

NEWSLETTER

Brant United Way
October 2010



TRISH KINGS

2010 Campaign

Message from the Campaign Chair

The Brant United Way 2010 Campaign is officially underway! The thermometers are up in the City and County and the mercury is starting to rise. You can feel the energy at workplaces across our community, with many exciting activities happening.

We had a fantastic kick-off on September 10th at the Rotary Club of Brantford's weekly meeting and with the help of our friends from our Member Agencies we revealed our 2010 Campaign Goal of \$1.45M. This year, our goal is higher than it has been in the past three years. We know our community is still struggling, and we know that our Member Agencies need us more than ever. Together, I know we can achieve this, and dare I say exceed this! Brantford and the County of Brant is a small tight-knit community and I know that we will rally around this cause and band together.

On September 13 a delegation from Brant United Way presented to City Council. After our presentation, Mayor Hancock made a powerful comment. He said, "last year, amidst the worst recession in a long-time, Brant United Way exceeded its target. This is a reflection of the generosity of the people in Brantford who recognized the need to support United Way. It's integral to our community. I urge everyone to get behind United Way again this year, our community needs it." I couldn't agree more. The strength of our Campaign is all of the donors and volunteers from workplaces and in our community who come together to show their support and donate to Brant United Way.

Together, we will rediscover what it means to be a community and create real, lasting change through our United Way Campaign.

Sincerely,

A handwritten signature in cursive that reads 'Trish Kings'.

Trish Kings

2010 Campaign Chair

How Your Donations Help

Donations to Brant United Way are invested locally to address the most pressing community issues. Approximately 45,000 citizens or 1 in 3 have been helped by the over 50 programs supported by Brant United Way.

Brant United Way partners with 18 Member Agencies in the community and together we are helping to ensure that all citizens of Brantford and the County of Brant are supported in all facets of their lives.

Our partnership with Member Agencies provides programs and services to nurture children, mentor youth, support seniors to live independently, enable people to participate more fully in society and assist people during a crisis.

EXAMPLES OF SUCCESS:

- 88% reduction in aggression and increased social tolerance – *Roots of Empathy program run by Kids Can Fly*
- 70% of clients reported an improvement in their ability to manage their finances – *Family Counselling Centre of Brant*
- The introduction of daily nutritious snacks has shown a significant decrease in student tardiness. Students are on time and able to focus on learning – *Brant Food for Thought*
- 650,000 pounds of food distributed to the hungry in 2010 – *Community Resource Service*
- 20,397 meals delivered to hundreds of individuals, like seniors, who are not able to access hot and nutritious meals, allowing them to live independently at home – *Canadian Red Cross Society*

CAMPAIGN HIGHLIGHTS



The Boys & Girls Club of Brantford, one of our 18 Member Agencies, kicked off their workplace campaign with a bang! The children from the Summer Day Camp program rallied together and raised over \$250 to start their campaign off! Their reward? Their camp counsellor would shave his head!!! With the music pumping, the kids watched with anticipation as Eric Stigter was given a mohawk!

Congratulations to the employees at **Newalta Industrial Services**, they raised \$285.50 at their steak BBQ and 50/50 on September 23rd. "We found the barbecue to be a great team building experience for our workplace," Darren Osborne, Senior Branch Manager of Newalta. In the photo are Brant United Way Volunteer Division Chair John Utley, barbecue expert Bill Prohaska, event coordinators Thomas Kurian and Darren Osborne.



News Country AM 1380 broadcasted live from Brant United Way "headquarters" on September 14 from 3-7PM. On-air personality Tom Allan, pictured here with Brant United Way staff team, did a great job of talking up Brant United Way and welcoming many special guests including volunteers, donors and representatives from our Member Agencies. A big thank you to News Country AM 1380 for their support.

