

United Way of Greater Simcoe County Wins Barrie Business Community Award!



Initiated by the Greater Barrie Chamber of Commerce and the City of Barrie in 2003, the Barrie Business Awards program recognizes the contribution of local businesses to the continued growth and success of our community. Each year the program begins with a call for nominations in April, nominees are interviewed throughout the summer, the panel of judges meets in September, and finalists are announced in October, culminating in a Gala event in November.



United Way was nominated by Campaign Cabinet Leadership Chair, Linda Nixon. The nomination focused on United Way's 50 years of impact as well as the \$22 Million during this time. The nomination was further enhanced by letters of support by key partners, Colonel Guy Hamel, Commander CFB Borden; Chris Lewis, Deputy Commissioner O.P.P. and Andre St. Amour, General Manager of General Mills. *Thank you to everyone for your support!*

Homelessness Partnering Strategy Outreach Communities – Ontario Region Community Advisory Board

As part of a two-year demonstration project, United Way of Greater Simcoe County was selected as the Community Entity (CE) for the Federal Government Homelessness Partnering Strategy (HPS) Outreach Communities component in Ontario. The purpose of this demonstration project is to test the effectiveness of delivering the Outreach Communities component through a CE. To guide the work of the CE, a Community Advisory Board (CAB) was established to provide advice and guidance on the implementation of this project.

The CAB will serve as a forum to understand, plan and co-ordinate activities that raise awareness of the complex issues surrounding homelessness and to create solutions with Ontario Outreach Communities.



Inaugural Community Advisory Board

Front Row: Barb Lillico, Sean Gadon, Gerard Bernatchez, Raj Sud & Crissy Sinopole
Back Row: Keith Nymark, Judy Binder, Stephen Gaetz, Paula King & Dorian Calvano
Absent: Bob Barraclough

How to Restructure and Revitalize Your **Non-Profit** Organization



Training was geared to help meet today's challenges more successfully

...it is not about "doom and gloom" but rather seizing the opportunity for change
Cathy Barlow

Betty Ferreira provided a workshop on November 3rd for organizations who wished to receive help with building their capacity.

This workshop was a highlight of this fall's offerings which were themed around building sustainability/resiliency during difficult economic times.

The message was that it is not about "doom and gloom" but rather seizing the opportunity for change, looking for innovative ideas, becoming resilient to lack of funding and actively pursuing new goals.

Training was geared to help meet today's challenges more successfully because if an agency is going to survive turbulent times, everyone on the team must perform to the best of their abilities!

During this full day workshop attendees learned how to develop a restructuring strategy by using frameworks and practical tools which help to:

- Assess their level of recession risk preparedness
- Assess the impact of the recession on their organization
- Assess their organization's operations, programs and services
- Make strategic decisions about programs
- Assess the true costs of programs
- Determine if programs are 'resilient' to the funding changes in the recession
- Develop restructuring

scenario tactics and tips on how to financially restructure their organization to withstand the impact of the recession

- Learn about joint ventures, management service organizations, collaborations, outsourcing and shared services
- Implement cost-containment tips to streamline expenses

Watch for the Training and Consulting Workshops schedule on United Way's web-site and in the newsletter early next year or contact Cathy Barlow, Director, Community Leadership & Learning Services at 726-2301 ex. 29!

OPP Employees and Volunteerism - an excerpt



Delivered to Georgian College Law and Security and Police Foundation Programs December 10th by **Deputy Commissioner Chris Lewis, United Way Public Sector Division Chair, Campaign Cabinet**

I'm pleased to be able to speak to you on 2 issues this afternoon, a career in the public service as an OPP employee, and "volunteerism".

These 2 issues are greatly linked, as police officers faithfully serve their communities and communities cannot exist without volunteers.

As a young man, I had no idea whatsoever of where an OPP career would bring me or what I would see or do along the way. The opportunities have been endless for me. It has been proven to me that if you're honest, work hard, commit yourself and do all you can to develop, the sky is the limit in a policing career. From day one in the OPP, the ball

was in my court to be one of the very best Provincial Constables in our history; or to move into one of the many specialty Bureaus, and/or to seek promotion - as I so chose. Over 31 years later, I have absolutely no regrets in those decisions.

