



STRONGER TOGETHER

2017 ANNUAL REPORT



United Way
Chatham-Kent

STRONGER TOGETHER

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United Way
Chatham-Kent

Vision

A strong and vibrant community free of poverty with children achieving all they can be.

Mission

To improve lives and build community in Chatham-Kent.

Tagline

Together, we are possibility.

Call to Action

Give. Volunteer. Act.

All That Kids Can Be

- Success in School
- Emotional and Physical Wellbeing

From Poverty to Possibility

- Food Security
- Financial Literacy and Individual Support

Healthy People

- Seniors' Health and Wellbeing
- Mental Health Support

Strong Communities

- Organizational Capacity Building and Volunteer Leadership Development
- 211- Information and Referral

Hello again, dear friend,

We are all custodians of our community. By taking care of everyone, we make Chatham-Kent a stronger, richer space in which everyone is encouraged to belong. There is powerful truth in the proverb "It takes a village to raise a child." No one person can become her or his best self alone; the ripple effect of access to services provided by United Way is an amazing path toward personal greatness.

Now, more than ever, connecting with people in their times of need can truly change the trajectory of a life. Through social media we watched as stories from Chatham-Kent were made real. We cried together, smiled together and gave our hard-earned monies to United Way so our community could become richer.

We watched Red Feather activities be the first place teens could rally together for Chatham-Kent. We ran the Harvest Run together (some of us running from the warmth of our beds, haha!). We took part in workplace campaigns and committed a portion of our paycheques to United Way because of the transparent good United Way does everyday.

When I have a bad day; a day where nothing seems to go right; where I look to the sky and wonder why I didn't choose any other career in the world, I take heart in knowing someone else's catastrophic day is turning around because of the donation we made. Suddenly, my no-good, very-bad day seems much brighter.

Whether this is your first donation or your thousandth, thank you for choosing to do tremendous good with your money. You are the Strength, Joy, Hope and reason we all feel like we Belong in Chatham-Kent.

Elizabeth Downey-Sunnen

Elizabeth Downey-Sunnen
2017 Campaign Chair



HOPE



For your daily dose of inspiration, visit ChangingLivesCK.ca to hear Sam's story!

"If I can help just one child, then it's all worth it."

- Samantha Labute

Creating Caring Community Connections

Each year, United Way tackles several of our community's most pressing problems, and this year has been no exception. Our United Way brought together 17 organizations, 25 presenters, 40 volunteers, and over 400 participants from across the Lambton-Kent-Essex corridor to address a crisis that is sweeping our nation: preventable fatal overdoses as a result of substance use. This was the first conference of its kind in Ontario which explored the role harm reduction is able to play to help save lives in this crisis response. The conference itself was entitled "What's the Harm in Harm Reduction?" and our keynote speaker was world-renowned Dr. Mark Tyndall from the British Columbia Centre for Disease Control.

We believe that problematic substance use is a symptom of much greater and deeper things that are going on in a person's life. Harm reduction strategies attempt to provide support for people who use substances, before reaching the point of crisis, which will result in better health outcomes for the individual, family, and our community.

Our very own Steve Pratt has been appointed by the Minister of Health to serve on the Ontario Overdose Emergency Task Force, in recognition of the strides our community has made in harm reduction under his leadership.



STRENGTH



Check this story out at [ChangingLivesCK.ca](https://www.ChangingLivesCK.ca).
You'll be glad you did. We promise!

***"Watching my children heal is a priceless gift
I could never repay".***

- Brian Rupert

**In 2016-17, you
helped change
approximately
40,300 lives in
Chatham-Kent.**

JOY

"I'm still here - I'm still alive. Thank you United Way".

- Shelby Emery



Make your day a little brighter. Visit ChangingLivesCK.ca to hear Shelby's story that is certain to leave you with a smile!

Results That Matter

4775

people who use substances received support to reduce harm to themselves, their families and our community as a whole.

*Harm Reduction Program
AIDS Support Chatham-Kent*

291

girls and boys ages 9-14, were taught the importance of healthy bodies/healthy minds in their school environments.

*Go Girls/Game ON
Big Brothers Big Sisters Chatham-Kent*

7

children on the autism spectrum received temporary, but intensive, support to allow them to succeed in their home school classrooms.

*Autism Transitional Classroom
Chatham Kent Children's Services*

144

children and teens who were experiencing a life-threatening illness themselves, or that of a loved one, received encouragement on their journey through bereavement.

*Kid's Circle Program
Erie St. Clair VON*

3266

individuals and families who had difficulty purchasing enough food to avoid hunger as a result of job loss, illness, or other life altering circumstances were able to receive food.

*Foodbank Program
Tilbury Information & H.E.L.P. Centre
United Way's West Chatham-Kent Outreach Office*

1352

children in need were able to receive a backpack full of grade-appropriate school supplies to help them succeed in school.

*Operation Backpacks Program
United Way of Chatham-Kent*

154

youth participated in activities and interactions that aim to build confidence and a sense of community belonging through drop-in programming.

