



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

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United Way of Greater Simcoe County

March 2009

2nd Annual Community Leadership Awards

2007 was the inaugural year to identify adult community leaders for nomination to be awarded the United Way of Greater Simcoe County (UWGSC) Community Leadership Award. In 2008 the awards were expanded to include Youth and Student leader categories. The Student category was awarded to Audrey O'Brien, who improved the quality of life for many through her volunteer work at Couchiching Jubilee House in Orillia. The Youth category was won by Allison Bobbette, through her involvement with Simcoe Community Services Youth Program and numerous local and provincial projects as an advisor and advocate. The Adult category was awarded to Kevin Lehman, who provided managerial and technical expertise and made outstanding contributions to various community based projects in Ramara. These awards will be presented annually at UWGSC's Annual General Meeting at the end of June.

Nomination and Award Selection Process

Individuals and organizations are invited to submit a nomination for adult, youth or student community leaders in accordance with the provisions set out in the award nomination form. This nomination must be supported by two letters of reference and be received at UWGSC offices no later than May 15th of each year.

UWGSC's Board of Directors will convene an Ad Hoc awards committee to screen and review award nominations. Award recipients will be informed of this decision in early June so that preparation can be made to attend the AGM. Award nominations not selected will be informed in writing to the person or group submitting the award nomination.

Community Leadership Award Criteria

Adult – 30 years +
Youth – 19 to 29 years
Student – 18 and under

In addition to their regular involvement in volunteer activities, community leader volunteers go the extra mile to get involved in programs and activities that benefit the communities in which they live and work. These individuals have demonstrated a significant community accomplishment and displayed leadership qualities, initiative, creativity, and dedication. Through their involvement, they inspire others to get involved and make a difference in the lives of others.

- Leadership – Ability to motivate and inspire others to accomplish a specific goal or objective.
- Initiative – Demonstrates ability to take charge by creating or developing a program, project, or activity that impacts the community. Has a personal commitment to see the project through to its resolution with determined effort.
- Creativity – Develops/proposes creative ways to accomplish the goals and objectives of the project.
- Dedication – Is recognized by others for being dedicated to achieving the desired results. Accomplishes much within the community by his or her pursuit, courage, enthusiasm, and zeal.
- Recognition - Recognized by others for their commitment to the success of the initiative.

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Everyone deserves respect

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United Way of Greater Simcoe County Celebrates 50 years of Community Impact!

.....a look back at the inaugural year through
our 1st Annual Report

In 1960, Barrie United Appeal, as it was then known, held its very first campaign, having been officially incorporated in the final days of 1959. The inaugural appeal was able to raise a quite remarkable \$77,000.36 or 116% of their campaign objective of \$66,500, well “over the top” as the Chair Trustee R.M. Jennings shared in his 1960 annual report. To put this in perspective, the funding was raised at a time when minimum wage was \$1 per hour and the population of Barrie was less than a fifth of what it is now.

Mr. Jennings offered thanks in the report on behalf of the Board of Trustees (who were named by the Barrie Chamber of Commerce, at the behest of Barrie Town Council) to their media friends for providing awareness, including “Ralph Snelgrove and his associates on TV and radio and from Ken Walls and his key people at the Barrie Examiner.” Heart-felt appreciation was also offered to Earle Little, first Chairman of the Campaign Committee, A.E. Powell who provided the campaign audit and the other Trustees including such well-known Barrie luminaries as Willard Kinzie, Maurice MacLaren, Gord Roach and Jack Webb to name but a few.

At that time, there were nine social service agencies conducting regular campaigns in Barrie, seven of whom decided to join forces with the United Appeal. The seven agencies included CNIB, March of Dimes, Red Cross, Retarded Children (as it was then known), St. John’s Ambulance, VON, and YM/YWCA, many of whom are still operating in our area.

Campaign highlights of that first drive included corporate gifts of \$11,000 – well above the Canadian average per employee; more than 45 industries and organizations implementing payroll deduction plans with approximately 2,000 donors participating and 16 captains and 400 volunteers covering the city in a house-to-house canvass.

