

# NEWSLETTER

Brant United Way  
May 2009

## Giant Warehouse Sale 2009 Help make it a Giant Success!

Get your shopping carts ready and prepare to SAVE!! The GIANT Warehouse Sale is coming Saturday, May 30th from 8 a.m. to 4 p.m. at 575 Colborne Street E. (former BiWay store). Local businesses from Brantford and the County of Brant have once again come together to support the Brant United Way by generously donating approximately 200 skids of product to the 7th annual Giant Warehouse Sale.



Many thanks to our product donors, for their donations such as household goods, cleaning products and supplies, gardening supplies, shower accessories, cell phone accessories and personalized stationary and so much more. Items are priced for clearance and shoppers will find great products at fantastic prices. All proceeds from the sale will support the 2009 Brant

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NANCY TOMKINS

## 2009 Campaign – Message from the Chair

Planning is well under way for the 2009 Brant United Way Campaign. Our volunteers are out in the community meeting with businesses and individuals thanking them for their past contributions and confirming their continued support in 2009.

The Campaign will officially kick-off in September and run through until November 28th. We hope that you will join us by showing your support through a workplace campaign or your corporate or individual donation. All contributions to our annual Campaign help improve the lives of the citizens of Brantford and the County of Brant and could be your friends and neighbours. We know that 1 in 3 people living in Brant will utilize the services of one of our Member Agencies each year and with the economic challenges we are facing locally, nationally and globally, many of our community members are feeling the impact and are turning to the services of our Member Agencies.

As the community turns to United Way, we will continue to turn to the people of Brantford and the County of Brant, because what this Campaign has demonstrated is that the people here always come through for each other—especially when times are tough.

We look forward to another successful Campaign, and to further improve the lives of people in our community. Join me in supporting Brant United Way in 2009 and help build a stronger community for all of us.

**Nancy Tomkins**

2009 United Way Campaign Chair

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United Way Campaign and ultimately our 18 Member Agencies who are working to improve the lives of those in our community.

We are counting on the community's support to make this annual event a great success, so bring your friends and family and join us for a day of shopping, and fun. Bring your own reusable shopping bags to make this year's Giant "green". There are door prizes to be won, live entertainment and giant savings. And what's more, you will be helping to raise much needed dollars for essential social services that are bettering our community.

A special thank you to all the donors, sponsors and the hundreds of community volunteers who have worked tirelessly on organizing this year's sale. We are so grateful for all their hard work and dedication. Without their support none of this would be possible. **THANK YOU!**

## Important Dates

### GIANT WAREHOUSE SALE

May 30, 2009

8 am to 4 pm

575 Colborne Street E. (former BiWay Store)

### ANNUAL GENERAL MEETING

June 17, 2009

5:30 pm to 8:00 pm

Special Events Building at the Paris Fairgrounds  
Please RSVP to Brant United Way at 519-752-7848.  
A minor change to the Agency's bylaws to be recommended; please contact office for details.

### 2009 CAMPAIGN KICK-OFF

Date TBD

### WORKPLACE CAMPAIGNS

September – November 28th

### EMPLOYEE CAMPAIGN COORDINATOR TRAINING

September 11, 2009

12:00 p.m. to 1:30 p.m.

Community Room – Brantford Police Station  
344 Elgin Street

## How Your Donations Help *Learning to Balance Life*

Kelly\* had a full-time job and was working hard to pay her monthly bills when she fell ill and was unable to work. Only receiving a portion of her regular pay, she was unable to cover her monthly expenses. She thought she had found a quick fix when a payday loan business lent her money. Even though Kelly had to pay in excess of \$100 a month as a fee to borrow money, she continued to apply for loans at various payday loan businesses.

Eventually the fees for borrowing money became so high that Kelly's paycheque could no longer pay-off the loans. She was behind in her rent and her other bills were past due. She was at risk of having her utilities cut off and had no where to turn for more money.

With no other options, Kelly contacted the Family Counselling Centre of Brant and was put in touch with the credit counselling department. They were able to do an assessment of Kelly's finances to determine how much of her income was required to pay her monthly bills and address her debts. The counsellor also determined how much money would be left over to address her payday loan debts. Instead of Kelly paying each of her creditors, she simply paid the Family Counselling Centre of Brant's credit counselling department a predetermined, affordable payment and the credit counselling department paid her creditors.

Kelly attends monthly budget planning meetings with her counsellor that helps to keep her on track. Evening appointments have made this very manageable and does not interfere with her work schedule. When Kelly completes the program of re-payment in two years, her counsellor will help her get re-established in the credit world.

*Family Counselling Centre of Brant is one of Brant United Way's 18 Member Agencies. Donations from our community support their credit counselling services designed to assist individuals and families to acquire the skills necessary for financial stability.*

*Success: less than 2% of people who finish the program get into credit trouble again, almost 70% of clients' financial situations improve as a result of credit counselling and over 98% of their programs receive creditor co-operation. This also increases well-being by reducing financial stress.*

*\*Name changed to protect identity*

## Community Impact *Outcomes Measurement*

On April 16th and 17th the Brant United Way's Member Agencies participated in a two-day Outcomes Measurement training session with Master Trainers Len Lifchus and Lisa Smith of United Way of Peterborough and District. Outcomes Measurement is sweeping the United Way movement and has, thus far, had an incredible impact on local United Way's and their Member Agencies.

Outcomes Measurement provides Agencies the skills to measure and evaluate the impact of the programs they provide. Agencies are able to move beyond tracking only the number of clients they support to actually measuring a client's progress as a direct result of participating in the Agency's program. Measuring Outcomes can assist an Agency to determine what positive changes have been made in an individual's life, how it has increased the individual's knowledge or skills, improved individual or community attitudes and/or improved living conditions for people. Outcomes Measurement assists Agencies to define the value of their programs, motivate staff and volunteers, improve services and collect tangible evidence of the impact the Agency is making on the long-term community growth and success.

Here is an example from a Peterborough Agency that is now using Outcomes Measurement. The Agency in the past reported that 30 reading disabled children participated in their reading program, however, this statistic begs the question: so what was the result? After taking Outcomes Measurement training, the Agency is now able to report, of the 30 children who participated in their reading program, 85% improved their reading skill



by one grade level. This is important information for the individual child and their family, but it is also important information to share with potential funders and the broader community. Outcomes Measurement proves that the funds invested in the Agency are producing the desired impact.

In addition to training its 18 Member Agencies, Brant United Way provided training to ten community members who now are able to provide Outcomes Measurement training to other charitable organizations within our community. Part of Brant United Way's role in the community is to be that of a capacity builder for the not-for-profit sector. Brant United Way is committed to improving the lives of people in our community by ensuring that our Member Agencies and other local not-for-profits have the very best tools to succeed in building a stronger community for all of us.

*For more information on Outcomes Measurement please contact Dianne Austin, Executive Director of the Brant United Way at 519.752.7848 or [daustin@brantunitedway.org](mailto:daustin@brantunitedway.org)*