



United Way
Kingston, Frontenac
Lennox and Addington

Give. Volunteer. Act.

way to go!

Issue #23

United Way of Kingston, Frontenac, Lennox and Addington

December 3, 2014

YOU DID IT

For the 16th straight year, you came through for your community, setting yet another local single-season fundraising record by raising an absolutely incredible \$3,504,000.

Whether you donated money through payroll deduction, a corporate gift or at a special event; or donated time by leading your workplace campaign, serving on a committee, canvassing your co-workers or volunteering at a community special event, your gift played a key role in ensuring that help will continue to be here for our families, friends and neighbours in KFL&A.

It's been a wild, crazy 11-week whirlwind, and now that

Campaign 2014 is officially in the books, there are only two things left for us to say: Thank You and WAY TO GO!

We'd also like to thank everyone who made the Ambassador the place to be last Friday morning. More than 400 of you crowded in for our Touchdown Breakfast to hear Campaign 2014 Chair Carrie Batt make the big announcement.

Thank you to our sponsor TD Bank and to the staff at the Ambassador Conference Resort for your hospitality once again. As well, thank you to our MCs from Country 93.5, and to our speakers Brenda Moore from the Food Sharing Project and Mayor Mark Gerretsen, As always, thank you, INVISTA for printing our oversized cheques.



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Finally, we'd like to thank the community leaders who so generously donated their time to serve on the 2014 Campaign Cabinet:

Chair

Carrie Batt, VP Commercial Banking, RBC Financial Group

Next Gen

Erin Nolan, Project Manager, Assurant Solutions

Jenn Goodwin, Director of Communications, Providence Care

Labour Liaison

Tracy Simpson, President, United Steel Workers, (Novelis Inc)

Business Development

Sheila Kingston, Empire Life Retiree

Major Gifts & Leadership

Gillian Sadinsky, Director/Teacher, In House Yoga

Major Individual Gifts

John Wright

Government Sector

Mike Ryan, Regional Deputy Commissioner, Correctional Service Canada

GCWCC Division

Col. François Chagnon, Base Commander, CFB Kingston

Municipal Division

Desirée Kennedy, Chief Financial Officer and City Treasurer, City of Kingston

Provincial Division

Sergiy Kolosov, Ministry of Training, Colleges and Universities

Allan Scott, Ministry of Municipal Affairs and Housing

Manufacturing Sector

Steve Kimpton Site Manager, INVISTA (Canada) Company

Education Sector

Caroline Davis, Vice-Principal Finance & Administration, Queen's University

Health Care & Agencies Sector

Daren Dougall, Executive Director, Youth Diversion

Tony Button, Director, Corporate Services, KFL&A Public Health

Finance Sector

Karen Caron, Senior Manager, Personal Banking, Scotiabank

Pat Murphy, Partner, Secura Financial Group

Commercial Sector

Paula White, Territory Manager, Bell Business

Greg Hinton, VP/GM, Bell Media Radio Kingston

Adam Young, Partner, Secker Ross & Perry



CAMPAIGN 2014: BEHIND THE RECORD

You already know about the big number, but here are a few of the smaller numbers it took to make it over the top for a 16th straight year:

Number of working days in Campaign 2014: 56

Dollars required each week: \$316,455

Number of participating workplaces: 188

Number of participating work sites: more than 400

Number of participating unions: 7

Percentage of total from employee giving: 67

Percentage of total from corporate gifts: 16

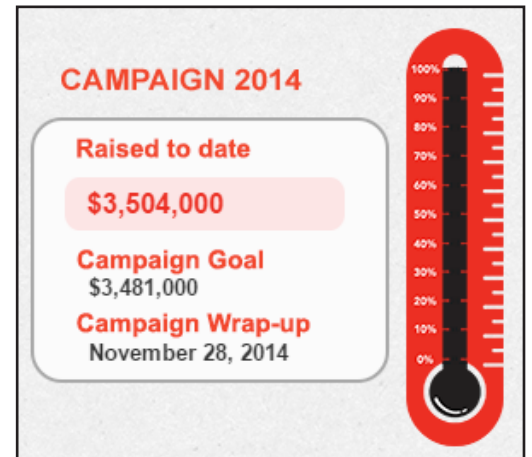
Number of social programs and services benefiting: 69

Number of people benefitting: 74,000

Percentage of the money required for administration costs: 15 **

Percentage of the money that stays in KFL&A: 100

** Canada Revenue Agency's benchmark for fundraising and administrative cost ratio is under 35%.



CAMPAIGN NEWS

Every week the thermometer inched its way up to the top, thanks to your generous donations. And the last week of Campaign 2014 was no exception.

