



**United Way**  
Windsor-Essex County

*Together, we're changing lives.*

# 2010 Annual Report

Collaborating for Success



# Table of Contents

- 3** Message from the Chair and CEO
- 4** Our Strategic Priorities
- 8** Our Role in Strengthening Community
- 10** Our Celebration of Success
- 15** Our Thanks
- 24** Our Committees & Staff



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For more information or a complete copy of our audited financial statements, please visit [www.weareunited.com](http://www.weareunited.com).

Charitable Registration Number: 10816 0334 RR0001

# Message from the Chair and CEO

2010 was a year of transition and much success. Our long-time CEO, Sheila Wisdom, decided that she wanted to explore new opportunities. Sheila's leadership at United Way was an exceptional one. Throughout this time, we grew stronger and successfully navigated a number of challenges. We wish Sheila all the very best in the future.

In January, 2011, we welcomed our new CEO, Penny Marrett. With over 30 years of experience in the not-for-profit sector, the Board is looking forward to working with Penny as we move forward in achieving long-term positive impact in our community with our partners and stakeholders.

We are in exciting times as our new direction becomes a reality. New collaborations have developed to strengthen programs and services for the residents of Windsor and Essex County. These collaborations are starting to show some early successes including dramatically reducing wait times in some counselling programs and increased opportunities to provide fresh food to those in need. Thank you to our funded agencies and other stakeholders for your continued support and commitment to our work. We look forward to continued successes in your work.

The leadership and commitment of our volunteers is essential to our success. Over 600 individuals from our community volunteer at United Way. There are so many ways that people give back: volunteering in their workplaces, being a member of our Community Impact Council, Campaign Cabinet, Major Gifts Cabinet or other committees, or overseeing our work as a member of our Board of Directors. These are just some of the ways in which people in Windsor-Essex get involved to support their community through United Way.

Each of our volunteers deserves special recognition for their commitment and support of United Way. Thank you to each of you. You are an inspiration to us all and are an important part of our success.

We also have an exceptional group of staff who work very hard to support our work. We would like to thank our staff for their leadership and commitment during the past year. Their work has helped us be successful in making a difference in our community.

And finally, a very special thank you to our community. Your commitment and belief in the work of United Way and its strategic priorities through your donations in the past year helped us to surpass our goal of \$5 Million dollars! Without your support, United Way would not be able to support the community and fund the strategies that we know make a lasting difference in the lives of some of those who need it most. **Together, we are changing lives.**

## OUR MISSION

TO IMPROVE LIVES TODAY AND TOMORROW IN WINDSOR-ESSEX COUNTY BY MOBILIZING PEOPLE, RESOURCES, AND THE CARING POWER OF OUR COMMUNITY IN A POSITIVE AND LASTING WAY.

## OUR VISION

RECOGNIZED AS A LEADER AND PARTNER BY MEASURABLY IMPROVING OUR COMMUNITY AND MAKING WINDSOR-ESSEX A GREAT PLACE TO LIVE.



*Patrick A. Goggins*

Patrick Goggins  
Chair, United Way Board of Directors



*Penelope Marrett*

Penelope Marrett  
CEO/Chef de la direction

# Our Strategic Priorities

In 2009, responding to the changing needs of our community, United Way embarked on a new direction.

Our direction was developed from listening to what Windsor-Essex County residents told us was most important for themselves and their families for the next five years. It was supported by social and demographic information, which together with best and promising practices research, helped us identify where we could be most effective in improving lives and community conditions.

As a result of this work, we decided to spend the next five years focusing our energy and resources on the following three priorities:

**SUPPORTING BASIC NEEDS & INDEPENDENCE:** ENSURING THAT RESIDENTS OF WINDSOR-ESSEX COUNTY HAVE ACCESS TO FOOD, STABLE HOUSING AND OTHER NECESSITIES THAT HELP INDIVIDUALS AND FAMILIES MOVE TOWARDS GREATER INDEPENDENCE.

**POSITIONING KIDS & FAMILIES FOR SUCCESS:** PROVIDING CHILDREN OPPORTUNITIES TO STRENGTHEN THEIR SKILLS AND EDUCATING AND SUPPORTING PARENTS TO BUILD STRONGER FAMILIES.

