



**United Way**  
Kingston, Frontenac  
Lennox and Addington

Give. Volunteer. Act.

# way to go!

Issue #3

United Way serving Kingston, Frontenac, Lennox and Addington

March 20, 2013

## BREAKFAST WITH CRAIG KIELBURGER

Children's rights activist Craig Kielburger will serve up the keynote at this year's Volunteer Breakfast in Kingston.

Kielburger first gained national attention when he co-founded Free the Children and Me To We. Free the Children is a not-for-profit that fights child labour practices around the world, from his suburban Toronto home at age 12. Today he's an MBA, entrepreneur, accomplished speaker and the author of a best-selling book on the power of volunteerism.

You can catch him live on Friday, April 19th, at 7 a.m. at the Rogers K-ROCK Centre as he helps kick off National Volunteer Week in KFL&A. Afterward, he'll share his message with high school students from both local school boards.



*Craig Kielburger*

The keynote speaker and volunteer awards in KFL&A are sponsored by Investors Group. This year's breakfast event is also sponsored by the Rogers K-Rock Centre, Bell and Rogers Radio Group. Tickets are just \$20 per person or book a table of 8 for \$175. Call 613-542-2674. For more information or [visit our website](#).

### HAVE YOU GOT YOURS?

It took the combined efforts of almost 400 KFL&A work sites to raise a record-smashing \$3,403,260 during Campaign 2012. We want to say thank you – one workplace at a time. That's why this year we're foregoing our traditional awards bash and showing our appreciation on a more intimate level.

We started this week with the Kingston Garrison (that's CFB Kingston and RMC, by the way) as we handed out their awards at the Garrison Council meeting on March 21st. How will we recognize your hardworking campaigners? We want to hear from you. Give us a call so we can get the party started.

You can view a list of this year's award recipients on page 5.

#### CLICK BELOW TO CONNECT WITH US:

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[www.unitedwaykfla.ca](http://www.unitedwaykfla.ca)

### CALL FOR NOMINATIONS



Do you know a dedicated volunteer who makes our community a better place to live? You have until Monday to show your appreciation and make sure they get the recognition they deserve.

Next Monday, March 25th, is the nominations deadline for this year's Volunteers Grow Community Awards.

Every year, we celebrate National Volunteer Week by highlighting the amazing work our volunteers do every day. If you know a person, family or group that goes above and beyond for your agency, charity, hospital, school, sports league, community centre, religious institution, long-term care facility, research facility or cultural group, you can make sure they get the recognition they deserve by nominating them for a Volunteers Grow Community

Award, and then be sure to join us at the Volunteer Breakfast to see them receive their award.

[Download a nomination form](#) at our website or pick one up at our Bagot Street office.

### SUCCESS SECRET:

#### Why Wait?

September may seem like a long way away, but perennially successful ECCs know how quickly time can fly by. That's why those same successful ECCs are famous for getting off to an early start. They call their United Way staff partner and work closely together to analyze last year's campaign and learn from their successes. And they invariably realize that the earlier they start planning, the easier their life becomes when September rolls around, just five short months from now. Are you ready to make your life easier this fall? Call the United Way to arrange your early planning session today.

Contact us at 613-542-2674 or [campaign@unitedwaykfla.ca](mailto:campaign@unitedwaykfla.ca).

## KFL&A: THE NEXT GENERATION

Are you between 25 and 40? Are you ready to play a role in building a stronger KFL&A for all of us? If you answered yes, United Way Next Gen is ready for you. [Check out our website](#) and find out how you can become part of the next generation of community leaders.

Want to volunteer with Next Gen? Email [uway@unitedwaykfla.ca](mailto:uway@unitedwaykfla.ca) or call 613-542-2674.



### FEELING SOCIABLE?

The Next Genners' next big event is just a couple of weeks away. Sociable, their second annual salute to good friends, good music, good beer and good whisky, is coming Saturday, April 6th, to the Grand Theatre. Spend an afternoon learning, schmoozing and sampling the wares of brewers and distillers as you make a few new friends and support your community. Get your tickets at the Grand box office today.

[Visit our website](#), "Like" United Way KFL&A Next Gen on [Facebook](#) or follow [@nextgenkfla](#) on Twitter to stay up to date on Sociable details.