Results Are In

- After touching down their campaign on November 25 with a chili cook off, the **Corporation of the County of Frontenac** was proud to announce that they had exceeded their goal of \$12,014 and raised \$13,236 – their most successful campaign yet! Thank you ECC Angelique Tamblyn and Committee (Sherry Corneil, Trina Jones, Kym St. Pierre, Janette Amini, Jennifer Dawson, Kayla Blakely)!
- **Kingston Community Health Centre** raised \$4,200 in employee pledges this year. Way to go ECC Helen Maberly and all at KCHC!
- ECC Jason Field has run a successful campaign every year at **Kingston Community Credit Union** for over a decade and this year was no different. Raising \$4,486 through employee giving with 100% participation and a dollar for dollar match from the KCCU Board of Directors, KCCU raised \$9,219 this year! Way to go!
- The **Canadian Hearing Society's** 2014 Campaign saw a 16% increase over last year's campaign, raising over \$3,500. This year, thanks to great events such as a garage sale in the Frontenac Mall and thanks to the continued support of their staff, they have raised the most money yet! Thank you ECC Claire Pagé!
- **Kingston Community Counseling Centre (K3C)**, our neighbours here at 417 Bagot Street had another successful campaign, raising \$4,627! Thank you ECC Ann Udall, Executive Director Ron Tulloch and all staff!
- **Novelis Specialty Products** employees came together this year for another extremely successful campaign, raising over \$61,000! Employee pledges went even further this year with a corporate match contribution of over \$26,000. Thank you ECCs Courtney Maruno and Vanessa Reid.
- Thank you Steve Cruickshank, CEO of **Cruickshank Construction** who made a \$10,000 corporate donation to the United Way KFLA 2014 Campaign.
- **Assante Financial Fenlon** employees enjoyed some community building events as part of their campaign, including a United Way Spirit Award and the 'Doors of Assante' contest (employees submitted a picture of their front door and everyone had to connect the door to the owner). They raised \$4,808 this year! Way to go ECC Sue Bates!
- **St. Lawrence College** raised an impressive \$19,000 this

year. Over \$6,000 of their total was from fun events such as a 'Mini-Manis', 'Detention', and an extremely successful Silent Auction. Thank you ECCs Ashleigh Fortune-McKeil and Jo-Ann Wert and the entire SLC Campaign Committee!

- **Public Works and Government Services Canada** raised over \$3,100 this year through employee pledges and fun events such as a Wii Bowling Tournament, an afternoon of Mini-Putt, and a very successful car wash. Thank you ECC Vincent Correia-Reid!
- Thank you ECC Kelly Hurley for your continued support of the United Way KFLA Campaign! This year, **Lafarge Canada Cement** employees pledged a total of \$4,586 – a 5% increase over last year – way to go!
- Thank you **Homestead Land Holdings** for your generous support of the United Way KFLA year after year. This year's campaign raised a total of \$74,440 thanks to ECC Kathryn Mellon diligence in getting the word out to employees, along with an extremely generous corporate gift of \$50,000. Way to Go!
- Congratulations ECC Katie Friesen for facilitating a successful campaign at **KPMG**! Employee donations, combined with great events such as a Pancake Breakfast served up by the firm's partners and a wicked Halloween Party raised \$9,782.
- **Union Gas** employees raised an impressive \$36,342 from employee pledges, an extremely successful yard sale, and a dollar-for-dollar corporate match. They raised almost 20% more than last year. Thank you ECCs Dugal MacDermaid, Chris Doig and committee.