**CREATING THRIVING NEIGHBOURHOODS:** INSPIRING RESIDENTS TO PARTICIPATE AND CONTRIBUTE TO THEIR NEIGHBOURHOOD AND CREATE A SENSE OF OWNERSHIP THAT IMPROVES NEIGHBOURHOOD CONDITIONS.

We are proud to be able to partner with all of the organizations who are involved in these initiatives.

We invited others to join in the shared responsibility we all have to change social conditions in our community. Seeking to build on the strengths of our community, in July 2010 we began investing in 25 initiatives that work to advance these priorities. These initiatives incorporate best practices, build on existing strengths and include many new collaborations. The next few pages describe the strategies and initiatives that your donations support and celebrate some early successes of the funded initiatives.

In 2011 we continue to build on this momentum together. We will further develop and share best practices between our partners and refine the tools that will help us be most effective. We look forward to sharing the impact of this work with you in our next report in 2012.

## SUPPORTING BASIC NEEDS AND INDEPENDENCE

### Lead Partners

Canadian Red Cross  
Citizen Advocacy  
Salvation Army Windsor Community and Rehabilitation Centre  
Unemployed Help Centre of Windsor Inc.  
Windsor Homes Coalition Inc.  
Youth and Family Resource Network of Essex County

### Collaborative Partners

Amherstburg Community Services  
Canadian Mental Health Association  
Windsor Essex County Branch  
Cardinal Carter High School  
City of Windsor  
County of Essex  
Drouillard Place  
Family Service Windsor-Essex County  
Financial Fitness  
Hiatus House  
Homeless Coalition of  
Windsor Essex County  
Salvation Army Windsor Community and Rehabilitation Centre  
Salvation Army Leamington Community and Family Services  
South Essex Community Council  
St. Vincent de Paul  
Tenants At Risk  
Victim Services of Windsor-Essex County  
Windsor Essex County Children's Aid Society  
Windsor Essex County Food Bank Association  
Windsor Homes Coalition Inc.

## POSITIONING KIDS AND FAMILIES FOR SUCCESS

### Lead Partners

Alive! Canada  
Big Brothers Big Sisters  
Windsor Essex County  
Canadian Mental Health Association  
Windsor Essex County Branch  
Distress Centre of Windsor-Essex County  
Glengarda Child and Family Services  
House of Sophrosyne  
Muslim Association of Canada  
Sexual Assault Crisis Centre  
Windsor Essex Community Health Centre  
Windsor Essex Family Network  
Windsor Essex School Safety Patrol Association  
Windsor Occupational Health Information Service  
Youth and Family Resource Network of Essex County

### Collaborative Partners

Addiction Services at Windsor Regional Hospital & other community-based providers  
Alive! Canada  
Amherstburg Community Services  
Canadian Automobile Association  
Canadian Mental Health Association  
Windsor Essex County Branch  
CAW Local 444 Education Committee

### Collaborative Partners (continued)

CAW National Youth Network  
Centre for Addiction and Mental Health  
Children First  
Citizen Advocacy  
City Centre Health  
Community Crisis Centre  
Community Living Windsor  
Conseil Scolaire de District du Centre Sud-Ouest  
Distress Centre of Windsor-Essex County  
Drouillard Place  
Essex Community Services  
Essex County School Bus Association  
Student Transportation Services  
Family Respite Services Windsor-Essex  
Family Service Windsor-Essex County  
Greater Essex County District School Board  
Hiatus House  
Hotel Dieu-Grace Hospital Community  
Crisis Centre of Windsor-Essex County  
House of Shalom  
Lakeshore Community Services  
Leadership Windsor-Essex  
Multicultural Council of  
Windsor Essex County  
New Beginnings  
Ontario Early Years  
Regional Children's Centre  
Sandwich Community Health Program  
Sandwich Teen Action Group  
South Essex Community Council  
St. Paul's Anglican Church-Essex  
The Hospice of Windsor and Essex County  
Unemployed Help Centre of Windsor Inc.  
University of Windsor  
University of Windsor Labour Studies  
Windsor and District Labour Council  
Windsor Essex Brokerage for  
Personal Supports  
Windsor Essex Catholic District  
School Board  
Windsor Essex Children's Aid Society  
Windsor Essex Community Health Centre  
Windsor Essex County Health Unit  
Windsor Police Services  
YMCA of Windsor and Essex County  
Youth and Family Resource Network of Essex County

