



**United Way
of Peterborough
& District**

Annual Report 2010



2010 BOARD OF DIRECTORS

Executive Committee:

Ray Pichette, *Board Chair*
Don Vassiliadis, *Past Chair*
Rod MacIsaac, *Treasurer*
David Martin, *Vice Chair*
Jane Parr

Directors:

Jay Amer
Sarah Beaudoin
Steve Daynes
Wendy Dunford, *Labour
Council Representative*
Carla Guest
Yves Lafortune
Darren Murphy
Michele Nicholls
Theresa Pagett
John Prentice, *Labour
Council Representative*
Murray Rodd,
Campaign Chair
Greg Simmons
Elizabeth Teleki,
Youth Representative

Member Agency Council Representatives:

Teresa Burke,
MAC President
Jamie Emerson,
MAC President-Elect

A Message From Board Chair Ray Pichette...

My involvement with the United Way goes back to the mid 1980's as a canvasser and event planner for my employer. This opportunity gave me insight of the movement in the community. At that time, never did I dream of becoming Chair of the Board of Directors for our local United Way. I can say truthfully that I got back much more than I gave. The learning experience, meeting and working with the volunteers and staff have all enriched me personally. It has been an honour, one I will never forget, and I am a better person as a result of my tenure with United Way.



Ray Pichette, Board Chair

The work of United Way is extremely important to the well-being of our community. As you read this Annual Report, you will be impressed with the programs and services that are offered by your local United Way. It is critically important to all involved that we improve social conditions for the residents of the City and County of Peterborough.

The member agencies truly make a difference in our community, in all that they do, and in particular as they work towards meeting our five funding priorities adopted in 2009: enhancing access to services with an emphasis on local delivery; supporting the reduction of poverty; promoting wellness and prevention strategies through education and information sharing; encouraging partnerships and collaboration to improve service delivery; and increasing community capacity.

Our organization and this community are indebted to our Campaign Chair, Police Chief, Murray Rodd. His leadership and perseverance in the campaign proved to be the catalyst to its success, even in tough times.

To the staff of the United Way of Peterborough & District, your unconditional commitment to the movement is inspiring and humbling. Your support to me, the Executive Committee and the Board of Directors is very much appreciated. We often don't say it, but Thank You!

Finally, thank you to our many donors, dedicated volunteers including the Board of Directors, the labour community and the media for your incredible support of the United Way of Peterborough & District during 2010.

United Way truly is the Way to Help the Most.

*Respectfully submitted
Ray Pichette*

Homelessness Partnering Strategy (HPS)

In 2010 the Federal Government announced that the federal Homelessness Partnering Strategy (HPS) funding would be extended for another three years, from 2011-2014. This funding will continue to support people who are homeless or at risk of homelessness. United Way was selected to continue to act as the Community Entity for the HPS project and was successful in securing this funding for the community of Peterborough.

In 2010, **Canadian Mental Health Association Peterborough** led a collaboration of community partners including **VON, Peterborough Social Planning Council, and Peterborough County-City Health Unit**, to provide support to the most difficult to serve homeless individuals within our community. The collaborative provided services designed to move people off the streets, including out of ongoing use of emergency housing, to more

stable permanent housing. Goals of the program include obtaining housing for people who are homeless, obtaining income support for people who are homeless, and assisting homeless individuals to pursue employment, volunteer and educational opportunities as appropriate. To support these goals, the program provides outreach workers who support clients, trustee services to assist with money management, and primary care through a nurse practitioner working with VON.

Below is a snapshot of the remarkable results of this project in 2010:

- 96 individuals were housed
- 59 individuals maintained their housing for three months or longer
- 50 individuals received support through the trustee program
- 13 individuals obtained income supports
- 2 individuals obtained employment
- 25-30 individuals were supported at any one time by each Outreach Worker
- 30-35 individuals were supported at any one time by the Trustee
- Primary health care was provided one day per week by the Nurse Practitioner

Keeping Peterborough Warm for 25 years!

