



Leading the Way

One town. One heart. One **Way**.

August 2009

A Message from Barbara



What an exciting month we've had so far - Campaign Kickoff, Winston Park Challenge, Ford Global Week of Caring! It was with great pleasure that we announced our 2009 goal of \$3,603,731! This is an aggressive goal, but in reality, much more is needed. Last year we were one of the few United Ways in the GTA to meet campaign goal, and it is because of caring people like you.

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All the economic indicators suggest 2009 is going to be a stretch, but we need to support the community in these difficult times. Especially in the face of our current economy, we must stretch to meet the increasing local needs across Oakville - families hit by job loss, tightening household budgets, increased stress.

People who have never needed help before are turning to United Way funded programs - and we must ensure support is available when and where they are needed. Everyone in Oakville wins when, through United Way, a teenager chooses counseling over suicide and a mom and her children start a new life free of violence.

I encourage everyone to become an ambassador for United Way. By telling just one person about the impact of United Way of Oakville and the agencies it funds, or forwarding this e-mail, we will achieve our goal and make a difference right here in our hometown.

Sincerely,
Barbara Burton
CEO

UWO Announces 2009 Goal: \$3,603,731



Approximately 100 guests, supporters and local business leaders joined us as we kicked off the 2009 campaign with a \$3,603,731 goal announcement!

"This year's campaign is so important," says Ann Mulvale, UWO 2009 Campaign Cabinet Chair.

"The rebounding stock market is restoring the net present worth of many yet; unemployment continues to rise with EI benefits running out for some who lost their jobs last Fall/Winter impacting individuals and many families. With the continual support of every segment of our town - small and large business, labour, material blessed retired persons, I am confident that the money needed to meet or exceed the 2009 goal

will be donated. The Campaign Team and Board share the enthusiasm and commitment of United Way funded agencies and volunteers to make a significant difference in the lives of Oakville people. Working together embracing One town, One heart, One Way we'll succeed...the United Way."

"One town, one heart, one way. I truly believe that," said Tim Johnston, UWO 2009 Board Chair. "We are in this together. It is our community, our friends, our family, our co-workers and our neighbours that we are helping."

The event featured three Oakville companies demonstrating their support by presenting cheques to United Way of Oakville - Roger Tipple, President and CEO of Procor Limited, and Mike Gallagher, Business Manager at International Union of Operating Engineers, both donated \$10,000 to UWO and Gary Gregoris, Senior Vice President from Mattamy Homes, will match employee donations.

Food for Life board chair, Blair Richardson, outlined how United Way-funded agencies are impacting the community. Food for Life collected more than 590,000 pounds of day-old food worth \$1.7 million from local restaurants and grocery stores and distributed it throughout Halton, Hamilton and Mississauga last year via 26 outreach programs - with one van, one full-time driver, and a budget of \$200,000.

The event was sponsored by Oliver and Bonacini Café Grill, Oakville Place and Tim Hortons. "Our sponsors represent what United Way is all about; people coming together and joining forces to help others," said Johnston. "United Way is about people. We are here to serve the thousands of individuals that make up the Oakville community and we would not succeed without the dedication and generosity of the businesses, organizations and individuals that make our work possible."

The UWO campaign will run until December 8, 2009. To find out how you can run a workplace campaign in your office please contact us at 905-845-5571.

Oliver and Bonacini

Thank you!

Oliver and Bonacini
for generously sponsoring breakfast
at the Kickoff Event!



Second Annual Winston Park Challenge a Success!

Congratulations to all the teams that participated in this year's Winston Park Challenge! Here are some highlights from the event:



Teams Preparing for the Challenges Ahead



CEO Challenge: Musical Chairs!



Firefighter Tug of War!



Firefighter Race



Over/Under Battle



Volleyball Competition

A special thank you to Alice Fazooli's for providing lunch.

Ford Global Global Week of Caring



On September 11, 2009, Ford Canada delivered Lincoln MKT vehicles full of clothing, food items and supplies to United Way of Oakville for distribution to those in need in our community as part of Ford's Global Week of Caring.

Employees at Ford Motor Company of Canada were challenged to "Load-a-Lincoln" with items that would have the greatest impact for people in need. The United Way of Oakville helped distribute the donations to Big Brothers Big Sisters of Halton, Community Youth Programs and Oakville Literacy Council, to name a few.

"United Way of Oakville is so grateful to partner with Ford for the second year in a row with this initiative. The generous donations from the Ford employees help so many people right here in the community as well as build awareness of the needs that do exist in Oakville," said Barbara Burton, United Way of Oakville CEO.

Donated items included non-perishable food, new and gently used clothing and winter jackets, school supplies, used sports equipment, toiletries, gently used books, DVDs and CDs.

"Ford and its employees have a long history of giving back to the community," said David Mondragon, president and CEO, Ford of Canada. "It is the right thing to do not only for our business, but for the communities in which we live and work."

Roadmap to Success - Fall 2009 Series

October Workshops

Making a Difference - the Board's Role in Outcome Measurement

When: Tuesday, October 20, 2009, 6:00pm - 9:00pm

Defining organizational purpose is the most important job of a board. This workshop will give your board practical help in creating a framework within which all your organization's efforts towards outcome measurement can bear the fruit that you desire for your community. Facilitator Caroline Oliver is an internationally recognized practitioner, consultant, author and speaker on board governance.

Unleashing the Power of Social Media

When: Tuesday, October 27, 2009 9:00am - 12:00pm

In this workshop you discover how to raise funds, find new friends and volunteers, influence government policy and garner more public support using the extraordinarily powerful tools of social media. Facilitator Peter West is an award-winning photojournalist and public relations practitioner specializing in social media and all forms of corporate communications.

To view the rest of the Fall Workshop Series please visit www.uwoakville.org

For more information, or to register, please contact: Mrs. Nevin Wallace
at (905) 845-5571 ext. 221 or e-mail nevin@uwoakville.org
or visit www.uwoakville.org

Announcements

United Way Flags are Up!

Thanks to Genworth Financial, we were able to make and display 86 new street banners in Oakville BIAs! You can see the flags as you're driving through Kerr Village BIA, Downtown Oakville BIA and Bronte Village BIA.

United Way Welcomes Anita Fabac, our 2009 Loaned Representative

United Way of Oakville would like to welcome Anita Fabac to our team! Anita comes to us from Halton Region where she is a Senior Policy Advisor in the Legislative and Planning Services Department, Planning Services Section. Anita will be working with us in the Resource Development Department and will be helping us run our 2009 campaign until December 11, 2009.

United Way's Loaned Representative Program is an innovative approach to develop leaders within your organization and provide employees with valuable skills to enhance their abilities. If you would like more information on how you can participate in our loaned representative program please call us at 905-845-5571.

Leading the Way is a quarterly publication produced by United Way of Oakville. For more information, or to submit information, contact Ashley Brown, Manager of Marketing & Communication, at (905) 845-5571, ext. 239 or e-mail ashley@uwoakville.org.

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