## CREATING THRIVING NEIGHBOURHOODS

### Lead Partners

Drouillard Place  
Centres for Seniors Windsor  
Youth and Family Resource Network of Essex County

### Collaborative Partners

Citizen Advocacy  
Community University Partnership  
Family Service Windsor Essex County  
Ford City Business Improvement Area  
Ford City Redevelopment Committee  
Greater Essex County District School Board  
Kids Alliance  
Multicultural Council of  
Windsor Essex County  
South Essex Community Council  
University of Windsor School of Nursing  
Windsor Essex Community Housing Corporation



# Supporting **Basic Needs** and **Independence**

ENSURING THAT RESIDENTS OF WINDSOR-ESSEX COUNTY HAVE ACCESS TO FOOD, STABLE HOUSING AND OTHER NECESSITIES THAT HELP INDIVIDUALS AND FAMILIES MOVE TOWARDS GREATER INDEPENDENCE. THERE ARE THREE STRATEGIES THAT WE FUND:

## FOOD SECURITY

What we are investing in:

- Increasing the overall supply and access to fresh, nutritious, culturally sensitive food
- Teaching people how to shop, prepare and preserve fresh foods
- Increasing the number of community gardens throughout Windsor and Essex County

### Funded Initiatives

- The Community Nourishment Partnership  
Lead Agency: *Youth and Family Resource Network of Windsor-Essex County*
- The Food Security Network  
Lead Agency: *Unemployed Help Centre*
- Making Food Accessible  
Lead Agency: *The Salvation Army*

## INCOME MANAGEMENT, DEBT PREVENTION AND ASSET BUILDING

What we are investing in:

- Supporting debt management prevention and financial fitness
- Supporting financial literacy among youth, and asset/wealth building among individuals and families experiencing low-income or financial distress

### Funded Initiative

- Voluntary Trusteeship & Financial Education Program  
Lead Agency: *Citizen Advocacy*

## SUPPORTS THAT TRANSITION PEOPLE TO STABLE HOUSING

What we are investing in:

- Pro-actively supporting the complex needs of families and individuals seeking stable housing
- Training volunteers to respond 24/7, 365 days a year when tragedy strikes and people have been displaced from their homes

### Funded Initiatives

- Supports that Transition People to Stable Housing  
Lead Agency: *Windsor Homes Coalition*
- Disaster Response  
Lead Agency: *Canadian Red Cross*



# Positioning Kids and Families for Success



PROVIDING CHILDREN OPPORTUNITIES TO STRENGTHEN THEIR SKILLS AND EDUCATING AND SUPPORTING PARENTS TO BUILD STRONGER FAMILIES. THERE ARE SIX STRATEGIES THAT WE FUND:

## MENTORING

What we are investing in:

- Building social skills and leadership by group mentoring, peer-to-peer mentoring and one-to-one inter-generational matches
- Linking mentoring approaches with existing youth services

### Funded Initiative

- Youth Mentoring  
Lead Agency: *Big Brothers Big Sisters Windsor-Essex*

## SOCIAL AND COGNITIVE DEVELOPMENT

What we are investing in:

- Providing opportunities for role-modelling and social skills education in schools
- Helping youth service providers to fully integrate social, educational and role-modelling opportunities in their programs

### Funded Initiative

- Early Intervention Program  
Lead Agency: *Glengarda Child and Family Services*



## YOUTH ENGAGEMENT

What we are investing in:

- Promoting civic engagement, philanthropy, decision-making, governance and youth involvement in meaningful leadership roles
- Establishing leadership opportunities that are integrated with existing youth activities
- Connecting youth across Windsor and Essex County

### Funded Initiatives

- Voices of Youth in the Community  
Lead Agency: *Youth and Family Resource Network*
- Safety Patrol  
Lead Agency: *Windsor Essex School Safety Patrol Association*
- Preparing Youth for the Workplace  
Lead Agency: *Windsor Occupational Health Information Service*

## AFTER-SCHOOL PROGRAMS

What we are investing in:

- Strengthening skills such as reading, writing, math, and including arts & crafts enrichment and physical activity
- Building social and interpersonal skills
- Promoting peer mentoring within programs

### Funded Initiatives

- Windsor-Essex Youth Coalition  
Lead Agency: *Big Brothers Big Sisters Windsor-Essex*
- MAC Youth Leaders  
Lead Agency: *Muslim Association of Canada*