Coats for Kids was started in 1986 to ensure that children and their families would be warm during the winter. **Coats for Kids and Grown-ups Too** provides clean, gently-used winter wear to children, youth, and adults in Peterborough City and County. Since the program's inception, United Way has distributed tens of thousands of pieces of winter wear. In the last eight years alone, the program has distributed 10,055 pieces of winter wear to Peterborough area residents.

Coats for Kids depends upon the generous support of Peterborough residents, community organizations, and program partners. Individuals and families donate gently-used winter wear that is cleaned at no cost to the program by local dry cleaning providers. For 25 years, **Kent Cleaners, Rocky's Cleaners, Ferguson Cleaners, Grainger's Cleaners, and Windsor's Dry Cleaning Centre** have been active and committed program partners.

Since 1999, **Mitts for Kids** has donated hand-made mittens and hats to the Coats for Kids program. A team of volunteer knitters spend the year lovingly knitting mittens and hats that are then distributed at Coats for Kids distribution locations in the City and County. **Kawartha Hooks and Needles Guild** joined the program three years ago. These knitters ensure that United Way can provide a warm pair of mittens to many children who needs them.

Other community partners such as **Capella Telecommunication Inc, TST Overland Express, and Winslow Gerolamy Motors Ltd.** have ensured that cleaned coats are safely stored and then transported to distribution locations.

Coats for Kids is just one of many ways that United Way works to build community, change lives and partner with local businesses to make a big difference. This year the program reaches its 25 year milestone. It is a source of inspiration and pride for our organization.



Members of Youth Advisory Committee, Jack, Madison, Emily, Natalie and Kerry at Peterborough Armories assisting with Coats for Kids distribution.

2010 UNITED WAY STAFF

(as of December 31, 2010)

Heather Zak, *CEO*
 Janice Abbott, *Director, Finance & Administration*
 Kelly Countryman, *Executive Assistant*
 Anne Driscoll, *Resource Development Manager*
 Cheryl Ellis, *Administrative Clerk*
 Laurie Newman, *Youth Leadership Coordinator*
 Lisa Smith, *Director, Organizational & Community Development*

A special farewell to staff who moved on to other adventures during 2010:

Bill Astell
 Charlene Kloos
 Amanda Nash

2010 HOMELESSNESS PARTNERING STRATEGY COMMUNITY ADVISORY BOARD

Keith Riel, *Chair*
 Audrey Caskane
 John Martyn
 Dorothy Olver
 Elizabeth Teleki
 Tanya Toth

AGENCY & COMMUNITY SERVICES COMMITTEE

The Agency and Community Services Committee is responsible for the processes and systems relative to our Member Agencies: Organizational Reviews; Fund Distribution; Community Impact Grants; and Agency/ United Way Policies and Procedures.

Thank you to the following members of the committee for their contributions during 2010:

David Martin, Chair
Elizabeth Teleki, Vice Chair
Michael Allman
Wendy Dunford
Vicki Gullick
Yves Lafortune
Jennifer MacIsaac
Shirlanne Pawley-Boyd
Shari Davis,
MAC Representative
Jack Gillan,
MAC Representative

2010 Key Outcomes Results

United Way and Our Member Agencies ... Support People from Poverty to Possibility

- Kawartha Food Share reduces hunger in the City and County of Peterborough through food distribution
 - > 94% of food orders were filled and met the requirements of Kawartha Food Share food distribution partners

United Way and Our Member Agencies ... Ensure that Our Community is Healthy and Strong

- Seniors maintain the ability to remain in their own home
 - > 94% of seniors who receive a Community Care telephone reassurance call report feeling a sense of security and reduction of stress living in their homes
- Youth and adults will improve their anger management strategies to engage in positive communication with peers and family
 - > 80% of John Howard Society training participants identified that the severity of their anger outbursts has decreased
 - > 73% of John Howard Society training participants now use assertive communication.
 - > 81% of John Howard Society training participants identified that they communicate better on a daily basis
- Residents will have improved ability to manage the health of their at-risk feet
 - > 85% of VON Foot Care Program clients report that they have improved sensation in their feet and toes
 - > 85% of VON Foot Care Program clients inform nurses of improved skin status (healthy and hydrated)