### QUEEN'S STUDENTS SPRING INTO SUMMER

The weather may not be springlike, but the calendar disagrees – and so do Queen's AMS students. They're firing up the barbecue on March 21 from 11 a.m. to 3:30 p.m. at the corner of Union and University to cook up some burgers and dogs and raise money for United Way. Every year AMS students raise more than \$20,000 for our United Way. If you're planning to be downtown tomorrow, why not join our volunteers for lunch?

### WEARING O' THE SCARLET

More than 70 RMC cadets pooled their talents for the annual Concert in Scarlets on March 16. The afternoon was full of diverse music pieces with many Cadets taking the opportunity to play solos. The show featured Brass & Reeds, Stage Band, Pipes & Drums, Highland dancers and Choir performing modern, traditional, military and highland music. Thank you to RMC Cadets and staff for all the hard work they put into the Concert and for donating the proceeds to United Way.

### UPCOMING WORKSHOPS

Are you a new board member or about to become one? Do you feel confident that you'll be able to step up and contribute meaningfully right away? Or maybe you're a senior staff member at a non-profit agency and you're looking to bolster your skills or meet a specific challenge. Either way, United Way Leadership Development Services is here for you. Our group of experienced experts provides flexible, affordable training and consulting for non-profit and voluntary organizations throughout KFL&A. Here's a look at some of our upcoming public workshops:

#### Introduction to Board Roles and Responsibilities

Facilitator: Bhavana Varma, United Way KFL&A

Date: April 17, 2013, 5 p.m. - 7 p.m.

Cost: \$25

This introductory workshop provides a basic understanding of what is required for strong board governance. It is an essential workshop for first time directors and current directors looking for a refresher.

#### Building Community within the Workplace

Facilitator: Christie Andrus, The Human Factor

May 22, 2013, 9 a.m. - 12 noon

Attracting good people isn't always about the money. Delve into recruiting and building a positive workplace in the not-for-profit sector, through mentoring, leadership and a mutually supportive culture.

[Visit our website for more information.](#)

### TEAMING UP TO KEEP WARM

United Way and Union Gas are celebrating eight years of helping keep KFL&A warm in the winter. Since 2005, Union Gas has been one of the key contributors to the Winter Warmth Program, a program that provides financial aid to low-income households to help them keep the heat on in the winter. In 2013, Union Gas donated \$20,000, which will be handed out in Emergency Relief grants to families who are struggling to pay their heating bills. Way to go, Union Gas!

### MAKING A STATEMENT

Earlier this month, United Way staff and volunteers had a chance to reflect on what's important to our organization. Here are the new versions of our mission, vision and values statements that we crafted.

#### United Way Mission:

To build and strengthen our community by bringing people and resources together to facilitate change.

#### United Way Vision:

We see a future where people are self-sufficient in a community where individuals live with hope, dignity and a sense of belonging.

#### Values:

We will be known as an organization that:

- Operates with integrity, transparency and accountability to the highest ethical standards to ensure public trust
- Provides leadership in driving social change, partnerships and collaborative innovation
- Respects community wisdom by considering diverse viewpoints
- Harnesses and engages the talents and resources in our community to enhance a philanthropic culture
- Promotes volunteerism through creating awareness and engagement.

## YOUR GENEROSITY IN ACTION

When you give to United Way, you're making a real difference in the lives of people right here in Kingston, Frontenac, Lennox & Addington. Here's a by-the-numbers look at the difference you made in 2012. Thanks to you:

- **272** people improved their literacy skills and gave themselves the opportunity to earn more money and enjoy a brighter future.
- **609** children from low-income families received winter boots to keep their feet warm during the cold months.
- **1,110** seniors found a new sense of safety with the help of peer support for elder abuse and learned to navigate through the logistics of Power of Attorney issues.

Because of your generosity, United Way is able to ensure that everyone in our community lives with hope, dignity and a sense of belonging. Thanks to you, we're building a stronger community together.

## WELCOME ABOARD

It's never too early to welcome our friends back for another year on the campaign trail. Dugal MacDermaid is joining us for his second straight year at the helm of the Union Gas campaign. Welcome back, Dugal!



Give. Volunteer. Act.

## SAVE THE DATE

We've booked the venues and set the dates. The only thing that's missing is you. Mark your calendars and make sure you're there.