*Drop-In Program
The Solid Rock Café Youth Centre*

138

female teenagers learned about healthy versus unhealthy relationships while completing activities designed to boost confidence and self-esteem.

*Healthy Youth Relationships Program
Chatham-Kent Women's Centre*

4408

individuals of all ages received information and referrals to find resources and supports to assist them in making informed decisions when dealing with health and social issues in their lives.

*211 Ontario Services
United Way of Chatham-Kent*

668

elementary aged children, who deal with impulsivity, distractibility, inattention and the inability to read and interpret social cues, learned how to manage situations in their everyday lives.

*Social Skills & Tutoring Programs
Learning Disabilities Association of Chatham-Kent*

Impact results are for the 2016-17 funding cycle.

To see even more lives that were changed through our funded programs and services, please visit www.uwock.ca.

BELONGING



Do you know what your United Way donation looks like? Visit [ChangingLivesCK.ca](https://www.ChangingLivesCK.ca) and Rylee from Tilbury will show you!

“Feeling like I belong is feeling like I matter”.

- Rylee Harmsworth



Board of Directors

Officers

Alison Patrick, President
Brad Langford, Vice-President
Tania Sharpe, Treasurer
Karen Kirkwood-Whyte, Secretary to the Board/
Chief Executive Officer (Ex-Officio)

Directors

Maddy Barton-Hill Jayson Campeau
Elizabeth Cannon Shirley Davies
Lynn Girty Stanley Ing
Marlee Robinson Margery Muharrem
Shawna-Lee Rivard Kathy Smyth

Resigned and/or Completed Service

Jason Dudley Scott Ewing
Adam Ludolph Chris McLeod
Newt Richardson

Community Investment Committee

Chair

Jana Smith

Members

Colleen L'Abbe Vicky Bodnar
Ruth Dekker Danielle Dreveny
Jackie Gillier Les Herman
Aimee June Joy Kilby
Frank Niehus Patricia Planting
April Rietdyk Bruce Ross
Brian Smith Brittany Zimmer
Daryl Zimmer

Staff

Karen Kirkwood-Whyte, Chief Executive Officer
Steve Pratt, Director, Operations
Tom Slager, Director, Resource Development
Helen Heath, Director, Community Impact
Brian Armitage, Director, Labour Programs and Services
& Manager, Wallaceburg Information and H.E.L.P. Centre
Stuart Sinclair, Director, Finance and Administration (to 2018APR12)
Rose-Anne Mayor, Manager, Tilbury Information & H.E.L.P. Centre
Patricia Weiler, Manager, Volunteer and Information Services
Terry Johnston, Campaign Associate
Michelle Robbins, Campaign Associate
Veronica Whittal, Executive Assistant / Facility Manager
Erica Kitchen, Youth Engagement Co-Ordinator (to 2018APR17)
Mary Symons, Administrative Assistant
& Co-Ordinator, Good Neighbours
Kim Broadbent, Co-Ordinator, Chatham-Kent Nonprofit Network

Sponsored Campaign Associate

Andrea Cameron, Campaign Associate, Sponsored by Union Gas Ltd.

Campaign Cabinet

Campaign Chair

Elizabeth Downey-Sunnen

Campaign Chair Emeritus

Aimee June Margery Muharrem
Steve Pratt Patricia Wright

Members

Elizabeth Cannon Amanda Clark
Gord Dewar Jane Dewar
Brian Furtado Ryan Griffioen
Les Herman Brad Langford
Peter Martin Chris Ovecka
James Rasmussen Don Shropshire
Wes Thompson Katie Zimmer-Villaranda

Creative Cabinet

Chair

James Rasmussen

Members

Elizabeth Downey-Sunnen, Copy
Melissa Doyle, Photographer
Jaclyn Gillier, Digital Design
Ben Srokosz, Videographer

Thank
you



FINANCIALS

Financial Statement

For the year ended 2017 DEC 31

Revenue

Corporate Gifts	\$ 725,473	
Employee Workplace Gifts	658,646	
Individual Gifts	256,996	
Special Event Revenue	37,746	
Other United Ways	8,187	\$ 1,687,048
Fees for Service and Other Income	\$ 41,664	
Grants from Government	148,442	
Interest	12,357	
Rental Income at "The 425"	36,961	
United Ways of Ontario Fund	30,121	<u>269,545</u>
		\$ 1,956,593

Expenditures

Fundraising (and Administration) Costs	\$ 424,864	
Allocations to Member Agencies	616,550	
Allocations and Grants to Endowment Fund	18,205	
Community Impact Grants	2,135	
Designations for Non-Member Charities	135,041	\$ 1,196,795
United Way Community Impact Programs		751,265
Pledge Loss		45,810
Deficit		<u>(37,277)</u>
		\$ 1,956,593

For a complete copy of our Audited Financial Statements for the period ended 2017 DEC 31, please visit: www.uwock.ca.

Leaving a Legacy for Chatham-Kent's Most Vulnerable

You're invited to join the ranks of the dedicated women and men that fill United Way of Chatham-Kent's history with a vision for a better tomorrow.