# Positioning Kids and Families for Success

## INDIVIDUAL AND FAMILY SUPPORTS

What we are investing in:

- Providing short-term crisis and other counselling services that build on individual and family assets
- Linking individuals with other community-based supports

### Funded Initiatives

- Services to Adolescent Victims of Sexual Violence  
Lead Agency: *Sexual Assault Crisis Centre*
- Crisis Response and Support Network  
Lead Agency: *Distress Centre of Windsor-Essex*
- Substance Misuse Intervention for Women  
Lead Agency: *House of Sophrosyne*
- Community Counselling Alliance  
Lead Agency: *Canadian Mental Health Association*
- Suicide Prevention Education – Choosing Life  
Lead Agency: *ALIVE! Canada*
- Coping with Job Loss  
Lead Agency: *Canadian Mental Health Association*

## PARENT AND EDUCATION SUPPORT

What we are investing in:

- Supporting initiatives that focus on family-to-family support
- Strengthening child-parent attachment and other skill-building opportunities

### Funded Initiatives

- Strengthening Families for the Future  
Lead Agency: *Windsor-Essex Community Health Centre*
- Families Helping Families in Partnership  
Lead Agency: *Windsor-Essex Family Network*
- Learning about Divorce  
Lead Agency: *Glengarda Child and Family Services*



# Creating Thriving Neighbourhoods



INSPIRING RESIDENTS TO PARTICIPATE AND CONTRIBUTE TO THEIR NEIGHBOURHOOD AND CREATE A SENSE OF OWNERSHIP THAT IMPROVES NEIGHBOURHOOD CONDITIONS. THERE ARE THREE STRATEGIES THAT WE FUND:



## NEIGHBOURHOOD ENGAGEMENT

### What we are investing in:

- Bringing people together to solve their problems
- Building the skills and leadership capacity of community members
- Establishing relationships with other community partners
- Creating opportunities for people to be part of the solution in their communities

### Funded Initiatives:

- Ford City Neighbourhood Renewal  
Lead Agency: *Drouillard Place*
- Neighbours helping Neighbours  
Lead Agency: *Youth and Family Resource Network of Essex County*
- Promoting Seniors Independence  
Lead Agency: *Centres for Seniors Windsor*

## Our Role in Strengthening Community

UNITED WAY HAS ALWAYS BEEN A **RESOURCE TO THE COMMUNITY** AND THIS GOES WAY BEYOND THE FUNDS THAT WE INVEST. UNITED WAY'S GOAL IN ACTING AS A RESOURCE HAS BEEN TO OFFER WAYS TO STRENGTHEN THE COMMUNITY.

The social issues that our community faces are often complex. We value collaboration - we believe that no one organization has all the answers. The community gets the best outcomes and is only truly successful when we come together.

United Way is uniquely positioned and recognized as a neutral facilitator. Our breadth of relationships enables us to bring together people from all levels of government, business, not-for-profits, labour, and other groups to form networks that can develop integrated solutions and work to make a lasting difference.

Often the formation of these networks means that the community is able to access funding and other resources that would not be available. United Way is proud of its ability to serve the community in this way. The initiatives described on the next page are examples that demonstrate our role as a community resource.

# Our Role in Strengthening Community

IN ADDITION TO THE INITIATIVES DESCRIBED BELOW, UNITED WAY CONTINUES TO ACTIVELY PARTICIPATE IN AN ARRAY OF **COMMUNITY PARTNERSHIPS** THROUGHOUT WINDSOR-ESSEX. UNITED WAY ALSO PROVIDES SERVICES THAT BUILD CAPACITY IN NOT-FOR-PROFIT ORGANIZATIONS.

## PATHWAY TO POTENTIAL

Pathway to Potential (P2P) is a poverty-reduction strategy which focuses on reducing poverty and ensuring the social and economic well-being of residents who live in Windsor-Essex County.

**United Way** was a convening partner and continues to be actively involved on the Steering Committee as well as providing administrative supports for this community initiative.

## LEADERSHIP WINDSOR-ESSEX

Leadership Windsor-Essex brings together emerging leaders in our community and provides an opportunity for professional and personal growth. These new leaders learn how they can contribute to create positive changes in the community. With over 200 alumni, our community now has a network of leaders who have a strong desire to make a difference: working together to build and sustain a better way of life for our citizens.