### **SOCIABLE**

**APRIL 6, 2013, 1-7 P.M.**

Sociable is a celebration of beer, whisky and live entertainment. Beverage and food vendors will offer tastings while local musicians provide entertainment. Sociable will also feature beer and whisky connoisseurs who will provide specialized tours and information to enhance your tasting experience. [Visit our website for more details.](#)

### **VOLUNTEER BREAKFAST**

**APRIL 19, 2013, 7:00 A.M. TO 8:30 A.M.**

Volunteers will get the chance to take a well-deserved bow, with awards being handed out at a special Breakfast at the Rogers K-Rock Centre. Celebrated Canadian philanthropist and media personality, Craig Kielburger, is the featured speaker.

### **SUCCESS BY 6 WEEK**

**MAY 4-12, 2013**

Success By 6 Week heightens public awareness of the importance of early-years development and provides opportunities for young children, their families and caregivers to Take the time, make the moments matter™. [Visit our website for details.](#)

### **DAY OF CARING**

**FRIDAY, JUNE 14, 2013**

Day of Caring is a community-wide United Way event that demonstrates the power of volunteering. Teams from businesses within the community, go to United Way member agencies to assist with a project that has been determined in advance.

### **FARE FOR FRIENDS**

**SUNDAY, SEPTEMBER 8, 2013, 2-6 P.M.**

We'll be back under the big top at Vimy Officers' Mess at CFB Kingston for the 20th edition of Kingston's favourite garden party. Your favourite chefs will be there too, along with Canadian wineries and microbreweries, live entertainment and exciting auction action.

### **CAMPAIGN KICK OFF BREAKFAST**

**TUESDAY, SEPTEMBER 10, 2013, 7 A.M.**

We're starting off Campaign 2013 the way we always do, over breakfast at the Ambassador. Join over 600 volunteers for a buffet breakfast and a roomful of Spirit of Community as we announce our region-wide fundraising goal.

### **CAMPAIGN TOUCHDOWN BREAKFAST**

**FRIDAY, NOVEMBER 29, 2013, 7 A.M.**

Find out how much money you raised as we wrap up Campaign 2013 the same way we start it – with another delicious hot buffet breakfast at the Ambassador.



## VOLUNTEER CORNER

How much of a difference do volunteers make? We wouldn't be exaggerating if we said not-for-profits couldn't do it without you. Without the help of hundreds of volunteers, we wouldn't be able to support the community and social programs and services throughout KFL&A. Are you ready to make a difference for your community this year? Here are a few opportunities to keep in mind:

## COMMUNITY VOLUNTEER OPPORTUNITIES:

### VICTORIAN ORDER OF NURSES

**Volunteer Opportunity:** Transportation Driver (4 positions)

VON offers drives for clients to and/or from appointments and other ventures as previously arranged. Drivers may need to assist the client to their appointment with a waiting period prior to delivering the client home from their appointment.

**Contact:** Elisabeth Cassell 613-634-0123      elisabeth.cassell@von.ca

**Volunteer Opportunity:** Volunteer In-Home Exercise Leader (6 positions)

The In-Home volunteer visits home bound seniors in their home once a week for 12 weeks, each visit lasting approximately one hour. During their visit the volunteer encourages the senior to do a series of 14 exercises with them.

**Contact:** Joanne Irvine 613-634-0130 x 414      joanne.irvine@von.ca

### MARINE MUSEUM

**Volunteer Opportunity:** Volunteer Open House (March 30, 2013)

Get a sneak preview of this year's special exhibit. Meet staff and current volunteers. Find out what's new.

Located on Ontario Street.

**Volunteer Opportunity:** Social Media Content Crew (10 positions)

Make our FB page, twitter acct. etc buzz with activity. Post cool photos from our HUGE archives, discover and share links, articles, vids. even trivia. Important: this position can work really well in sync with the Front Desk position, especially for students after school.

**Volunteer Opportunity:** Ship Painter (10 positions)

If it moves salute it, if it doesn't move, paint it. Steel ships require constant painting. We have a ship. Enough said?

