

What does it take
to cope and thrive
in tough times?

All of us.



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

2009 Case for Giving

Come **together**....right **now**

By working together, we can help individuals, families, and communities face tough times. It takes resilience to cope with challenges and thrive in times of constant change.

Your United Way builds resilience in individuals, families and communities by taking action in the following interrelated areas:

Meeting basic human need and providing crisis services

- These services are designed to assure that basic needs are met and people in crisis receive assistance.

Enhancing prevention and development services

- These services are designed to help individuals and families avoid longer range problems and enhance their chances of leading a productive, satisfying life.

Supporting efforts to influence community attitudes, networks, neighbourhoods, organizations and systems

- These efforts are multi-partner collaborations designed to influence community environments in a way that improves lives—not of clients of direct services, but of specific community populations.

Paying close attention to breakthrough opportunities

- These are time-limited, tipping-point actions that leverage other resources for community change.

Every person has value



I believe in My Community

t takes everyone in the community working together to create a brighter future.

We are proud to serve as the 2009 United Way of Greater Simcoe County's Campaign Co-Chairs in this, its 50th anniversary year. The United Way is an organization that brings communities together. All over Canada and right here in Simcoe County, United Way is dedicated to helping increase the capacity of people in our community to care for one another.

In Simcoe County alone, the United Way serves over 34 agencies that provide a number of services as diverse as the people that benefit from them. Last year over 150,000 lives were changed by programs and services that were funded by United Way of Greater Simcoe County.

We truly believe in the dynamic agencies that make up our local United Way and appreciate all the time, talent and creativity they employ each day to meet the needs of those less fortunate in our communities. They are focused on making improvements through skills development, increased financial stability and the general health and welfare of individuals in our communities. They do a great job of advancing the common good and creating lasting changes in our community, but we need your help.

As you are aware, the 2009 campaign begins with many foreseeable challenges that have affected our economic climate. Because we recognize these obstacles do exist, you can be sure that we are prepared to rise to the occasion to meet these challenges with the help, perseverance and the strength of the community that we are proud to call home. Our Cabinet is armed with a network of excellent business relationships, unique ideas for fundraising and exciting new special events. We will rise to the challenge, with equal amounts of determination and enthusiasm. There are high standards to be met. We are committed to growing the campaign and are hoping to surpass both our own goals and all expectations.

Together, we can accomplish more than any single person or group can on its own. We urge you to join us and make a contribution to United Way. Become a part of a movement to energize and inspire the people around you to make a difference.

It is an honour for us to lead the campaign for 2009.

Most sincerely,

Your 2009 Campaign Cabinet Co-Chairs

Mark Aitken
Chief Administrative Officer
County of Simcoe

Terry Geddes
Past Warden



"Together, we can accomplish more than any single person or group can on its own."

change lives and build futures

United Way coordinates the collective strength and compassion of donor-investors, businesses, non-profit organizations, government and numerous other resources to build resilience in individuals, families and communities. Together we meet immediate needs and take a long-term approach to address tough social issues.

Through its Community Fund, United Way invests in programs, services and initiatives that address important social challenges in our community. These programs, services and initiatives work together to tackle issues from many different angles—prevention, education, counselling and crisis intervention. People from all walks of life and in many different circumstances receive support from United Way.

Support the Community Fund

United Way's Community Fund provides the resources for United Way's vital work in servicing Adjala-Tosorontio, Barrie, Bradford, Essa, Innisfil, New Tecumseth, Midland, Orillia, Oro Medonte, Penetanguishene, Ramara, Severn, Springwater, Tay and Tiny. Agencies receiving support through the Community Fund are rigorously reviewed by trained volunteers and staff to ensure donor investments are used effectively and achieve impact. Donations that are designated by the donor to another charity are not available to invest in our local community.