The OPP has offered me no end of career possibilities: from exciting uniform postings; to challenging special assignments; to the development of cherished relationships with many wonderful community members and the law enforcement community across Ontario and elsewhere.

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The OPP has given me the opportunity to provide security to the Pope; to the Queen of England and to all of her children at different times; as well as to Canadian Prime Ministers; US Presidents; world leaders; and many others. A career in policing has allowed me to comfort victims; interview witnesses, interrogate killers; track and arrest criminals; and to do my part in ensuring the safety and security of communities, highways, waterways and trails. As we've said many times throughout this our 100th anniversary year, our traditions are rich; our pride runs deep.

You may be wondering what it takes to be a member of the OPP team. It takes people with integrity, accountability, courage, caring and fairness. It takes people from diverse backgrounds to represent the communities we serve. It takes people who enjoy working with others and want to build strong, positive relationships characterized by mutual respect in all types of settings and circumstances - people who really want to make a difference in the lives of others. It takes leaders. People who want to give to and work with the community. Because the OPP doesn't police the community, we police WITH the community.

Our OPP Auxiliary is second to none, anywhere. We treasure their contribution to what we do as an organization. We get tremendous recruits from within the Auxiliary. Almost 50 years ago, the OPP Auxiliary was formed and has become one of the biggest and undoubtedly the greatest police auxiliary program anywhere in the world. Many of its members provide volunteer hours that equal or surpass the hours worked by full-time employees. The OPP is also fortunate enough to receive dedicated support from hundreds and hundreds of other volunteers. I cannot name all of the groups involved in this support, but they assist us in our detachments by staffing our Extended Services Offices, supporting and in many cases "managing" programs that

provide valuable assistance to victims, as well as assisting with patrols, on land and water and community event support. I often wonder - who would do all of this work if these dedicated folks didn't do it?

In the OPP we give in many ways. We give our all to our communities to keep them safe; we give support to each other as we work hard to achieve our professional goals; we also give tickets.....and lots of them! In all seriousness, our collective giving and the good deeds all of us do on duty and off, matter greatly to many people in our communities.

No matter what we do in life, as an employee, or student, as a police officer or as a civilian, not a day goes by that we don't all hear news of people losing their jobs, some right here in this community. And the sad reality is that there are many families with hardships far over and above those who are unemployed.

In policing, we are at the fore-front of seeing and meeting such people every day as we do what we do to keep communities safe. Families who can't feed their children. Families battling illness, abuse and or addictions. Families with special needs whom, without the help we can provide through our donated time and money, might not have access to important programs and services to help them be healthy, happy members of our communities. Unfortunately not everyone in society has the benefits and the support mechanisms to help them when they most need that help and support, when the chips are down. Every year, there are enough hardships among people living in Greater Simcoe County, to fill an entire book with their stories.

The United Way of Greater Simcoe County has for 50 years supported many programs that bring help, hope and a future to so many people that are in need. Some of these people may be friends or family of each and everyone of us. Maybe some of the very people that are with us in this room.

I recently heard a touching story of a young man who emigrated from Afghanistan with his young wife and settled in Toronto. His English was poor, but he struggled to learn and worked in construction so he could afford to raise a family. When his first child was born he took a week off work so he could stay home and help his wife with the baby. On his first day back to work he was laid off. He and his wife struggled desperately as he tried to find employment. He turned to the United Way sponsored programs to support him and his family and to help him get what they needed to survive as he took whatever jobs he could to make ends meet. I'm proud to say that that young man is now a uniformed police officer and a member of the OPP in the Greater Toronto Area.

You know, after over 31 years in the OPP, I'm still learning each and every day, and I learn from all of those around me. Learning is a life-long journey regardless of what vocation you choose. *So is giving.*

As an organization and as individuals, we all continually give. We purposely hire community minded people; we nurture and develop our people to grow as community minded volunteers, and public servants. And we continually encourage them to give – as a part of our fund-raising and giving endeavors and as individuals.

It is often said that true Leaders do the right things for the right reasons. Not for themselves, but to benefit others, including those they have the honour to lead. It is also said that "leaders are not born leaders, they volunteer to become leaders". I encourage all of you to be leaders in your community. And as leaders, I encourage you to give. Give to your community and give to those in need. You can do that serving the public in policing AND you can do it by supporting United Way of Greater Simcoe County.