**Contact:** Ned Dickens 613-542-2261      ndickens@sympatico.ca

### EASTERN ONTARIO STEWARDSHIP COLLABORATION (EOSC)

**Volunteer Opportunity:** Outdoor Volunteer Activities (10 positions)

EOSC is hosting a series of one-day volunteer events for nature lovers. Events are outdoors and hands on. We have opportunities in Deseronto and Picton this spring with activities soon to be added in Napanee and elsewhere! Please look at the volunteer website for details of each activity. [www.eoscvolunteer.blogspot.ca](http://www.eoscvolunteer.blogspot.ca)

**Contact:** Lesley Rudy 613-389-0418 x 131

### COMMUNITY FOUNDATIONS FOR KINGSTON & AREA

**Volunteer Opportunity:** Grants Committee

The CFKA Grants Committee is now seeking volunteers who can bring their expertise and knowledge of Kingston and area to the grant selection process. Vacancies include but are not limited to environment, poverty, or children's mental health. Members of the committee are expected to participate in the review process of at least one grant round a year. This involves reviewing 12-15 letters of intent and 10-12 full applications in depth, as well as participation in the two four hour long review meetings.

**Contact:** Negar Kaye 613-546-9696      manager@cfka.org

### COUNCIL ON AGING

**Volunteer Opportunity:** Office Attendant (4 positions)

Volunteers are needed to answer telephone calls and allow the Council on Aging office doors to be open and stay open even when the Executive Director is at meetings. There will be some desk work available and sometimes a few dishes to clean up.

**Contact:** Samantha Wright 613-542-1336      info@councilonagingkingston.org

### CANADIAN INSTITUTE FOR THE BLIND (CNIB)

**Volunteer Opportunity:** Hospitality and customer service at CNIB Technology Fair (10 positions)

On May 9 CNIB is holding a Technology Fair provided by high tech firms who have software and hardware for people with vision loss. Volunteers are needed for registration and hospitality.

**Contact:** Perpetua Quigley 613-542-4975 x 5002      Perpetua.quigley@cnib.ca

**For more information on these or other volunteer opportunities,**  
contact Volunteer Centre at 613-542-2674 ext. 5, [volunteer@unitedwaykfla.ca](mailto:volunteer@unitedwaykfla.ca)

You can also visit our [website](#) and search our database of volunteer opportunities posted by community organizations.

# United Way 2012 Campaign Awards Listing

## UNITED WAY COMMUNITY AWARDS

### Spirit of Community Awards

*Organizations that reached out to the broader community, raising significant funds for the campaign*

Spirit of Community Awards  
98.3 Fly FM  
98.9 The Drive FM  
Ambassador Conference Resort  
Cineplex Odeon Gardiners Road  
Downtown Kingston BIA  
Empire Life  
Investors Group Financial Services  
Kingston & District Labour Council  
Kingston Frontenacs  
Kingston Garrison  
LCBO  
Limestone District School Board  
Queen's University Students  
Royal Canadian Mounted Police  
Royal Military College  
United We Curl

### Freshman Award

*First time employee campaigns*

Academy of Learning  
Best Buy Mobile  
Canadian Tire Dalton and Division  
Capital Movers and Storage  
L&A County General Hospital  
Lowe's Canada  
Launch Labs

### Community Builder Award

Novelis Neighbour Project

## BRITTON SMITH FOUNDATION LEADERSHIP AWARDS

### Ruby

*Workplaces with more than 40  
Leaders of the Way*

Kingston Garrison  
Queen's University

### Emerald

*Workplaces with 25- 40  
Leaders of the Way*

CFB Kingston  
Correctional Service Canada

### Diamond

*Workplaces with 10-24  
Leaders of the Way*

BMO Financial Group  
City of Kingston  
E.I. DuPont Canada  
Empire Life  
Kingston General Hospital  
Limestone District School Board  
RBC Financial Group  
Royal Military College

### Sapphire

*Workplaces with 5-9  
Leaders of the Way*

Bombardier Systems  
CIBC Wood Gundy Inc.  
Goodyear Canada Inc.  
Ministry of Health and Long-Term Care  
Novelis Specialty Products  
NPIF Kingston CoGen Corp.  
Providence Care - Mental Health Services  
Providence Care - St. Mary's of the Lake Hospital  
United Way KFL&A  
Union Gas

## 2012 ACHIEVEMENT AWARDS

### Keystone Awards

*Workplace campaigns that raise  
\$250,000 or more*

Kingston Garrison  
Queen's University  
Empire Life

### Limestone Awards

*Workplace campaigns that raise  
\$100,000 or more*

CFB Kingston  
Goodyear Canada Inc.  
Royal Military College

### Sandstone Awards

*Workplace campaigns that raise  
\$50,000 or more*

City of Kingston  
Homestead Land Holdings Limited  
INVISTA (Canada) Company  
Limestone District School Board  
Novelis Specialty Products  
Providence Care

### Cornerstone Awards

*Workplace campaigns that raise  
\$25,000 or more*

Algonquin & Lakeshore Catholic District  
School Board  
Assurant Solutions  
BMO Financial Group  
Bombardier Systems  
E.I. du Pont Canada Company  
Joyceville Institution  
Kingston General Hospital  
LCBO  
Millhaven Institution  
Ministry of Health and Long-Term Care  
NPIF Kingston CoGen Corp.  
RBC Financial Group  
RHQ Headquarters  
Union Gas Ltd.

