



United Way of Greater Simcoe County
136 Bayfield Street, Suite 100,
Barrie, ON L4M 3B1
phone: 1.705.726.2301
fax: 1.705.726.4897
info@unitedwaysimcoecounty.on.ca

December 2008

“Plus” Campaign is soaring.... everyone has something to contribute!

United Way of Greater Simcoe County is pleased to announce that the community goal of 1.5 million dollars *Plus* (a departure from the normal dollars-only based goal) has been enthusiastically embraced by our community with their time, talent, energy, wisdom and/or pure kindness to strangers or friends.



Although sometimes challenging to quantify, in all *Plus* categories, (which includes more investors, more gifts in kind, more community engagement, more volunteers and more random acts of kindness), Simcoe County residents have stepped up to the challenge of creating a stronger and kinder community in which to live. We have seen first-hand and heard anecdotal stories of strangers helping others by donating to charities in lieu of gifts; of groups of community members coming out to consultations to provide their insight and expertise to development projects; of people and businesses donating their services and products to benefit charities; and people giving increased amounts as volunteers.

Being engaged with the community through United Way provides the best opportunity to achieve collective impact. If we sum up all the little things that each and everyone does on a day-to-day basis we truly can build an exceptional and complete community for our residents. Everyone has something to contribute and now more than ever we need all hands on deck – multiple levels of government, business, community agencies, individuals – everyone.

Please contribute what you can in 2009 to help improve our community.

*Mark Aitken,
Chief Administrative Officer
County of Simcoe and
2008 Campaign Cabinet Chair*

Happy Holidays

...from everyone at United Way of Greater Simcoe County



Inspire * Build * Change
50 years strong!



Inspire * Build * Change
50 years strong!

50th Anniversary Gala

Call for Volunteers & Sponsors

1959
2009

Let's party like its 1959!

2009 marks the 50th Anniversary of United Way of Greater Simcoe County. Throughout the year, we will be paying tribute to the many people and businesses who have contributed to our success in supporting our community through United Way.

We would love to have you partner with us during this milestone anniversary by becoming a one-time sponsor or volunteer for our 50th Anniversary Gala committee.

All proceeds from this event will support UWGSC's endowment fund called the Forever Fund. This fund is a legacy that will support future generations. Only the interest income is used to support social and health programs.



Please call United Way to find out how you can become involved in this unique event.

2008 Campaign Goal **\$1,500,000+++**



Innovative Automation: Innovative Automation employee campaign, pie in the face and pumpkin auction combined to raise a total of \$26,194! This represents a 4.5% increase over their goal and a 6.5% increase over their contribution last year. As a result of this enthusiastic engagement, Innovative Automation has taken home both the UWGSC Community Spirit Award (2007) and the UWGSC Special Event Award for five consecutive years (2002 – 2007).

Scotiabank: All staff were on hand to present a cheque for \$40,139 towards our campaign. The contribution represents a substantial increase of almost 20% over the last two years. Scotiabank is the largest contributor from the financial sector to our community fund campaign and has been a valued partner for over ten years.

Baxter: Representatives of Baxter Corporation, Alliston were on hand to present a cheque for \$32,248 towards our campaign, exceeding their own goal. This growth was due in part to the strong leadership of The Community Relations Team, which encouraged employee's participation by organizing several contests and special team-building events.

United Way of Greater Simcoe County and the County of Simcoe host

Ontario's 25-in-5 Network's Blueprint for Poverty Reduction Tour

The 25-in-5 network is an anti-poverty coalition comprised of organizations and individuals who are promoting a realistic and achievable plan that would make Ontario a leader in poverty reduction. The network launched a 22-stop provincial tour to speak to communities about the blueprint. They presented to the public in our region on December 11th at County of Simcoe Council Chambers.

The coalition's consultation document, A Blueprint for Poverty Reduction: Leadership in Hard Times, proposes specific steps to reduce poverty by 25% within the next five years.

It argues that action on a poverty reduction plan is especially necessary in tough economic times, identifies the various policy tools that are at Ontario's disposal to tackle poverty and proposes a set of specific, multi-year steps to achieve the goal of 25% in 5 years. For more information please visit www.25in5.ca

Professor Marvyn Novick,
Terry Talon, County of Simcoe,
Peter Clutterbuck,
Social Planning Network of Ontario



United Way of Greater Simcoe County

136 Bayfield Street, Suite 100,

Barrie, ON L4M 3B1

phone: 1.705.726.2301

fax: 1.705.726.4897

info@unitedwaysimcoecounty.on.ca

unitedwaysimcoecounty.on.ca

With these difficult times, everyone knows how much more dependant people will be on the services that United Way of Greater Simcoe County provides. Thank you so much to our partner organizations who have made a tremendous difference in so many lives.

*Jennifer Robinson
Six-Time Canadian Figure Skating Champion
Honourary Chair,
United Way of Greater Simcoe County Campaign Cabinet*



INSPIRE * BUILD * CHANGE



United Way of Greater Simcoe County is a non-profit organization located in Barrie. 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