**United Way** led the establishment of Leadership Windsor-Essex and continues to actively support its work through representation on their Advisory Committee and by providing free office and meeting space as well as other administrative supports.

## TRAINING

In 2010/2011, **United Way** formed a partnership with Leadership Windsor-Essex and its alumni to offer low cost training to not-for-profit organizations throughout Windsor and Essex County. Workshops were offered in such areas as financial management, risk management, volunteer management, grant-writing, board roles & responsibilities and strategic planning. During 2010, over **43** community organizations benefitted from our training sessions. In addition to the open training sessions, tailored training was offered to organizations when necessary.

## CONSULTING

**United Way** offers low-cost consultation and facilitation for not-for-profit organizations in two primary areas: board governance and strategic planning. A United Way facilitator will meet with the organization to plan out the best approach that will meet the specific needs of that organization.

## IN-KIND RESOURCES

Other ways that **United Way** provides in-kind resources for not-for-profit organizations are by offering free meeting space, brokering in-kind gifts and facilitating connections to other community resources such as grant opportunities.

## FOOD MATTERS STRATEGY

**United Way** was actively involved in the organization of the first Food Matters Forum in Windsor-Essex in partnership with a planning committee and co-sponsored by Pathway to Potential. Fifty-six participants representing 40 organizations from diverse sectors including social service organizations, municipal government, education, public health, food banks, food suppliers, and organic farmers attended. The Forum was an opportunity for participants to map existing food security initiatives. It was also an opportunity to identify gaps and action steps within four priorities: policy development, urban & rural agriculture initiatives, emergency food distribution, and alternative food distribution programs. A primary action step as defined by the participants was to secure resources for a Food Strategy Coordinator. **United Way** committed to this action on behalf of the community and was able to secure an Ontario Trillium Foundation grant.

**United Way** also supported the Food Matters Strategy by securing the financial support of an anonymous donor and collaborated with the Windsor-Essex Food Bank Association to ensure the delivery of fresh meat, dairy, fruits and vegetables all winter long – a time when some food banks experience stretched resources.

## WINTER WARMTH

Residents living in low income that are behind in the payment of their heating bills and are at risk of disconnection may be eligible for some relief in their heating costs through this program. Funding is provided by participating utilities and local distribution companies. **United Ways** across the province administer the program for their communities through a network of community-based agency partners.

## HOMELESS COALITION

The Homeless Coalition is a group of community partners that develop and implement coordinated strategies that raise awareness of, prevent and reduce homelessness in Windsor-Essex County.

**United Way** was the catalyst to establish the Coalition in 2002. Since that time we have been an ongoing resource to the Coalition providing supports such as: consultation and facilitation, free office space and administrative support for the various grants secured by the Coalition.

## WINDSOR-ESSEX COUNTY DRUG STRATEGY

The Windsor-Essex County Drug Strategy was established as a result of two community forums that were facilitated by **United Way**. The strategy focuses on four pillars: prevention, treatment, enforcement and harm reduction. The Drug Strategy Implementation Group is comprised of citizens and organizations committed to reducing the harm from substance misuse and abuse.

In addition to the facilitation role that was provided, **United Way** secured funding from a private foundation in order for the community to have a Drug Strategy Coordinator who has championed the priorities identified in the implementation plan. **United Way** continues to provide free office space and administrative supports, and has assisted with securing additional financial resources.

# Our Celebration of Success

THE EMPHASIS OF THE FIVE YEAR INVESTMENT STRATEGY IS TO WORK TOGETHER TO HAVE LONG TERM IMPACT ON COMMUNITY CONDITIONS. THE FIRST PERIOD OF FUNDING WAS FOR NINE MONTHS. AS A RESULT OF OUR INVESTMENTS AND LOTS OF HARD WORK AMONG THE LEAD ORGANIZATION AND THEIR PARTNERS, THERE HAVE ALREADY BEEN MANY EXCITING DEVELOPMENTS AND SUCCESSES. OUR INVESTMENTS ARE **ENABLING ORGANIZATIONS IN COLLABORATION TO HAVE GREAT SUCCESS.** TWO OF THESE SUCCESSES ARE HIGHLIGHTED BELOW:

## COMMUNITY COUNSELLING ALLIANCE

The Community Counselling Alliance was created through partnership among the Canadian Mental Health Association (the lead), Family Service Windsor-Essex County, the Hospice of Windsor-Essex County and Citizen Advocacy. This collaboration was formed in response to the waiting list that had developed due to the high demand for counselling services.

