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United Way of Greater Simcoe County

May 2009



Estate On The Bay
DESIGN SHOWCASE

Scenes of a Project Unfolding

-excerpt from a blog

My name is Joanne McPhail and I am a lawyer here in Barrie, but in my "other life" I am chair of the Board of United Way of Greater Simcoe County. It's our 50th anniversary this year and we were looking for an original way to celebrate. We wanted to do something that was a bit out of the ordinary and so I came up with idea of a "design show-home". These events are actually very popular in the United States, and there are web sites devoted to tracking them, with events taking place across the country almost all spring and then again in the fall. There have been a few in Canada. Halifax has had one for years, and every five years, the Junior League hosts one in Toronto. But to my knowledge, we have never had anything like this locally.

So, what is a design showhome? Well, usually someone donates the use of their home for a complete design transformation by area design professionals. The homeowner moves out during the process, which takes several months to complete, and then they move back in after the re-design is complete, and the public has had an opportunity to view the finished product.

When I tossed the idea out to my colleagues at the United Way, everyone was very excited. Of course, then we realized we had to find a house.

It just so happened that Arch and Helen Brown had a wonderful estate on Kempenfelt Bay up for sale. They were not residing in it anymore, and it seemed to us to be the perfect spot! The only problem was, we didn't know Arch and Helen! So, we called upon our friend, Earl Paquette, to make the introductions, and before we knew it, we were meeting with this very gracious and lovely couple, at their new home, pitching the idea. True to form, if you know the Browns, they immediately agreed to get involved and we soon had ourselves a "rental agreement" where the Browns agreed to rent their home on Barrie Terrace to United Way for the whopping sum of \$1.

We next assembled a team of very dedicated and professional volunteers, to get this thing off the ground.

We assembled a steering committee to get things up and running, and then subsequently have formed a design subcommittee to handle the design aspects of the event, a gala sub-committee, to plan the "sneak preview" gala that will take place in the home, a sponsorship committee for fundraising and publicity, and a volunteer sub-committee to handle the co-ordination of the multitude of volunteers who will be required for the public tours of the home. What an amazing group of people!



J.T. McVeigh Photo

Joanne McPhail, left and Marlene Mitchelmore, professor of Interior Design at Georgian College stand in one of the many rooms at the former home of Arch and Helen.

We were also fortunate to have a few key players come to the table to really help this project take off. Mary Dobson, from CityLine, a "friend of a friend", agreed to have lunch with me and signed on immediately, which was an incredible boost to our profile. Marlene Mitchelmore, a professor of design from Georgian College, graciously agreed to put together the overall design plan, and work with the Browns during the approval process for the transformation. Sue Kay, from Sue Kay & Company, has agreed to supply all of the paint for the project, through Benjamin Moore, and is co-ordinating the volunteer painters for the project! The level of interest and support has been overwhelming. And I can tell you that this is going to be an amazing event!

Stay tuned, it's just starting to get really interesting!

For details on the project go to: estateonthebay.com

Article written by
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Board of Directors Chair
United Way of Greater Simcoe County



United Way of Greater Simcoe County

Tel 705.726.2301

unitedwaysimcoecounty.on.ca

Public Notice and Invitation to Attend 2009 Annual General Meeting

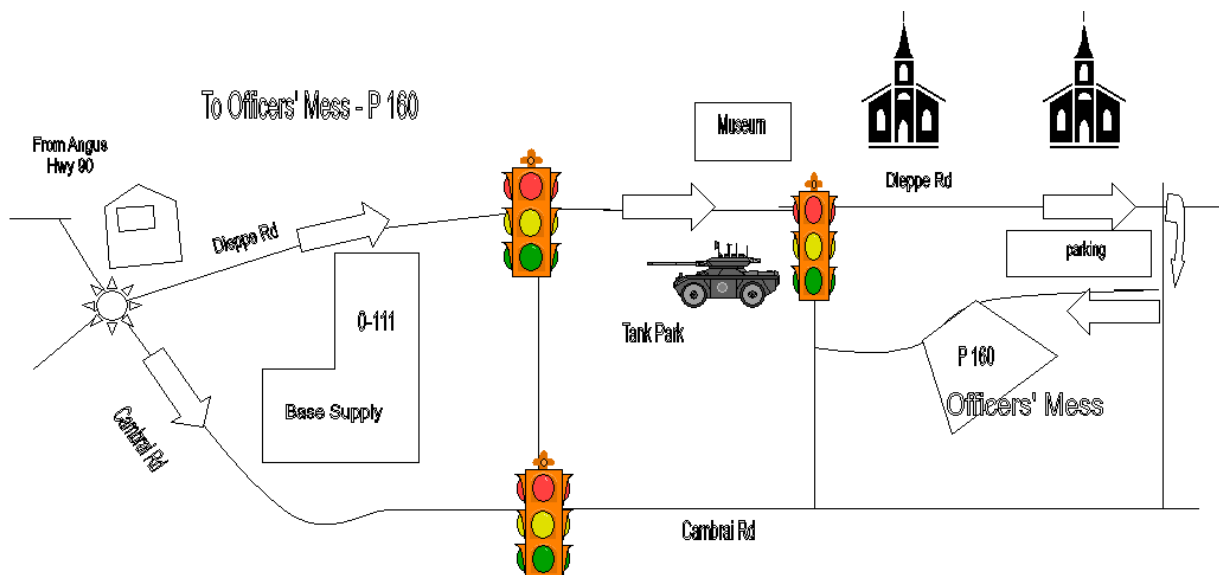
Tuesday, June 23th, 2009
Base Borden Officers' Mess Vice Regal Room
Canadian Forces Base Borden

- 4:30 – 5:00 Meet and Mingle
- 5:00 – 5:45 Keynote Speaker, Bahi Krishnakhanthan
 “Embracing Community Consciousness”
- 5:45 – 6:00 Presentation of Community Volunteer Student,
 Youth and Adult Leadership awards
- 6:00 – 6:45 AGM

Please RSVP to Darlene Havers at ea@unitedwaysimcoecounty.on.ca or by phone at 726-2301 ex. 21 by Friday, June 19th, 2009

A copy of the Corporation's By-laws can be obtained by contacting Darlene Havers at United Way offices.

Detailed directions available at: <http://www.borden.forces.gc.ca/996/2/4/24-2-mul.pdf>



United Way of Greater Simcoe County

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Thank you to everyone who sold or bought **Stanley Cup Game Day Give Away** contest tickets. Our winner was Kyle D'Angeles.

Our Sellers

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
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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

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

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.

On Sale Tues. March 3

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

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THE BARRIE EXAMINER

1. You must be 18 years of age to participate.
2. No cash value or substitute prizes.
3. Winner must arrange for delivery of prize. Delivery charge may be applied.
4. The draw is not open to employees or family members of The Barrie Examiner, Sun Media or United Way or employees and their families of the corporate sponsor.

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