HERE'S LOOKING AT YOU



Union Gas - Garage Sale



St. Lawrence College - Chili Lunch



KEDCO - Pie in the Face

- The **Workplace Safety and Insurance Board** came together this year to raise an impressive \$6,656. Way to go ECC Laura Medeiros!
- The **Utilities Kingston** 2014 United Way Campaign was a success once again thanks to ECCs Richard Rodrigue, Ryan Boheme, and committee. With chili lunches, raffles and draws for great NHL prizes, and of course implementing best practices throughout, they have been able to raise almost \$22,000! Way to Go!
- Thank you ECC Meagan Morrison at **KEDCO** for providing such great opportunities for the employees at Innovation Park to get together and raise money for the United Way KFLA. From a Master Chef competition, to a pie in the face event, KEDCO employees came together to raise \$2,344!
- **Bombardier Transportation** employees did a tremendous job this year, raising \$46,650. This amount was made possible, in part by a \$15,000 corporate gift from the Fondation J. Armand Bombardier. Way to go ECC Rob Raike and Stephanie Hartwick!

EMPIRE LIFE STEPS RIGHT UP TO RAISE \$250,000 FOR THE UNITED WAY

The following is an excerpt from an Empire Life Press Release

Empire Life employees are celebrating another successful United Way campaign this year raising more than \$250,000 for United Ways across Canada. The company matched all pledges and contributions, dollar for dollar.

“We are amazed by our employees and retirees. Their enthusiasm, support and generosity are what make the campaign so successful,” say campaign co-chairs Ian Brown and Jordan Grundy. “And we’re so thankful to the volunteers who stepped up to help, and the many local businesses who donated prizes to our campaign. We broke a number of records for pledge amounts and participation rates across the country, benefitting United Ways in Kingston, Toronto, Montréal, Burlington, Calgary and Vancouver.”

The Kingston campaign used a carnival theme to encourage employees to ‘step right up’ and make a change in their community. Carnival barkers kicked off the campaign on Pledge Blitz Madness Day by travelling the building with games, prizes and popcorn, raising a record 60% of the eventual total on the first day. Two Seeing is Believing tours gave employees the opportunity to see first-hand some of the United Way member agencies in Kingston, including the Kingston Youth Shelter and Lunch by George.

Other events during the three-week campaign included a bake sale, silent auction, chili cook-off and 50/50 draws. Senior management helped at the carnival touchdown with a very competitive tricycle race obstacle course.



Empire Life United Way Co-Chairs



Empire Life United Way Games

SAVE THE DATE

The venues are booked and dates are set so mark your calendars and make sure you're there.

NEXT GEN MASQUERADE

Saturday, February 21, 2015, 8pm to 1am

United Way Next Gen presents Masquerade at the Renaissance Event Venue. This semi-formal social soirée gives United Way Next Gen supporters the chance to slip into semi-formal attire and masks for an intimate evening of intrigue, cocktails and dancing. [[See more details](#)]

NATIONAL VOLUNTEER WEEK

Sunday, April 12 to Sunday, April 18, 2015

A week-long celebration whereby registered charities, not-for-profit organizations and volunteer centres pause to thank and recognize their volunteers.

CHANGE THE WORLD ONTARIO YOUTH VOLUNTEER CHALLENGE

Sunday, April 12 to Monday, May 24, 2015

A fun way for high school students to earn volunteer hours while doing good in their community. The United Way Volunteer Centre encourages high school students to take up the challenge by committing to a volunteer activity during the designated period and logging the hours they've volunteered. [[See more details](#)]

SUCCESS BY 6 WEEK

Saturday, May 2 to Sunday, May 10, 2015

A United Way initiative that promotes partnerships and supports community programs to ensure that early childhood development is a priority. Success By 6 Week is a fun-filled week of events and activities designed with the youngest members of our community in mind. It heightens public awareness of the importance of early years development and provide opportunities for young children, their families and caregivers to "Take the time, make the moments matter™" [[See more details](#)]

NEXT GEN SOCIABLE

Sunday, May 17, 2015, 3pm to 7pm

United Way Next Gen's signature event, Next Gen Sociable returns on Sunday May 17, 2015, from 3 pm to 7 pm at the Four Points By Sheraton Kingston. Next Gen Sociable provides a unique chance to sample specialty beer and whisky from around the globe while enjoying live entertainment. Join Next Gen's annual celebration of good friends and good music. [[See more details](#)]

YOU OUGHT TO BE IN PICTURES

When was the last time you checked out our Facebook page? If it's been more than a couple of days, you might want to visit us again. In the last few days we've posted new photos from events from one end of KFL&A to the other. [Visit us on Facebook](#) to have a look at our latest uploads.