With the support of United Way for this new collaboration, these agencies have eliminated the wait time for counselling services. Counsellors are available for scheduled 1:1 appointments in Windsor, Tecumseh, Lakeshore, Essex, Leamington and Amherstburg. As part of the collaboration, Family Service Windsor-Essex County implemented an innovative and new model which is the walk-in clinic. Group programs have also been designed to meet psycho-social and educational needs. Intake is available in several languages through interpretation services of The Language Line and counselling can be delivered in seven languages. Another success of this strategy is the new partnerships that have been formed beyond the original collaboration.



Representatives from Canadian Mental Health Association, Citizen Advocacy, Family Service Windsor-Essex, Hospice of Windsor-Essex and United Way gather at a press conference to launch the Counselling Alliance in 2010.

## WINDSOR-ESSEX YOUTH COALITION

The Windsor-Essex Youth Coalition is a new collaboration between Big Brothers Big Sisters (the lead), the House of Shalom, Sandwich Teen Action Group, Youth and Family Resource Network of Essex County and Drouillard Place. The Coalition is working together to deliver quality after-school programs throughout our region. The programs are providing a range of supports that ensure children and youth will be physically and mentally healthy and have success in school. Supports such as homework help, nutritious snacks and cooking, physical activities and sports, and arts and cultural activities are offered.

With United Way's support for this new collaboration, after-school programs are strengthened including shared curriculum and resources, leading to better outcomes and stronger children and youth.



# Our Celebration of Success

## 2010 CHARLES BROOKS LABOUR APPRECIATION AWARD IN PARTNERSHIP WITH THE WINDSOR & DISTRICT LABOUR COUNCIL

In 1977, Windsor-Essex experienced a tragic loss with the untimely death of Charles Brooks, labour leader with UAW Local 444. Charles believed that everyone had a responsibility to make his or her community a better place. That's how he lived his life and he encouraged members of his union to do the same.

Every year since 1977, in memory of Charles, United Way/Centraide Windsor-Essex County and the Windsor & District Labour Council have joined together to honour the exceptional contribution by a local trade unionist to the community through voluntary service.

The 2010 recipient of the **Charles E. Brooks Labour Award** was **Ellsworth (Elszie) Banks**, CAW Local 200 Member & Retiree. Elsie started his career at Ford Motor Company in 1946 and continued working there for 47 years until his retirement in 1993.

Through CAW Local 200, Elsie was – and still remains – involved in many charities. He raised funds for the community through his involvement with the United Way Campaign during his working years – and continues his volunteer efforts with the CAW Local 200 Retirees to this day. In addition to this commitment to United Way, Elsie also spent time raising money for school breakfast programs and other initiatives to benefit elementary school children, including many sports organizations.

Elsie embraces sports and recreation as opportunities to volunteer his time and talent, and to come together in friendship and solidarity. Elsie has been a mentor and coach to many, coaching inter-plant baseball for sixteen years.



He was involved on the recreation committee for forty years, and is still active in the Ford Inter-Plant Hockey League and has been for over thirty years. Elsie has been recognized for his commitment to sports and recreation by the Ford Hockey League. They have held a tournament in his name to honour his long term commitment for the past 10 years.

Elsie received accolades for his work with the CAW Workers of Colour Caucus in 2001, and as Senior of the Month, a Windsor Star featured article in 2000. His dedication to diversity issues is carried out in the larger community as well, as a member of the City of Windsor diversity committee called "One City, One People."

Congratulations to Ellsworth (Elszie) Banks for being recognized for his outstanding contributions to making Windsor and Essex County a better community.

# Our Celebration of Success

ON FRIDAY, OCTOBER 29, 2010, UNITED WAY/CENTRAIDE WINDSOR-ESSEX HELD ITS SECOND ANNUAL **iCLIMB FOR UNITED WAY**, AT THE WFCU CENTRE ARENA.

iClimb challenges individuals from our community to step up and climb over 1,300 steps inside the Arena to raise money for United Way's priorities.

In 2010, 300 people stepped up to the challenge. This is more than twice the number of people that participated in 2009. Over \$37,000 was raised in pledges and sponsorship – a 100% increase from the previous year!