The anecdotal information within the first annual report is an interesting and likely unintentional snapshot of culture during the final days of the fifties and early sixties. For example, the Board of Trustees cautioned that “... pledges could shrink if someone left work to get married”! Additionally, the Trustees shared “There are at least 4,000 housewives in Barrie. Over 400 of these women participated in the last campaign. We felt that it was proper that they have a direct voice in resolving policy matters.”

Women have come a long way at United Way of Greater Simcoe County, which now has compassionate and visionary women appointed to key roles, such as our Chair, Board of Directors, held by Joanne McPhail, B.A. LL.B., Partner, Bugar Rowe Professional Corporation; Chair, Allocations Committee held by Ligaya Byrch, Director of Health Promotion, Barrie Community Health Centre; Chair, Cabinet Leadership Division held by Linda Nixon, Owner Signature Suites; Chair, Development Community, held by Cheryl Shindruk, Senior Vice President, Land Development, Geranium Corporation; CEO held by Seija Suutari, MBA, CHRP, CMC and United Way’s own Honourary Chair, Jennifer Robinson, six-time Canadian Figure Skating Champion!



Clockwise from left
Linda Nixon, Joanne McPhail,
Seija Suutari & Cheryl Shindruk

United Way’s very first report concludes with the determination that financial objectives should be readdressed each year because “...as time goes on the needs of agencies may increase. We might well be in a recession period, be faced some year with lower donations and greater requirements”. As much as some things have changed dramatically, (i.e. women’s roles and people’s ability labeling), some issues have remained just as relevant today! And while the economy may be experiencing a down-turn, United Way’s 50 year history has clearly shown right from the beginning that Greater Simcoe County citizens are willing: to **inspire** their fellow community members with the vision that *everyone has something to contribute*, to **build** infrastructures and programs with which to protect and support those in need, understanding that a *safe and supportive community is everyone’s responsibility* and to **change** their community to one which supports their belief that *every person has value*.

Please contact the United Way office if you have been involved over its 50 year history (or wish to become involved this year) and find out how you can participate in our celebrations, share your stories of past involvement, or become active in the 2009 campaign.

Susan Laycock

Everyone has something to contribute

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Training & Consulting Services (TCS)

A Leadership Development Program

Welcome to our Spring 2009 training and development workshop series.

This season we are pleased to offer a continuing series of workshops directed at building capacity and developing leadership skills in our nonprofit sector organizations. The theme this spring is on Human Resources development. We have a fascinating and interactive workshop presented by a local lawyer on employment laws, with clarification on how to avoid those minefields out there around employee dismissal and to clarify your basic rights and responsibilities as an employer. Our board development series continues, focusing on the HR responsibilities of a Board this season. We will also be offering insight into one of the most common HR issues – understanding and managing conflict.

Our Leadership Development series continues with your concerns around succession planning and helping you and your board prepare for executive transition. The issue of “burnout” and the strain of leading in these uncertain times has led us to offer you a workshop to help you learn how to take back control of your life and enjoy the role of leadership again.

Look forward to working and learning together!

Cathy Barlow,
Director, Community Leadership & Learning Services
United Way of Greater Simcoe County

Register early before the workshops are sold out!

2009 Spring Program Overview

Human Resources Development	Date 2009	Cost
Board Development Series: Human Resources Stewardship	Wednesday April 1	\$45
Employment Law & Guidelines	Friday May 1	\$35
Conflict That Works –At Work!	Monday April 20	\$35
Leadership	Date	Cost
Stress-Free Leadership...Almost!	Part 1: Thursday April 2	\$125 for both
	Part 2: Thursday April 30	
Turnover At The Top	Tuesday April 7	\$35
Facilitation Skills	Tuesday April 28	\$80
Outcomes-Based Program Evaluation	Part 1: Friday May 1	\$80 for both
	Part 2: Thursday May 28	

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

Hydro One
Barrie Examiner
St. John Ambulance
Elizabeth Fry Society
Epilepsy Simcoe
Simcoe Community Services
Community Link - Midland
Source for Sports—Orillia
Sports Unlimited—Midland
Curves—Penetang & Angus
Bradford/West Gwillimbury Times



**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
Audiologic
l'ambiance
50 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 will take place to employees or family members of The Barrie Examiner, Sun Media or United Way or employees and their families of the sponsor/contractors.

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