Roose
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Veronica Whittall
Coordinator,
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SPONSORED CAMPAIGN ASSOCIATE

Joelle Brown-Detailleur
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Chair Facilitator

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Camila Alves
Elizabeth Canon
Shirley Davies
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Rebecca Haskell Thomas
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Tom Slager
Staff Support

Bela Trebics
Member

Katie Vilaranda
Member

A WARM THANK YOU TO OUR DEDICATED STAFF WHO HAVE MOVED ON FROM THE ORGANIZATION

Patricia Weiler Manager, Volunteer and Information Services

Mary Symons Coordinator, Good Neighbours Project

Laurie Langford Coordinator, Chatham-Kent Nonprofit Network

DUE TO COVID19 THE FINAL AUDITED STATEMENT IS NOT AVAILABLE
AT THIS TIME. A DIGITAL VERSION WILL BE AVAILABLE AT
UWOCK.CA/ABOUT-US/REPORTS AT A FUTURE DATE.

HOW UNITED WAY WORKS

Collaborate

To bring stakeholders together.

Research

To understand community needs and plan for the future.

Advocate

To help people understand the issues.

Invest

In programs and services with measurable results.

CHANGE DOESN'T HAPPEN ALONE.



Help us to get the word out.

Please share how **YOU** plan to join the fight and transform your community with United Way of Chatham-Kent.

Be sure to include **#UnitedWayCK**



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linkedin.com/company/united-way-of-chatham-kent



twitter.com/UnitedWayCK



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