United Way is grateful to the workplaces and individuals that participated in this event and to all those volunteers that helped to ensure its success. The following workplaces and individuals achieved the top fundraising awards at the 2010 iClimb:

**TOP FUNDRAISING TEAM**

Chrysler Windsor Assembly Plant/  
CAW Local 444 Team

**2ND PLACE TOP FUNDRAISING TEAM**

Reliance Home Comfort/CEP Local 1999

**TOP INDIVIDUAL FUNDRAISER**

Kip Wierenga  
Reliance Home Comfort/CEP Local 1999



# Our Celebration of Success

IN RECOGNITION OF EXCEPTIONAL WORKPLACES FROM OUR COMMUNITY FOR THEIR STRONG LEADERSHIP, DEDICATION AND GENEROSITY TOWARDS THE 2010 CAMPAIGN, UNITED WAY PRESENTED TWELVE 'I BELIEVE IN MY COMMUNITY AWARDS' TO LOCAL BUSINESSES AND ORGANIZATIONS.

## 2010 COMMUNITY WORKPLACE AWARDS

Workplace Safety Insurance Board, CUPE Local 1750 (0-99 employees)  
 Tregaskiss, Division of ITW Canada (100-499 employees)  
 Conseil Scolaire de District des Écoles Catholiques du Sud-Ouest,  
 AEFO Sud-Ouest Catholique/SCFP Section Locale 4299 (500+ employees)  
 Sponsored by: BASF Canada Inc.

## 2010 COMMUNITY PARTNERSHIP AWARDS

TransAlta Cogeneration LLP, CAW Local 444 (0-99 employees)  
 Union Gas Ltd.– Windsor Division (100-499 employees)  
 Caesars Windsor, CAW Local 444 (500+ employees)  
 Sponsored by: CAW Local 444

## 2010 FIRST-TIME EMPLOYEE CAMPAIGN AWARD

BMO Bank of Montreal Windsor Area  
 Sponsored by: CAW Local 2458

## 2010 EMPLOYEE CAMPAIGN COORDINATOR AWARD

Dorothy Greenway, Greater Essex County District School Board  
 CUPE/ETFO/OPC/OSSTF  
 Sponsored by: Canadian Salt Company

## 2010 CANVASSER TEAM AWARD

Canada Revenue Agency, Windsor Tax Services Office  
 PIPSC, UTE, PSAC  
 Sponsored by: The Corporation of the Town of Tecumseh

## 2010 LEADERSHIP CAMPAIGN TEAM OF THE YEAR AWARD

CAW Local 200 & CAW Local 444  
 Sponsored by: University of Windsor

## 2010 QUANTUM LEAP GIVING AWARD

Dakkota Integrated Systems, CAW Local 444  
 Sponsored by: CAW Local 1973

## 2010 QUANTUM LEAP PARTICIPATION AWARD

Hiram Walker & Sons Ltd.– A Pernod Ricard Company  
 CAW Local 2027 & IUOE Local 772  
 Sponsored by: Deloitte & Touche LLP



Recipients of the 2010 I Believe in My Community Awards

# Our Celebration of Success

## 2010 & 2011 VOLUNTEERS CHANGING LIVES AWARDS IN PARTNERSHIP WITH THE WINDSOR STAR

Since 1967, as part of National Volunteer Week, United Way in partnership with The Windsor Star, publicly recognizes outstanding volunteers from Windsor and Essex County. The 'Volunteers Changing Lives Awards' celebrate volunteers who dedicate their time, energy and talents to benefit the community. In 2010, six awards were presented in categories which align with United Way's Strategic Priorities.

### 2010 Volunteers Changing Lives Awards

Supporting Basic Needs & Independence  
 Recipient: *Voices Against Poverty*

Creating Thriving Neighbourhoods  
 Recipient: *Neyrda Ollett*

Positioning Kids & Families For Success  
 Recipient: *Cassandre Young*

Youth Changing Lives  
 Recipient: *Maria Arpino*

Changing Lives Through The Workplace  
 Recipient: *United Communities Credit Union Ltd.*

### 2011 Volunteers Changing Lives Awards

Supporting Basic Needs & Independence  
 Recipient: *Wally Dunn*

Creating Thriving Neighbourhoods  
 Recipient: *Ford City Residents in Action*

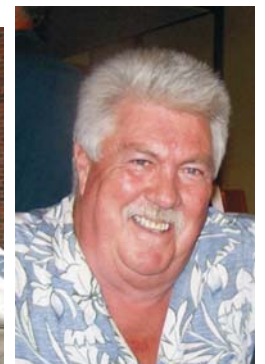
Positioning Kids & Families For Success  
 Recipient: *David Moore*

