



Inspire * Build * Change
...50 years strong!!!

INSPIRE • BUILD • CHANGE United Way of Greater Simcoe County

April 2009

What do Olympic Milestones & United Way of Greater Simcoe County's 50th Anniversary Have in Common?

Monumental moments happen a few times in a lifetime, if you are lucky. Milestones to be celebrated are to be cherished. And this is the year that the United Way of Greater Simcoe County can take pride in creating a legacy that is as recognizable as any commercial name brand vying for your dollars. The only thing that United Way is vying for, however, is the opportunity to help and create strong viable communities for all people that live within it.

I know that as a young woman who moved to the Greater Simcoe County, I have been embraced by my adoptive hometown. I have been given every opportunity and had every path cleared so that I would be able to achieve the goals that I set for myself as a potential Olympic athlete. Once that milestone was achieved, I was again embraced by my adoptive hometown and given a great opportunity to talk about and help move our great community forward as the United Way honorary chairperson. I have been honoured to be in the position for the last 3 years and once again, in this momentous year, to embrace this role.

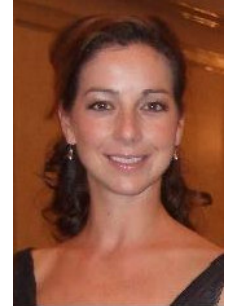
I know that having volunteered with the United Way, I have met many people who are concerned with the welfare and well-being of people that live within and beyond the city limits of Barrie. I have met business leaders in our fold who have to work 40-plus hour work weeks and still have the time to motivate others to donate time and funds to sustaining programs that many residents of County couldn't live without and survive. I have heard stories from people that I would never have heard before, such as individuals who use the David Busby Centre and never dreamed that they would find themselves in there. One man, who told a remarkable story about being on disability and losing his home, was one of the most eloquent speakers that I have ever heard. His passion for his fellow man and in telling his story to the entire group from the United Way of Greater Simcoe County, motivated me to do more and be better at trying to raise money to help him.

His story wasn't told from a point of view of self-pity, it was completely factual and honest. His situation has stayed with me since I listened to him in the early fall of last year.

I know that I will one day need a service that the United Way supports. I hope that all the people that are working hard to raise the capital necessary to keep all of these important programs from disappearing during these difficult economic times will still be there then.

As a retired athlete, I recognize what it takes to create positive goals. I recognize the work it takes to see them to fruition. I recognize what it takes to work past the set backs that do happen. Most importantly, I recognize that it takes more than one person to make these milestones happen.

I call on all of you who are reading this to create a positive legacy within your community. It doesn't need to be all about money, it is what you can give of yourself. If that is time, talent, and skill, those are valued and viable to our group. If you have all of these attributes, except for time, then contribute what you can. Please do something.



Often, you look at an issue as a whole and you can be so completely overwhelmed by what you see that you feel like you can't do anything. That is absolutely paralyzing when it happens. Small steps matter. Athletes learn that when you are in a competition, you stay in that performing moment. If you look at a long program, as what it truly is, it is terrifying. Seven triple jumps, four spins, and two sequences of movement, performed with character, ease, and artistry. Then, ten people judging you while millions of people watch you on television while representing your country all for one spot in the Olympic Games balanced on one foot on a blade that is less than an inch thick. Seemingly an impossibility.

However, if you perform one small section at a time, you can work your way through that process and the next thing you know, it's over. You made it through all of those things that just four minutes ago, seemed to be working against you. It is truly amazing what you can do, when you only look directly ahead of you. Try this and any situation can be worked on, through and triumphed over!

I understand that in this 50th year what United Way is trying to create will not be over in four minutes like a figure skating program. I know that this is a continual process of looking for solutions everyday to help others. And this is the time where you can create a monumental moment in your life to help someone else achieve a milestone that they have been struggling towards. Housing, food, support and assistance are milestones that are missing for a vast number of people that are all around us. When you take a moment, one small moment, you can change the circumstances of a person's life. You will be that force that creates that monumental moment someone else was hoping for. That is the *best milestone* that you can cherish during this 50th year of community impact through United Way.

Article written by
Jennifer Robinson
Former Canadian Figure Skating Champion
United Way of Greater Simcoe County



...in celebration of
**United Way of Greater Simcoe County's
 50th Anniversary**

Call for Design Professionals & Suppliers!

2009 marks the 50th anniversary of United Way of Greater Simcoe County. And to mark the occasion, Arch and Helen Brown, well known local philanthropists have generously donated the use of their beautiful home on Kempenfelt Bay for a complete design transformation!



Mary Dobson
Mary Dobson Designs

Well-known design experts Mary Dobson & Sue Kay along with area design professionals are partnering to transform the Brown's estate, showcasing local interior and exterior design and supply and furniture companies. Classic cars and luxury yacht will also be on display throughout the estate.