United Way and Our Member Agencies ... Ensure that Kids Are All That They Can Be

- Youth will have the ability to make better life choices
 - > 83% of youth matched with an in-school mentor were reported to have improvements in academic performance in the first six months of the match
 - > 78% of youth matched with a Big Brother or Big Sister were reported to have improved peer relationships
 - > 73% of youth matched with a Big Brother or Big Sister had improved parent and sibling relationships within the first six months of the match
- Parents will be able to better engage their children and reduce stress in the family home.
 - > 100% of parents in Kinark's parent education programs reported improvement in their child's compliance with rules and expectations in the home
 - > 100% of parents in Kinark's parent education programs reported improvement in their parenting style
- Children with a Learning Disability enhance their reading and writing skills
 - > 68% of students enrolled in Computers for Literacy Development showed a marked improvement in their reading ability (benchmark was improved by 1 or more)
 - > 67% of students enrolled in Computers for Literacy Development showed improved writing skills
 - > 79% of students enrolled in Computers for Literacy Development showed a marked increase in reading comprehension
- Children demonstrate healthy emotional and social growth
 - > 90% of children enrolled at Nursery Two Inc showed an increase in initiative and self control

2010 United Way Member Agencies

The amount indicated is the total United Way funding paid, including designations, during the period January 1, 2010 to December 31, 2010 with a total of \$1,859,094 distributed.

\$ 117,108	Big Brothers & Big Sisters Association of Peterborough Inc.
\$ 87,588	Canadian Mental Health Association, Peterborough Branch
\$ 52,626	Canadian Red Cross, Peterborough, Haliburton District
\$ 72,543	Community Care Peterborough
\$ 186,469	Community Counselling & Resource Centre
\$ 45,122	Community Living Peterborough
\$ 22,800	COIN, Community Opportunity & Innovation Network
\$ 29,983	Down Syndrome Association of Peterborough
\$ 73,671	Elizabeth Fry Society of Peterborough
\$ 75,550	John Howard Society of Peterborough
\$ 15,785	KAIROS Non-Profit Housing
\$ 42,809	Kawartha Child Care Services
\$ 61,611	Kawartha Food Share
\$ 44,633	Kawartha Sexual Assault Centre
\$ 40,876	Kinark Child & Family Services
\$ 63,225	Learning Disabilities Association of Peterborough
\$ 36,311	Multiple Sclerosis Society of Canada, Peterborough Chapter
\$ 19,821	New Canadians Centre - Peterborough
\$ 65,736	Nursery Two Inc.
\$ 22,688	PARN - Your Community AIDS Resource Network
\$ 52,140	Peterborough Community Chaplaincy
\$ 64,335	Peterborough Family Resource Centre
\$ 74,214	Peterborough Social Planning Council
\$ 58,671	Peterborough Youth Services
\$ 47,908	Schizophrenia Society of Ontario, Peterborough Chapter
\$ 236	St. John Ambulance - Peterborough Branch
\$ 201	Telecare Distress Centre of Peterborough Inc.
\$ 18,849	Trent Child Care Inc.
\$ -	Trent Valley Literacy Association
\$ 25,365	VON Peterborough, Victoria and Haliburton
\$ 78,997	YMCA of Peterborough
\$ 27,487	Youth Emergency Shelter of Peterborough Inc.
\$ 233,736	YWCA of Peterborough, Victoria & Haliburton



2010 FUND DISTRIBUTION REVIEW TEAM MEMBERS

United Way wishes to express their appreciation to the following community representatives for participating in our 2010 Fund Distribution Process:

Michael Allman
Gary Bonczak
Marion Burton
Alison Casey
Doug Downer
Wendy Dunford
Vicki Gullick
Suzanne Hooke
Jennifer MacIsaac
David Martin
Linda Mitchelson
Hugh Nicholson
Shirlanne Pawley-Boyd
Gail Rowat
Elizabeth Teleki
Christian Vesnaver
Gabriele Zeh-Abramsky

2010 FINANCE COMMITTEE

The purpose of the Finance Committee is to monitor and oversee all of the organization's financial matters and provide advice to the Board and the staff.