Your gift to United Way's Community Fund

- Supports a vital local network of services and programs that help thousands of people in our community including young children and teenagers, seniors, single parents, the elderly, people with mental health issues, abused women, teen parents, families, individuals with disabilities and people living in poverty
- Provides training and skills development to build a strong non-profit sector
- Fosters community partnerships that draw people and organizations from across our community to tackle complex issues such as poverty and the roots of youth violence
- Provides a strong voice for social change
- Support initiatives and activities that strengthen communities and promote opportunities to become involved and engaged in their community



"No real social change has ever been brought about without a revolution - Revolution is but thought carried into action"

Emma Goldman

Lithuanian born American International anarchist who conducted leftist activities in the United States from about 1890 to 1917. 1869-1940

why **United Way?**

Investing in Simcoe County

Because we're committed to building a community where all of us can thrive, United Way volunteers and partners work hard to ensure that Simcoe County residents will have a strong, reliable network of social programs and services now and in the future.

Healthy, Thriving Children and Youth

The focus here is on building a community in which children and youth flourish and reach their full potential. Services include adult role models, life skills, counselling, social, recreational and educational programs and preventative programs for high-risk youth.

Reducing the Cycle Associated with Poverty and Abuse

This area of service includes critical programs and services that provide counselling, crisis intervention, safety from violence, and other emergency programs that help youth, individuals and families in their time of need.

Strong, Nurturing Families

These services provide supports to families regardless of their composition to deal with crisis and/or upheaval through counselling, support and intervention. Young single parents are supported so that they can achieve life, academic and employment success while supporting their children's social, emotional and cognitive development.

Living with Independence and Dignity

These programs reduce barriers and isolation and provide opportunities to enhance quality of life through counselling, referrals, rehabilitation services and services for families and loved ones. These services support seniors as well as individuals dealing with physical, intellectual and emotional disabilities.

Safe, Supportive and Inclusive Communities

These programs provide resources, referrals and centralized services to recruit and educate volunteers, share resources and information and to support our community through education and advocacy for disaster prevention.

A safe, supportive community is everyone's responsibility

Glenn K. Fernandes
Manager, Records and
Information Management
Ontario Provincial Police



United Way's ability to bring together people from all parts of our community provides a comprehensive approach to understanding problems and focusing on solutions.

who we help

Mental Illness: Trust and Agency Collaboration is Vital to Helping Individuals Who Suffer

Brad is a 52 year old man who is currently residing in Barrie. Brad was left homeless after being in an accident. He was literally sleeping on the streets, and he had no one and no where to turn.

Brad has had a colorful past, traveling around the world, doing television commercials, modeling, and working as an artist. Until the time of his car accident Brad was employed fulltime. As a result of his injuries Brad lives with a brain injury that has left him with various forms of cognitive impairment. Brad was unable to do simple everyday tasks such as banking and remembering to take medication; conversing with those that did not know him well became difficult.

With the aid and support of the **David Busby Street Centre**, Brad was able to apply for the Ontario Disability Support Program and has gone from living on the streets to the secure environment of a retirement home. Weekly ongoing counselling sessions aid Brad in transitioning during this time.

Staff at **David Busby Street Centre** are trained to identify individuals who may be suffering from mental illness and strive to connect such individuals with the help they need. Thanks to funding received from **United Way of Greater Simcoe County**, Centre staff were able to provide the support that Brad needed.

I believe in my community

Bridgett Brown
Reporter, 'A' News at 6, A TV



Simcoe Community Services

Allison Bobbette is a lovely, engaging 24 year-old young woman. A graduate of Sault College, she is presently working with her dad to establish a CICE (Community Integration through Cooperative Education) program at Georgian College. She is taking singing lessons and has been asked to sing at a friend's wedding this fall. She is co-hosting a fashion show fundraiser in April and may soon be moving out on her own.

In 2008, Allison was the recipient of the first Youth Leadership Award bestowed by The Lieutenant Governor of Ontario, the Honourable David C. Onley, O.Ont.on behalf of **United Way of Greater Simcoe County**. Although only a partial list of her accomplishments, it is still quite a resume for someone so young!