United Way takes *great delight* in offering the public the OPPORTUNITY TO PARTICPATE in the **Estate on the Bay Design Showcase** either as a design professional making over a room or portion of the grounds or as a supplier or benefactor.



Sue Kay
Sue Kay & Company

This event is sure to have incredible profile in the community, not only through public tours and the 50th anniversary Gala, but also through local press including a special insert in Simcoe Life, complete with before and after shots of various rooms within the home.

Be a part of this 1st time, unique event that is sure to sell out quickly!

Please contact Susan Laycock, Special Events and Public Relations Manager at (705) 726-2301 ex. 25 for further information.

The deadline for expressions of interest is May 7, 2009.

United Way Seeks to Borrow a Few Good Workers

Calling on local companies to lend their best and brightest to help strengthen our community through our Loaned Representative program. United Way depends on Loaned Representatives to help keep its fundraising costs low by increasing its workforce and maximizing staff efforts. In return, we provide a unique mentorship program that develops employee sales and leadership skills, while creating a better understanding of community organizations

As part of the United Way team, Loaned Representatives work with staff and volunteers to develop and implement workplace campaigns by communicating with donors and helping to cultivate relationships with companies and organizations. The full-time seasonal role typically lasts 16 weeks from mid-August through to mid-December. United Way is looking for a number of Loaned Representatives for the 2009 campaign.

Since the United Way launched its Loaned Representative program many years ago, a number of local companies like ExpertTech, Huronia Regional Centre and Canadian Forces Base Borden have participated. "The Loaned Rep program is win-win for United Way and participating companies," said Colonel Guy Hamel, Commander for Canadian Forces Base Borden. "United Way gets skills and expertise at the same time companies get a unique training program and professional opportunity that reinvigorates employees while serving their communities."



United Way of Greater Simcoe County

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Contact our office or drop into one of the following locations to purchase tickets for **Stanley Cup Game Day Give Away** contest before they are *all gone!*

10 Days Left!!!!

Hydro One
Barrie Examiner
St. John's Ambulance
Elizabeth Fry Society
Epilepsy Simcoe
Simcoe Community Services
Community Link - Midland
Source for Sports—Orillia
Curves—Penetang
Bradford/
West Gwillumbury Times
Ward & Patch - Midland
Curves- Angus
TD Bank: Cundles Road East, Barrie
& Yonge Street, Barrie
& Yonge Street, Innisfil
& 6 Treetop Street, Angus
CONTACT Alliston
Clothes Line Alliston
Dairy Queen - Bayfield Mall
Dairy Queen - Bradford Street
CIBC Wood Gundy
RVH - Human Resources



STANLEY CUP GAME DAY GIVEAWAY

WIN THIS PACKAGE:

- 50" HD Plasma TV • Two Recliners
- Surround Sound Home Theatre Speaker System
- Party Food for 12 People
- Spa Day for the lady of the house

All proceeds to benefit the 2009 United Way Campaign

For tickets call the United Way at 726-2301 ext.25
136 Bayfield St. Suite 100, Barrie
DRAW DATE: May 15th, 2009.

Tickets available from
The Barrie Examiner
571 Bayfield Street North,
Barrie, Ontario.

Tickets \$5 each or 3 for \$10. Only 5000 available

On Sale Tues. March 3

LA 2 BOY FURNITURE GALLERIES
AudioTronic
1959 2009
Inspire • Build • Change
THE BARRIE EXAMINER

1. You must be 18 years of age to participate.
2. No cash value or substitute for prize.
3. Winner must arrange for delivery of prize. Delivery charge may be applied.
4. The draw to select winners will be held at the offices of United Way of Simcoe County, 136 Bayfield Street, Suite 100, Barrie, Ontario.
5. The draw will be held on May 15th, 2009.
6. The draw will be open to employees or family members of The Barrie Examiner, Sun Media or United Way of Simcoe County and their families of the above-mentioned organizations.

United Way of Greater Simcoe County is a registered Canadian charitable non-profit organization.

We assess local needs and allocate funds to social services agencies.

We are also a community leader through partnering with 211, Simcoe County Alliance to End Homelessness, Eat Well To Excel and United Way Training and Consulting Services.

Every dollar raised by United Way in Simcoe County stays in Simcoe County, helping those most in need.

YOUR donation to United Way of Greater Simcoe County's Community Fund has the potential to impact an entire community!

It's YOUR community. You can make a difference.

United Way of Greater Simcoe County

Adjala-Tosorontio • Barrie • Bradford • Essa • Innisfil
New Tecumseth • Midland • Orillia • Oro-Medonte • Penetanguishene
Ramara • Severn • Springwater • Tiny • Tay