Rod MacIsaac, *Chair*

Marie Dietrich

Al McLellan

Michele Nicholls

Gail Rowat

Steve Daynes

Grant Valentine

Walter Johnstone,
MAC Representative

Steve Henderson
(Financial Advisor)

2010 YOUTH ADVISORY COMMITTEE

The Committee is comprised of youth between the ages of 14 and 19 who want to be involved with United Way youth-focused projects.

Abby Bowell

Emily Burton

Dakota Horton

Jack Guyatt

Madison Hangreaves

Natalie Warren

Organizational & Community Development

Through three core areas of direct program delivery including Training and Consulting Services, United Youth, and Community Information Services, United Way of Peterborough & District strives to build a healthy and strong community.

Training and Consulting Services Achievements

- 34 community and customized workshops were held training 461 non-profit staff and volunteers
- 68 organizations received direct consultation support
- 6 organizations received special facilitation services such as mediation, strategic planning, and organizational needs assessments
- 12 individuals studied the fundamentals, best practices and current trends of non-profit management through the Not for Profit Leadership Certificate program delivered in partnership with Fleming College
- 85 staff members trained in Outcome based program evaluation at Five Counties and Point in Time Haliburton
- 25 delegates trained in Outcome based program evaluation at the Professional Administrators Volunteer Resources-Ontario Provincial conference
- 98% of participants reported that they acquired new knowledge regarding best practices in non-profit leadership and governance

In 2010, we provided training and consulting support to organizations such as: United Way for the City of Kawartha Lakes, Employment Planning Council, North Kawartha Family Health Team, Alzheimer Society, Council for Persons with Disabilities, and Peterborough Area Fundraisers Network.

Our local Training and Consulting Services program continues to be considered a national leader. We were selected by United Way of Canada to advise other United Ways on the implementation of strategic planning and community impact focused strategic planning. We have also been asked to sit on a National Task force to examine how to consolidate and streamline National data collection for United Ways to showcase community impact results. Our local Outcome Measurement training process continues to be the National standard in Outcome Evaluation. United Way of Peterborough & District continues to train United Ways across Canada on how to measure the human impact of the programs they fund.

United Youth Achievements

- In its 8th year, **Backpacks for Kids** distributed 1,138 backpacks filled with essential school supplies to children in the City and County
- 1,600 pieces of winter wear including hats and mittens were distributed through our **Coats for Kids and Grown-Ups Too** program
- **Coats for Kids** distributions were also held at Buckhorn, Havelock, and Apsley where over 300 pieces of winter wear was distributed
- Five Youth-lead projects were funded through our youth grant program
- Five Youth Leadership workshops were conducted, with two being led by our **Youth Advisory Committee**

The United Way of Peterborough & District's **Youth Advisory Committee** is an important component of our youth relations and engagement strategy. The Committee is comprised of youth from our community between the ages of 14-19 who want to be involved with United Way and our youth-focused projects such as: **Coats for Kids; Backpacks for Kids; Youth Grants; and Get Inspired for Volunteer Experience (G.I.V.E.).**



Natalie and Emily painting a large puzzle for Blue Sky.

The Committee successfully planned our 2nd annual G.I.V.E. event, reaching 40 youth in our community seeking to learn more about volunteering and community involvement. The Youth Advisory Committee also takes an active role in the local Blue Sky Event which celebrates youth in our community and draws nearly 500 local young people.

In 2010 the Coats for Kids program was renamed **Coats for Kids and Grown Ups Too**. The change in program name more accurately reflects the recipients of the program within our community, as many adults, young and old are in need of warm winter wear.

