

## 2007/2008 Supported Agencies

- Abigail's Learning Centre
- Alternatives for Women in Prince Edward County
- Bancroft Community Transit
- Belleville Community Trust
- Big Brothers Big Sisters of Hastings & Prince Edward Counties
- Big Brothers Big Sisters of Trenton
- Brain Injury Association Quinte District
- Bridging the Gap
- Canadian Hearing Society
- Canadian Mental Health Association
- cnib (Canadian National Institute for the Blind)
- Canadian Red Cross - Quinte
- Centre Hastings Community Corrections
- Central Hastings Support Network
- Community Care for Central Hastings
- Community Care for South Hastings
- Community Development Council
- Community Living Prince Edward
- Community Oriented Sentencing Program
- Continuing On In Education (COED)
- Counselling Services of Belleville & District
- First Adventure Child Development
- Gleaners Food Bank
- Hospice North Hastings
- Hospice Quinte
- Life Safety Committee
- Maggie's Resource Centre
- Navy League
- North Hastings Children's Services
- North Hastings Community Integration Association
- North Hastings Community Trust
- Prince Edward Corrections Advisory Board
- Prince Edward Learning Centre
- Quinte Access
- Quinte Adult Day School
- Quinte Literacy Group
- Quinte Region Credit Counselling
- Quinte Therapeutic Riding Association (QUINTRA)
- Quinte United Immigrant Services
- Quinte Vocational Support Services
- Recreation Outreach Centre
- St. John Ambulance - Quinte
- Sexual Assault Centre
- Trent Community Correctional Committee
- Three Oaks Foundation
- Victorian Order of Nurses
- Volunteer & Information Quinte
- Work Enterprise Centre
- YMCA of Belleville & Quinte
- Youth Habilitation/Hastings Housing Resource Centre

# Annual Report



United Way  
of Quinte

## MESSAGE FROM THE EXECUTIVE DIRECTOR

2007/2008

### Allocations Committee

*Paul Katien  
Tammy Sokolowski  
Nicole McKinnon  
Penny Hart  
Rosanne McGarvey  
CJ Christie  
Peter Knudsen  
Sandra Wood  
Kim Sills  
Cathy Goodchild  
Mary Anne Shipley  
Kim Smies  
Carmela Ruberto  
Jennifer Kerr  
Leslie Ford  
Lynn Myers  
Darren Graham  
Rhea Pretsell  
Heidi Oare  
Ron Hamilton  
Peter Ramsden  
Barb Wilson  
Shari Bryden  
Ray Dassylva  
Scott Williams  
Bob Cottrell  
Scott Marshall  
Andrew McNeill  
Gail Ferguson  
Sarah Rose Duthie  
Treena Rathwell  
Jeremy Barrett  
Don Duthie  
Mark Richardson  
Bill Saunders*

As our team grows in size, experience and competencies, it becomes increasingly more difficult to capture an entire year's worth of accomplishments in one short report without feeling like I'm shortchanging an individual or a department. It is with that in mind that I'd like to start off by congratulating the entire organization for a banner year in 2007 and while tradition dictates I focus on a token few memorable highlights, this 12 month period has an overabundance of shining achievements of which we should all be proud.

The United Way movement in Canada has 2 distinct areas of focus: campaign and community impact. In other words, everything we do is either a form of fundraising, or a form of allocating those funds back to the community. United Way of Quinte has been making the shift to community builder for quite some time and while we've struggled with an identity crisis along the way, 2007 was the year that we proved we could be both.

After missing our campaign goal in 2006, the Campaign Cabinet came back with a vengeance realizing a 10% increase in revenues, and setting an all time company record, raising \$1,602,504. We accomplished all of that without setting an objective or communicating our progress to the public. Our bold approach to marketing was a step outside of the box and definitely outside of the norm, but it paid off in spades. Focusing our attention and media support on the programs and services funded through contributions allowed us to connect with the donor on a level that clearly resonated in a way that hadn't happened in years. While I'll leave the specific highlights to Dr. Hal Wilson's report, I'd like to thank him and his team, for they embraced this strategy without hesitation and committed whatever resources available and necessary to complete the mission.

The need to excel as fundraisers only increases as we become more confident in our community impact abilities. 2007 stands out in my mind for the progress we made in this area. We gladly accepted another invitation from our friends at Rentx to play a role in the development of a second non-profit centre in the city of Belleville. Modelled after our successful venture at Sears Unity Place, the vision to create another environment of cost efficiencies quickly became the reality now known as The Core Centre. And while our mandate for this project has just recently finished, we look forward to watching them flourish and are proud of the role we played in the development of this initiative.

We received national recognition for the first community building project we ever embarked upon, The Good Back Pack program. Imagine Canada bestowed an award of merit on us and our partners, VIQ & CDC for the innovative approach we've taken to engage the private sector in partnerships to ensure thousands of elementary aged children return to school each year with the tools they need to be successful.