Youth Changing Lives  
 Recipient: *Christian Paliga*

Changing Lives Through The Workplace  
 Recipient: *Diageo Canada Inc., Amherstburg Plant*

2011 Windsor Star Civic Beautification Award  
 In Memory of Bill Higgins  
 Recipient: *Jack Renner*

*This award recognizes voluntary efforts that contribute to the civic beautification of public spaces through visual, artistic or environmental improvements, resulting in beautiful shared spaces for residents of Windsor-Essex County.*



Clockwise from top left: Cassandre Young, Neyrda Ollett, Maria Arpino, Voices Against Poverty, Ford City Residents in Action, Jack Renner, Wally Dunn, Diageo Canada Inc., Amherstburg Plant, Christian Paliga, David Moore, United Communities Credit Union.

# Our Thanks | LEAD UNITED

**WE ASKED OUR COMMUNITY TO LEAD UNITED WITHIN THEIR COMMUNITY, THROUGH THEIR INVOLVEMENT, AND THROUGH THEIR LEADERSHIP GIFT – A DONATION OF \$1,000 OR MORE TO THE UNITED WAY CAMPAIGN.**

In 2010, United Way launched the LEAD UNITED Community Challenge sponsored by CAW Local 200, CAW Local 444, CAW Local 1973 and an anonymous donor. Through their generous financial support, any increase in donation to \$1,000 or an increase in a leadership gift was matched.

Overall, the challenge resulted in a total of **\$228,508** in new funds raised, and yielded an increase of 185 new leadership donors. The response from the community was extraordinary. Leadership involvement and donations are one of the fastest growing parts of our campaign. Over 700 generous individuals from our community contributed at the leadership level – raising **\$1,024,840**.

The LEAD UNITED Community Challenge would not have been possible without the outstanding support of sponsors, and of course, leadership donors.



# Our Thanks | 2010 Honour Roll

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 St. Clair College Retirees  
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## Days of Caring

"THIS IS SOMETHING WE DO, BECAUSE WE BELIEVE THAT GIVING BACK TO THE COMMUNITY NOT ONLY BUILDS OUR TEAM, BUT ALSO MAKES A DIFFERENCE FOR PEOPLE WHO REALLY NEED OUR HELP." STATED BRIAN CHAUVIN, UTILITY SERVICES MANAGER AT UNION GAS. "THROUGH GRANTS PROVIDED BY THE SPECTRA ENERGY FOUNDATION, WE ARE ALSO PLEASED TO SPONSOR THE COSTS OF THIS PROJECT AS PART OF OUR COMMITMENT."

In 2010, Brian Chauvin, Utility Services Manager at Union Gas, approached United Way to see what opportunities were available to get his staff more involved in the community and donate their time through volunteering. The idea of volunteering was not something new for the staff at Union Gas. For many years, they have been lending a hand through their Helping Hands in Action Program, through grants provided by Spectra Energy Foundation.

This year, Union Gas linked their Helping Hands in Action program with a United Way Day of Caring. Days of Caring bring community-based organizations together with local businesses, corporations and unions to work on one-day projects that benefit the community.

The Day of Caring program is an excellent morale booster, a unique opportunity for employees in a workplace to come together, develop team building skills and make a difference in the community by taking part in meaningful work projects at community organizations.



The management and staff of Union Gas came together, like many other workplaces in the community, to paint and revitalize the community meeting rooms at the United Way. These rooms are available free of charge to local charities and not-for-profit organizations to use for meetings, volunteer training, and local gatherings. More than 60 organizations use this space on a regular basis throughout the year.

# Our Committees & Staff

OUR VOLUNTEERS AND STAFF ARE A PASSIONATE AND CREATIVE TEAM OF INDIVIDUALS WHO PLAY A KEY ROLE IN CREATING COMMUNITY SOLUTIONS. WE COULDN'T DO OUR WORK WITHOUT THEM. THANK YOU FOR YOUR CONTINUED DEDICATION TO UNITED WAY/CENTRAIDE WINDSOR-ESSEX COUNTY.

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**United Way**  
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