What makes it even more impressive is that Allison is someone who has some challenges. As a young high school student, she was shy, quiet and not very confident. Then, she began to take part in a youth program sponsored by Simcoe Community Services – Wednesday Evening Bash. This program is a social venue where teens pick their activities and hang out together on Wednesday evenings. WEB Idol, talk nights, movie outings and rock climbing are some of the popular choices of activities. Many of the teens who participate have intellectual disabilities; others do not. Participating in this program boosted Allison's confidence. It encouraged her to push for Life Skills students at Eastview High School to be included in full school life. Through the youth program, Allison found a place where she belonged, a place where she felt capable and one where she shone. From this platform, she went on to assume many leadership roles and perform numerous public speaking commitments which would make most of us shudder. She did them all with aplomb. Allison's parents Pam & John Bobbette remark, "We are proud to be supporters of United Way and to see our dollars in action. The **United Way** support for the Youth In Action program at **Simcoe Community Services** has provided our daughter, Allison, with the opportunity for friendship and to develop her confidence, skills, and realize her dreams to attend College and promote inclusion in the community."

For ten years, the **Youth program**, offered by **Simcoe Community Services** exists due to receiving **United Way** funding. It has offered hundreds of teens the opportunity to build skills, build confidence and of course, the perennial teen favourite, "hang out and belong."

Thank you United Way – for believing that every person has value.

inspire * build * change

get involved today



Join the hundreds of organizations and businesses that are helping to create lasting, positive changes in our community and individual lives. There are many ways to get involved.

Everyone has something to contribute

Jennifer Robinson, Six-time Canadian Figure Skating Champion!
Honourary Chair, United Way

Run an Employee Campaign

Campaigns build morale, leadership and teamwork within your organization while providing essential resources to make a difference in our community. United Way provides support and training to your Employee Campaign Co-ordinator to ensure a successful campaign.

Promote the Community Fund

All undesignated donations to United Way—either through individual, corporate or matching gifts—go to our Community Fund. The Community Fund provides the resources for virtually all of United Way's work.

Run a Leadership Giving Campaign

Leadership Gifts (\$500+) provide significant resources to support our community needs and develop solutions to complex social challenges. Consider recruiting a Leadership Chair to run a targeted campaign in your organization.

Send us a Loaned Representative

Loan or sponsor an employee to work alongside our fundraising staff for 16 weeks in the fall. They will learn important skills and acquire valuable experience that will strengthen your organization when they return.

Become a United Way Sponsor

There are numerous sponsorship opportunities to choose from, including publications, events and the Loaned Representative program. Sponsorships keep our costs low while providing you with unique opportunities for exposure.

Participate in Day of Caring

This eye-opening experience gives employees from organizations in our community the chance to help out at a United Way funded agency for the day. It's also a great team-building exercise.

Provide an Account Executive

Account Executives are senior business leaders who volunteer alongside members of our Campaign Cabinet to open doors and make calls on behalf of United Way. The time commitment is approximately two hours per month for six months.

Become a Pacesetter

Leading organizations help kick-start our campaign by pledging their commitment prior to August 31st.

Give a Corporate Gift

Enhance your reputation as a socially responsible and engaged organization either by making a one-time corporate gift or by matching your employees contribution.

Make a Referral

Introduce us to other business leaders who may be interested in supporting United Way.



A communities success depends on the people who live in it

Joanne McPhail, B.A. LL.B.,
Partner, Bugar Rowe
Professional Corporation,
Chair, Board of Directors,
United Way

I believe in my community

That its success depends on the people who live in it

That everyone has something to contribute

That everyone deserves respect

That everyone's potential can be realized

That diversity is vital

That every person has value

That needing help and offering help go hand in hand

That a safe, supportive community is everyone's responsibility

I believe in possibilities



....50 years strong!!!

Inspire * Build * Change

Everyone deserves
respect



United Way of Greater Simcoe County

136 Bayfield Street, Suite 100
Barrie, ON L4M 3B1

tel 705.726.2301

fax 705.726.4897

info@unitedwaysimcoecounty.on.ca

unitedwaysimcoecounty.on.ca

Thank you to OLG Slots at Georgian Downs for sponsoring the printing of this booklet