Let United Way help you achieve your philanthropic goals – now and well into the future. You can change lives by supporting local programs that will have the greatest measurable impact in our community, sharing in our belief that for a community to be great it has to be great for everyone.

Unlike traditional gifts made from your income, a planned gift is often made from your assets (such as investments or real estate) or as a part of your estate plan. These gifts provide an opportunity to continue your commitment to our community and support the issues that matter most to you.

United Way of Chatham-Kent partners with donors, agencies and local leaders to build a great community for all. For decades, people in Chatham-Kent have come together to create a safe and healthy community through United Way. But, as times change so do the needs of our community.

By supporting United Way with a planned gift, you will help shape the future of our community and continue to improve the lives of individuals and families in Chatham-Kent today and tomorrow. You can be confident your gift will ensure the supports that tens-of-thousands of people rely on remain stable and accessible for years to come.

Take control of your legacy and discuss with your lawyer or financial planner your options for a planned gift today!



A proud member of the
Canadian Association of Gift Planners

PLANNED GIVING

35 YEARS

After raising \$53 million for our community during her 35 years of service, our Chief Executive Officer, Karen Kirkwood-Whyte, has decided to transition into the next chapter of her life - a well-deserved retirement!

Karen has been at the helm of some major milestones in the history of United Way of Chatham-Kent. Shortly after she began her job as Executive Director on February 14, 1983, she was challenged to expand the agency's reach, from Chatham and Tilbury, to across Kent County.

Karen not only succeeded, she excelled as the annual fundraising campaign brought in \$522,160, exceeding its goal of \$509,059. But, it required a lot of legwork, including making presentations to every town council to request permission to fundraise in their community.

In 1997 Karen realized, ahead of most United Ways, that we needed to be more than just a fundraising organization. We were uniquely poised to undertake a community engagement initiative, to better understand the needs of our community, and then take action. "Nurture the Future" gave rise to several new initiatives, including NeighbourLink and the Children's Safety Village. United Way supported these until they were ready to venture off on their own and become self-sustaining organizations.

When United Way outgrew their offices at the W.I.S.H. Centre, Karen was tasked, along with a search committee, to find a new home for the organization. She had a vision of a Community Hub, where local nonprofits could co-habitate, share resources and work together. Thus, "The 425" - United Way Centre for Community Innovation was born.

She has often said a major challenge of her job over the years has been trying to educate the public about the importance of the non-profit sector. Nonetheless, this work has been tremendously rewarding and meaningful - she has felt destined for this career.

Karen will hand over the reins on August 17, 2018, and is very much looking forward to crossing off a few items on her "bucket list" in the years ahead.

We'll miss you, Karen - but we have a feeling you won't be too far away!



22 YEARS



It is our distinct pleasure to acknowledge two additional long-service employees who will be leaving us this year.

Helen Heath joined United Way on April 1, 1996 while our offices were located at the corner of King and Fifth Streets in downtown Chatham. Hired as a Secretary, Receptionist and Volunteer Training Co-Ordinator, she eventually became Director of Community Impact - responsible for liaising with funded agencies and other community partners to ensure the wise investment of donor dollars.

In addition to her community investment work, Helen also administered - on behalf of Union Gas Ltd. - the Winter Warmth Program for the province - ensuring that some of our communities' most vulnerable residents were given a hand up in paying their utility bills. She was also instrumental in the establishment of a Youth Centres Association, the local Habitat for Humanity and served as a member of the Chatham-Kent Food Policy Council.

As an expert at multi-tasking (a necessity in the nonprofit world!), Helen also assumed fundraising responsibilities in the areas of finance, education, public service and outlying community campaigns, working with donors in each of these areas to demonstrate the impact of funded agency programs.

Helen gave the organization two year's notice of her attention to retire in 2018 - sufficient time to plan for a smooth transition to her successor. We will miss this kind and caring community advocate, her attention to detail, her skills in photography and her creativity in designing special tribute booklets for our Campaign Chairs.



Stewart Sinclair joined the Staff Team on May 5, 1995 and served in the accounting and IT department for the duration of his career with United Way. Working mainly behind the scenes, he was initially responsible for payables, receivables and payroll as well as recording campaign contributions and issuing donor receipts. Outside of his accounting responsibilities, Stewart played a major role in bringing Operation Red Nose (now Home James) to Chatham-Kent.

During a recent staff restructuring plan - implemented by the Board of Directors in response to a rapidly changing philanthropic landscape and together with the introduction of new technology designed to streamline operations - we bid a sad farewell to an individual who loved United Way. We will miss his wicked sense of humour ... as well as his creative desserts at staff potlucks!



**"The 425" United Way Centre
for Community Innovation**

P.O. Box 606
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Chatham, ON N7M 5K8
(519) 354-0430 | info@uwock.ca

**Tilbury Information
& H.E.L.P. Centre**

20 Queen Street North
Tilbury, ON N0P 2L0
(519) 682-2268

**Wallaceburg Information
& H.E.L.P. Centre**

152 Duncan Street
Wallaceburg, ON N8A 4E2
(519) 628-5456

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www.uwock.ca
www.ChangingLivesCK.ca