CAMPAIGN HIGHLIGHTS



S.C. Johnson and Son, Limited kicked off their employee campaign with pep rally style meetings for each shift. A special thank you to SCJ

employee Jesse Robitaille for sharing his personal experience with CNIB, one of our Member Agencies. Jesse graciously shared how United Way has impacted his life with his fellow employees.

We'd like to extend our appreciation to all of the managers of **Union Gas** who participated in their employee carwash. You kicked off your event with an extra \$350.00, which is a great start! You have a great team of wonderful employees to work with at Union Gas!



Reynolds Custom Machine Inc. hosted a Block BBQ in St. George and raised an amazing \$512.00 for the Brant United Way. In the photo we have Don Reynolds, Volunteer Division Chair John Utley, Tara Wright, Karen Reynolds, Jeff Reynolds and Evan

Nardone. Reynolds Custom Machine Inc. is creating real lasting change in our community by its strong support for the Brant United Way.

*Keep sending your fun photos from your campaign to your staff partner at Brant United Way. Starting on October 7th in **Your Brant Connection**, watch for the featured **"Campaign of the Week"** to see the account having the most fun that week! We want to feature you, so make sure to tell us what you and your employees are doing!*

Join us on
facebook

Become a friend of Brant United Way on Facebook and help us spread the word about United Way and what is happening in our community. This is a great place for our volunteers and donors to share what is happening in your workplace campaigns, share tips and tricks and keeping up to date with what the Brant United Way is doing.

Feel free to post comments or start discussions about what you are doing in your workplace! Check out the photos section of our page to see what workplaces in the community are doing to raise money!

Restaurant Challenge 2010

From November 14 to November 27, 2010, restaurants around town will be offering different promotions to their customers with proceeds going to United Way. Make sure to visit these restaurants over this two week time period and support United Way at the same time as you enjoy a great meal.

PARTICIPATING RESTAURANTS:

Boston Pizza (Market Street)
Gus & Guidos
Hampton Inn & Suites
by Hilton Hotels Brantford
Kirby's Bar & Buffet
Maria's Pizza
Sherwood Restaurant & Catering
Topper's Pizza



NEW LEADERSHIP CHALLENGE FUND!

Three community-minded companies, **Great-West Life, Sonoco Canada** and **Manulife Financial**, have generously agreed to fund the new Leadership Challenge in honour of longtime United Way champion, Paul Williamson. They will be providing matching funds for new or increased gifts of \$1,000 or more. These dollars will match contributions from people who want to join the Leadership Giving Program for the first time, and current members of the Leadership Giving Program who wish to increase their gift by 10% or more.

What is Leadership Giving?

Leaders come from every walk of life and from every corner of our community. They inspire us with their commitment and their desire to make a difference. Donors who give \$1,000 or more become part of Brant United Way's Leadership Giving program.

LEADER OF THE WAY	\$1,000 TO \$2,499
LEADER OF DISTINCTION	\$2,500 TO \$4,999
LEADER OF EXCELLENCE	\$5,000 +

How it Works

NEW LEADERSHIP DONORS

Each first time donation of \$1000 or more to Brant United Way will be **matched dollar for dollar**. For example, if you donate **\$1,000**, Brant United Way receives **\$2,000**.

RENEWING LEADERSHIP DONORS

The Leadership Challenge **doubles any increase** of at least 10% in your donation to the Brant United Way. For Example, if you increase your donation from **\$2,000** last year to \$2,500 this year, The Leadership Challenge Fund will match \$500, and Brant United Way receives **\$3,000!**

Important Dates

WORKPLACE CAMPAIGNS

Now through November 26, 2010

ACHIEVEMENT EVENT

December 15, 2010

9TH ANNUAL FAMILY CARE CHIROPRACTIC UNITED WAY DAY!

November 15, 2010

All patients referred to Family Care Chiropractic will have their complete chiropractic check up at no charge to them. In lieu, donations to BRANT UNITED WAY encouraged.

*Tell a friend... Tell your family!
Call to reserve your appointment
today 519-752-8100!*