Our partnership with Labour Community Services blossomed in the form of The Worker's Help Centre. Filling an identified gap in service, the WHC provides employment supports to all workers, unionized or non-unionized. The walk in clinic serves individuals and offers regular seminars and workshops. Accolades from the Quinte Employment Support Network at a local level are only surpassed by the kudos we're receiving from colleagues across the country as this variation of the traditional partnership highlights one example of the innovative heights we can achieve together.

Capitalizing on the success of an initiative in other parts of the country, we developed our own 'Caring for Others' program here in Quinte. Geared to Grade 4 students, this 90 minute, interactive session focuses on the importance of civic responsibility and volunteerism and is delivered by a team of 3 volunteers, representing our corporate partners, our funded agencies and United Way. Debuting in November, we delivered 20 sessions, doubling our expectations. The next round, which begins in May, is already full; proving that the program meshes well with existing curriculum and teachers are scrambling to participate from every school board district.

I will also refrain from delving too much in to the governance side of things, knowing the President will detail this past year in her report, but suffice it to say that the continued overhaul of the organization's policies and procedures, the environmental scan of the community which was conducted and the adjustment to our funding priorities that resulted, 2007 was extremely productive at that level, and the follow up for 2008 is proving to be even more so.

The Board also recognized that in order to grow as both fundraisers and community builders we needed to invest in our own organization. As a result our staff team grew from 5 full time positions to 7. We welcomed Amy Johnston and Sara Marlin to the newly created positions of Administrative Assistant and Campaign Associate and an old friend and ex-UW staffer, Connie Reid filled the chronically empty Campaign Director role. Together with Tandra, Brandi, Larry and Bob, I stand before you confident that we've recruited the right balance required to take this organization to the next level in both fundraising and community building and I look forward to standing in front of you all next year to report just that.

Respectfully submitted,

Julia Gosson  
Executive Director

## MESSAGE FROM THE CAMPAIGN CHAIR

It took 2 years, 30 Cabinet Meetings, 21 Division Chairs, countless requests for support, dozens of BBQs and bake sales, (adding on a few extra pounds for the cause), but we can finally move the status of our Mission from Possible to Complete!

The 2007 Campaign has so many highlights to recount but I'd like to start with the people. I have had the opportunity to work with many non-profit organizations over the years but I assure you that there are few who could go head to head with the United Way team. The volunteers on Cabinet made a huge commitment of time, energy and money to this past campaign and I'd like to thank them for their innovative ideas and personal dedication to this community. The staff support is second to none. Julia and her team epitomize professionalism and have an incredible work ethic and real passion for the social service sector. They deserve a huge amount of credit for the success of this charity.

Every division, regardless of size, played a large role in our overall success and together we raised a record setting \$1,602,504. I share that triumph with my all of my colleagues on Cabinet and hope you feel great pride. The results of your commitment will positively impact the lives of thousands throughout Quinte.

To take a closer look at campaign there was one division that saw incredible growth and that was Special Events. The new fundraisers like The Dragon Boat Festival and The One to One Healthy Communities Challenge saw us connect with new groups of donors in the community; while the expansion of our Warehouse Sales in to Quinte West allowed us to fundraise and provide support to clients at the same time. The generous donations of products in kind by corporations such as Procter & Gamble, Quaker, Nestle, Sears, and Amer Sports are overwhelming. Coupled with our partnership with Sears and Bel-Con where we continued to win big with our Casino

Royale; Special Events was again the shining star of our campaign. Congratulations and thanks to all the volunteer committees responsible for the organization and implementation of these fundraisers.

Although we suffered a big blow with the announcement of the closure of the Pillsbury plant in Trenton, it turned out to be a positive in the end. What we thought was going to be a loss of \$60,000 was deferred for another year with quick action and a charitable head office. General Mills corporately contributed at the same level as their last employee campaign, and for that we are eternally grateful. Conversely, a few new companies joined the cause in 2007 including Saputo, Sigma, ACTS, and Kelloggs. With some time, I am confident they will each blossom into major campaigns.

Without doubt, one of the biggest contributing factors for our success this year has to be the "No Goal" strategy. The communication plan to focus media attention on the funded agencies and programs throughout the campaign rather than focusing on our weekly progress against a financial target worked beautifully and I'd like to congratulate Julia Gosson for this innovative idea. Not only did we see a 10% growth in our campaign, raising an additional \$150,000 over the year before, but we educated the community about all the great agencies we support with those funds. The feedback about this approach was plentiful and positive.

It's been my pleasure to lead the United Way of Quinte campaign for the past 2 years. I thank you for that honour and wish you much success in the upcoming campaign.