I wish you all the luck and success in your lives, careers and as you give to others along that long, healthy and fulfilling journey.



The 1st Annual
United Way Day
 Created a buzz across our communities!

The goal of **United Way Day** was to engage a wide spectrum of residents of Simcoe County to raise funds, as well as increase the level of awareness of United Way of Greater Simcoe County. 100% of the funds raised will stay in Simcoe County, funding programs to enable our community to become stronger and more caring.



Dairy Queen kicks off their United Way Day Campaign!



United Way Team members at the United Way Day Colt's Game



United Way Board and Cabinet member L Col Robert Hart receives a cheque for \$4,110 from Innisdale students.



L Col Robert Hart ask for a show of United Way hands



And the audience responds enthusiastically!

...it's so easy to give

Thank you to **United Way Day** Participating Organizations!

Aboda Décor	Craighurst IGA	Leon's Hair Salon	TD Bradford
Angies Outdoor	Dairy Queen - Bradford St	McDonalds Bradford	TD Barrie Cundles
Angus Variety	Dairy Queen - Bayfield Mall	McDonalds Bradford Walmart	TD Barrie Minet's Point
At the 5	Debb's Place	McDonalds Dunlop St	TD Barrie Bayfield
Barrie Auto Care Centre	Dia Amore Jewellers	McDonalds Molson Park	TD Barrie Big Bay Point
Barrie Colts Game (Nov 26)	Domino's Pizza - Bell Farm	McDonalds Shanty Bay	TD Barrie Collier St
Barrie South Chiropractic	Eastview Secondary School	McDonalds Walmart South	The Flower Place
Busch Systems	Ecole Frere-Andre	McDonalds Yonge Street	The North Restaurant
Casa Cappuccino	Envision	Northern Printworx	The Skate Zone
CFBB Lt. Col Robert Hart	Essa Road Chiropractic	OPP D. C. Lewis	Tranter Institute
Champion Taekwondo Academy	Extreme Imaging	Oscar's Restaurant	Trek Bike Shop
Chaopaya Thai	Fashion Heart's You	Pizzeria Italia	The UPS Store – Minets Point
CIBC Dunlop St, Barrie	Flowers and Pine World	RBC - Cookstown	Tiny Prices
CIBC Mississaga, Orillia	Flowers and Sense	Running Room	Tropical North
CIBC Bradford	Foodland - Cookstown	Simcoe County School Board	Urban Dish
CIBC Brechin	Foodland (IGA) – Barrie	Shaw Chiropractic	White Cedar Dental Care
CIBC Bracebridge	Georgian College - Orillia	Sir Games A Lot	
CIBC Midland	Georgian International Group	Sobey's Bayfield	Community Proclamations
CIBC Laclie St., Orillia	Gilford Plaza General Store	Sobey's Mapleview	County of Simcoe
CIBC Alliston	Happy Mango	Sobeys Alcona	City of Barrie
CIBC Tottenham	Home Hardware - Alliston	Sobey's Angus	City of Orillia
CIBC Beaverton	Home Hardware – Cookstown	St. Joseph's School	Town of Midland
CIBC Huntsville	Home Hardware - Orillia	SunRise Records	Town of Bradford West Gwillimbury
CIBC Keswick	Innisdale Secondary School	TD Alcona	Town of Innisfil
CIBC Pfefferlaw	Joan of Arc Secondary School	TD Alliston	Town of New Tecumseth
CIBC Schomberg	Joshua's Greenery	TD Alliston Hwy 89	Town of Penetanguishene
CIBC Sunderland	Karma Hair Studio	TD Angus	Township of Adjala Tosorontio
CIBC Bayfield St, Barrie	Kempenfelt Flowers	TD Barrie Essa & Ardagh	Township of Essa
CIBC Yonge St, Barrie	L'Attitudes	TD Stroud	Township of Oro-Medonte
CIBC Mapleview	Lavender Floral	TD Barrie - Mapleview	Township of Severn
			Township of Tay

50 years *of* Inspiring, Building & Changing
United Way of Greater Simcoe County

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Best of the Season
from
United Way of Greater Simcoe
County
Board of Directors
Campaign Cabinet
Staff and Volunteers



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