Community Information Services Achievements

- 282 new information records were added to the **fourinfo.com** database
- 723 referrals were made to local services
- Over 593,425 searches for information were recorded on **fourinfo.com**
- Over 64,192 searches on fourinfo.com for volunteer opportunities within the City and County of Peterborough, an increase of 13% since 2009
- 1,102 Community Information and 265 Volunteer Opportunities records for Peterborough Area are maintained on **fourinfo.com** by United Way
- United Way continues to be responsible for the collection of local data used by **211 Central East Region**

The Emergency Volunteer Registry (EVR) is a unique project created by United Way to actively recruit volunteers and potential community partners in preparation for potential natural disasters or human health care emergencies that may affect Peterborough City and County. We continue to receive calls from across the province regarding this unique project. In 2010 Northumberland United Way implemented the EVR database to serve its community in the event of an emergency, using the software that was developed in Peterborough.

Food For Kids Peterborough

United Way continued its partnership with **Food For Kids Peterborough** to oversee an **Ontario Trillium Foundation** grant to expand and strengthen local student nutrition programs. This joint project is designed to build the existing volunteer base of **Food For Kids** by providing professional level volunteer recruitment, recognition, and retention services. By the end of the project, 180 new volunteers will support the program and contribute 3,600 volunteer hours to ensure access to healthy food before, during, or after school for local students in the City and County of Peterborough.

2010 Scholfield Award

Named after the first recipients, **Ina and Paul Scholfield**, the Scholfield Award of Community Distinction is presented annually to a resident or organization within the County and City of Peterborough. Nominees are evaluated on their achievements in addressing a community need or issue; the impact their efforts has had on the community; the innovative, unique or exemplary approach used; the mobilization of volunteers and members of our community; a demonstrated strong commitment, whether long-term or a first time experience and demonstrated leadership in addressing a community need or issue.

In 2010 the awards committee had a very difficult choice to make between two very special finalists and chose to present the **Crossroads Safe Haven Campaign Team and the YWCA Executive Director, Lynn Zimmer** with a 2010 Honorable Mention Scholfield Award of Community Distinction.

Congratulations to the 2010 recipient **Roy Brady**. Mr. Brady has a long list of accomplishments on behalf of volunteerism and social justice. They include the following causes and organizations: Peterborough Coalition for Social Justice, Mayor's Task Force on Poverty Reduction, Our Space, Peterborough Social Planning Council, Peterborough Health Coalition, and The Council of Canadians; Peterborough Chapter.

2010 NOMINATING COMMITTEE

The purpose of the Nominating Committee is to analyze representation on the United Way Board of Directors and develop a list of nominees for both the Board of Directors and it's Executive Committee.

Don Vassiliadis, Chair

Jay Amer

David Martin

Gary Rabjohn

Mark Graham,

MAC Representative

2010 Leadership Donors

Every donor is special and appreciated. Leadership Donors are recognized for donating \$500 or more to our Annual Campaign. We salute the following individuals for their generous gifts, as they play a major role in helping to build a strong and vibrant community in the City and County of Peterborough.

Pathfinders \$5,000+

Carl L. Doughty
Mike Evans & Heather Gardiner
Jim & Isabel Henniger
Bill & Dorothy Hunter
Ted & Glenda Hunter
Bob & Nancy Martin
Stuart & Mary Parker
Graeme & Kathy Ross
5 Anonymous

Patrons \$2,500 - \$4,999

Rich & Laura Daynes
Carol Fell
Don & Bev Foster
Joyce Barrett & John Hambley
Maureen & Steve Henderson
Peter Lafleur
Maggie & Ted McCormick
Bill & Betty Morris
Patricia & David Morton
Linda & Alan Slavin
Tony & Helen Tilly
Gordon Watkins
Gregg D. White
9 Anonymous