## 2012 SPONSORSHIP AWARDS

### Media Sponsorship

*We are grateful to our media sponsors who helped to keep the campaign alive in the hearts and minds of the residents of*

*KFL&A*

Media Sponsorship  
Bell Media Kingston  
Corus Entertainment  
Kingston Life  
Kingston This Week  
Kinston Publications  
Profile Kingston  
Rogers Radio Group Kingston  
SNAP Kingston  
The Kingston Whig-Standard  
The Kingston/Frontenac EMC  
The Napanee Beaver  
The Napanee Guide  
TVCogeco Kingston

### MOST IMPROVED AWARDS

#### Commercial

Lowe's Canada

#### Education

Conseil des Ecoles Public

#### Finance

Assante Financial Management Ltd.  
BMO Financial Group

#### Government

Public Works & Government Services

#### Health & Agencies

Canadian National Institute for the Blind

#### Manufacturing

Robinson Innovations

## 2012 PARTICIPATION AWARDS

### Platinum Awards

*90% participation, \$100 per capita*

BMO Amherstview  
BMO Napanee  
Canadian Hearing Society  
Canadian National Institute for the Blind  
Collins Barrow SEO LLP  
CORCAN  
Delcan Corporation  
Elizabeth Fry Society  
K3C Community Counselling Centre  
Kingston Community Credit Union  
Kingston Youth Shelter  
KPMG LLP  
Ministry of Children & Youth Services,  
Youth Justice Services  
Ministry of Training, Colleges and  
Universities  
NPIF Kingston CoGen Corp.  
RBC Financial Planning  
RBC Business Banking  
RBC Main Branch  
Ryandale Shelter  
Scotiabank Gardiners Road  
Shared Support Services Southeastern  
Ontario  
United Way serving KFL&A  
University Hospitals Kingston Foundation  
Youth Diversion Program

### Gold Awards

*75% participation, \$75 per capita*

Cruickshank Construction Kingston  
E.I. du Pont Canada Company  
Homestead Land Holdings Limited  
KFL&A Public Health  
Kingston Home Base Housing  
Marc F. Raymond Opticians  
Reliance Home Comfort  
Robinson Innovations  
Scotiabank Wellington Street  
Union Gas Ltd.  
UPS  
Windmills

### Spirit Awards

*3-5 employees, 100% participation, \$50 per capita*

Epilepsy & Seizure Disorder Resource  
Girls Inc. of Limestone, Algonquin and  
Lakeshore  
Launch Lab

### Silver Awards

*65% participation, \$65 per capita*

BMO Gardiners Road  
BMO Harris Private Banking  
Empire Life  
Future Shop  
NORR Limited Architects and Engineers  
Northern Frontenac Community Service  
Novelis Specialty Products  
RBC Bath  
RBC Financial Group  
RBC Princess & Drayton  
Sexual Assault Centre

### Bronze Awards

*50% participation, \$50 per capita*

Assante Financial Management Ltd.  
BMO Financial Group  
BMO Front Road  
BMO King Street East  
BMO Verona  
Bombardier Systems  
CIBC Wood Gundy Inc.  
Costco  
Hydro One  
Investors Group Financial Services  
Kingston Dodge Chrysler (1980) Ltd.  
Kingston Literacy & Skills  
National Bank of Canada  
RBC Gardiners Road  
RBC Odessa  
RBC Sydenham  
Scotiabank Financial Group  
Secker, Ross & Perry  
Sensient Colors Canada Ltd.  
Utilities Kingston  
WorleyParsons  
XCG Consultants Ltd.  
Goodyear Canada Inc.  
CIBC Wood Gundy

### Labour Awards

CUPE local 109  
CUPE local 1974  
ETFO Limestone Local  
Kingston & District Labour Council



If we've missed you or you would like more information about the awards, please contact 613-542-2674