Yours in the United Way,

Dr. Hal Wilson  
2007 Campaign Chair

### 2007 Campaign Cabinet

**Dr. Hal Wilson**  
Campaign Chair  
Picton United Church

**Kim Egan**  
Industrial Chair  
GH Manufacturing

**Ray Carmichael**  
Business Chair  
TAS Communications

**Darrell Smith**  
Professional Chair  
Investors Group

**Matt Richardson**  
Health Chair  
Quinte Health Care Corporation

**Joy Kostuch**  
Finance Chair  
Royal Bank of Canada

**Paul Vandegraaf**  
Public Service Chair  
Belleville Police Service

**Rosemary Judd-Archer**  
Education Chair  
OSSTF

**Ingrid Moore**  
Special Events Chair  
Quinte Broadcasting

**Allison Ferrill**  
Funded Agencies Chair  
Belleville Community Trust

**Captain Brandon Sing**  
CFB 8 Wing Co-Chair

**Captain Sylvain Collard**  
CFB 8 Wing Co-Chair

### 2007 Spirit Awards

#### Corporate Support Award

Procter & Gamble

#### Employee Campaign

of the Year (250+)

Algonquin & Lakeshore Catholic  
District School Board

#### Employee Campaign

of the Year (100-249)

GH Günther Huettlin  
Manufacturing Inc.

#### Employee Campaign

of the Year (5-99)

First Adventure Child  
Development Centre

#### Employee Campaign

Co-ordinator of the Year

Captain Brandon Sing &  
Captain Sylvain Collard,  
CFB 8 Wing Trenton

#### First Time Workplace Campaign

Air Canada Technical Services

#### Sponsorship Award

Darrell Smith,  
The Investor's Group

#### Most Innovative Special Event

Bridging the Gap  
"Singing Divas"

#### Campaign Volunteer

of the Year

Kim Egan

#### In-Kind Giving

Pepsi-QTC

#### Public Service

CFB 8 Wing Trenton

## MESSAGE FROM THE PRESIDENT

### 2007/2008 Board of Directors

#### **President**

Heather Candler

#### **Vice President**

Bruce Laughton

#### **Treasurer**

Kim Egan

#### **Secretary**

Carmela Ruberto

#### **Past President**

Jack Miller

Paul Katien

Peter Knudsen

Scott Marshall

Wendy Osborne

Peter Ramsden

Mark Richardson

Kim Smies

Tammy Sokolowski

Greg Taylor

Hal Wilson

#### **Welcome to**

Brenda Pergantes

#### **Staff**

Julia Gosson

Executive Director

Tambra Patrick-MacDonald

Director Finance &  
Administration

Connie Reid

Campaign Director

Brandi Hodge

Director Community  
Investment & Partnerships

Larry Doyle

Bob Cottrell

Co-Directors

Labour Community Services

Amy Johnston

Administrative Assistant

Sara Marlin

Campaign Associate

#### **Office Volunteer**

Jack Hartling

#### **Summer Student**

Kara Rawson

As a board member since 2003 I have watched this organization evolve in some fascinating and inspiring ways. Through this period of growth, an efficient and highly effective funding agency and agency of change has emerged. Our small agency and lean team are setting the standard for service and funding delivery and program innovation in Canada.

As Board members, we have strived to support this staff in its efforts and innovation. Behind the scenes, this board has worked very hard to evaluate its mandate, our community and its changing needs.

Our role as a board is to forecast change. Set the course for what we understand lies ahead. And then work with our competent staff team to interpret what it takes to get there.

At the United Way we are doubly fortunate, not only to have such a staff team, but a board team that is second to none. I feel so privileged to have worked with this board for five years now, two in the capacity of chair. We have a diverse collection of talents, skills, intellect and experience around this table. Even some of the toughest challenges could be dealt with thoughtfully and effectively. And somehow, even the most intense and lengthy meetings had a way of erupting into laughter, leaving you feeling you had just had the pleasure of spending time with a great group of friends. Thanks to each of you for making that possible.

As a board, over the past year we have evaluated some unique business opportunities and set the direction for the agency, updating our bylaws and policies, and conducting an environmental scan of this community to accurately pinpoint and address its most pressing needs. We evaluated and set acceptable administrative cost ratios for the agency, clarified application requirements

for agencies, redefined funding priorities and budgets and aligned our performance with national standards, with the ongoing assistance of our E.D. Most notably however, our Community Needs Assessment Committee, under the direction of your incoming chair Bruce Laughton, produced an outstanding report on community needs and priorities that I would encourage you all to review.

I would encourage community members to continue to work with our board and its committees to examine the state of our community and its most urgent needs in the future. As funding priorities become more targeted, you will see how hard this board and the hundreds of community volunteers have worked to ensure sound stewardship of the funds entrusted to us. Watch as we begin to measure the outcomes and report on the direction we will take to address community needs in the future.

Thank you for the great privilege of board membership.

Heather Candler,  
Board President

---

### **Our Mission**

**To provide leadership in a collaborative endeavour with our member agencies and others, to increase the capacity of our community to respond to human service needs.**

---

### **Our Vision**

**Our community is a great place to work, live & play because all citizens, through the caring & generosity of its members, have equal opportunities & access to human services & development.**

---

249 William Street, Sears Unity Place, PO Box 815, Belleville, ON K8N 5B5

Ph: (613) 962-9531 Fx: (613) 962-4165

Email: [office@belleville.unitedway.ca](mailto:office@belleville.unitedway.ca) Website: [www.belleville.unitedway.ca](http://www.belleville.unitedway.ca)