Builders \$1,500 - \$2,499

Jim & Shelley Adair
Dr. Stan & Jewell Allington
Michael Allman
Brian Kelly & Lynne Arseneault Kelly
Mr. Justice Richard Batten
& Aileen Batten
Barbara Beck
Dr. Deborah Berrill
Dr. Michael Berrill
David Bignell
Robert & Kathryn Brown
Barbara & John Burbidge
Dr. Michael Burger
& Debra Cooper Burger
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Leonard & Margery Cull
Dr. & Mrs. Desbiens
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John Forde & Carol Francisco
Dr. Nora Fortune & Dr. Brian Noble
Dr. Glenn Garneys & Pearl Dixon
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Anne & Jack Haldimand
George & Eleanor Hamilton
Dr. Laura Hudgins
Olivia & Gord James
Mary & Douglas Lavery
Georgina & Glen Lecour
Rod & Jennifer MacIsaac

Susan & John Mackle
Peter & Marilyn MacLoughlin
Ian MacNeill
Dr. Barbara E. Mann
Keith & Joyce Manser
David Martin
John & Nora Martyn
Shirley McDowell - ReMax
Drs. J. McGorman & J. Buys
Allan & Jean McLellan
Rev. Josephine Mewett
Janice Millard
Hélène & Lawrence Mok
Eric & Margaret Morton
David & Mabel Norman
Jim O'Keefe
Louise Paoli Di Prisco
Jane Parr & Shawn O'Connor
Harry & Sylvia Pearson
Stephen Peterson
Ray & Lesley Pichette
Elizabeth Popham
Stephan C. Ragaz
Bill & Noreen Raycroft
John & Nancy Ross
Ruth & Bill Russelle
Ian & Gillian Sandeman
Milt & Barb Schindel
Dr. Alexis Silverberg
Manal Stamboule
Gerry Tessier & Dawn Bronson
George & Margaret Tough
Douglas & Linda Walker
Dr. John H. Whiteside
21 Anonymous

Leaders \$1,000 - \$1,499

Janice & Barry Abbott
Olive & Tom Aiken
John & Melanie Allen
Anthony Ambler
Shelley & Tim Barrie
Dr. Ralph Bastian
Sylvia Beach-Shea
Bill Blair & Janice Mackenzie
Don Bocking & Anne Morawetz
Charles Bonnycastle
John & Ruth Brandow
Rosanne & Steve Brien
Kathy & Mike Carter
Erica Cherney
Dr. Jack Chiang
Dr. Bruce Cole
Joan Conrad
Robert & Margaret Cope
Janice & Jim Coughlin
Wendy & Paul Crowley
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Don & B.J. Curtis
Brenda Dales
Westcott/Dalton Family
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Drs. Brian DeSalvo
& Jennifer Coates
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Karen & Larry Doran
Dr. Fred Doris
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Jane & John Downs
Ian & Janet Drysdale
Joanna & Marc Duquette
Anne & Bruce Farlow
Steve & Cheryl Fawcett
David Fell
Dr. Chris Fenton
Hon. Dan Ferguson
Chris & Moira Fleming
Bill & Anne Fox
Tricia Francis
Larry & Marion Franks
Marion Fry
Dr. Bruce & Judy Gibson
Chris Gilpin
Ron & Cheryl Gow
Gail Grant
Shelagh & Jon Grant
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Peter & Jean Maskens
Sara & Glen Mattinson
Dr. & Mrs. David C. May
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Gordon & Claire McLellan
J. Christine McMahan
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J. & T. Mitchell
Gwen Morawetz
Opal Murphy
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Janet O'Rourke
Ron & Julia Osborne

K.L. Parsons
David Patton & Natalie Whiting
Stephen Boyd
& Shirlanne Pawley-Boyd
Bill & Lila Peacock
Martin & Denise Pick
Carol Ann Price
RoseMary Reid
Bev Ritchie
Alex & Rosemary Robertson
Chris Russell
Jane & John Rutherford
Steve & Colleen Senior
Barbara Shaw
Dale & Bernice Standen
Jill Stocker
Joan & Hugh Sullivan
Mr. Justice Raymond Taillon
& Susan Taillon
Dr. Graham Taylor
James Tompkins
Keith Walden
J. Louis B. Walst
Martha & Richard Whatley
Peter & Kathy White
Dr. Warren & Mrs. Jane Wilkins
David Wills
Dr. Kaetlen Wilson
Keith & Sally Wilson
Terry Windrem
Marjorie & Gordon Wood
Paul & Christine Wood
Brian Worrall
Bob & Dawna Wright
Bert & Lore Wyslouzil
Joseph Zahradnik & Jlee Lewis
54 Anonymous

Friends \$500 - \$999

Jim Abel
John & Bev Aitkenhead
Jerry & Carol Allen
Mark Arbogast
Kevin Arjoon
Alan Aslett
Jocelyn Aubrey
Jitendra Badiani
Peri Ballantyne
Danielle Belair Robinson
Jean Belch
Tom & Ann Bell
John Hoffman & Holly Bennett
Steven & Amanda Bennis
Dwight Blythe
Cinnamon Bolton
Gary Bonczak & Mary Somes
Lynn & David Bonsall
Brenda M. Booth
Dr. Carlo Bos

Francoise Bouchard
 Sheilagh Bourassa-Young
 Roy & Devona Bowles
 Ted Boynton
 Barb & Eric Boysen
 Graeme Brown
 Alan & Cathy Brunger
 Curtis & Kim Bryan
 L. Buck
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 Bill Burrows
 Marion Burton
 Ronald Butcher
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 Jeff Coughlin
 Morris & Helen Cox
 Dr. Paul Cragg
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 Stephen Foulon
 Steven E. Franklin
 Peter Frood
 James & Marian Gallant
 Rod Gallon
 Mary Gallop
 Graham Gibb
 Andrea Gilders
 Joanne Gillam
 Jack Gillan
 Sheila Gillott
 Dale & Linda Godin
 Joyce & John Good
 Carla Guest
 Catherine Margaret Gyselinck
 Bob Hancock

Betty Ann Harris
 Robert Hawthorne
 Bruce Head
 Elizabeth Healey
 Goodith Heeney
 Alena Heitlinger
 Dr. Shelley Martel
 & Dr. Richard Heyden
 W.R. Hick
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 Richard W. Hilts
 K. Suzanne Hooke
 Pat Hooper
 Michael Hotchkiss
 Karen Howran
 Colleen Howson
 Gary Huddleston
 Kim & Brett Hughes
 Malcolm & Cathy Hunt
 Alan & Jenny Ingram
 Eric Ingram
 Ted & Daphne Ingram
 Wayne Jackson
 Garry James
 Gwyneth James
 Jacqueline &
 Robert B. M. Jameson
 Mr. and Mrs. Robert G. Jameson
 Nan Jaroszonek
 Doug A. Johnstone
 Walter Johnstone
 Dr. Martin Jokay
 Jim Jordan
 Bob Kearns
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 Doug Kirk
 Helen & James Knowlton
 Mary-Lynn Koekkoek
 Yves & Janet Lafortune
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 Kathryn Langley
 Cal & Judy Langman
 Rick Leal
 Dr. Victor Lee
 E. D. Liedtke
 Dianne Lister
 Perry Longhurst
 Chris Loukras
 Kathy & Bob Lowes
 Holly Lucy
 Gordon & Phyllis Lupton
 Dr. Renwick Mann
 Jane Mark
 J. Harley Masse
 Greg & Diane Mather
 Burton & Ruth McClelland
 Dan & Adele McDougall
 & Family
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 J. R. & Janie McGee
 Dr. Peter McLaughlin
 Stuart & Beth McMaster
 A. J. McNaught
 Alan McPherson

M. Meagher
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 Dr. Thomas Miller
 & Barbara Chisholm
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 Orm & Barbara Mitchell
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 Garry & Joy Rishor
 Peter & Teresa Roach
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 Will Robertson
 Mary Robinson
 Sandra Robinson
 Ausma Rowberry
 Nancy & Matt Rutherford
 Stewart Sage
 Sue Sanders
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 Joni White
 Dennis Winch
 J. C. Edgar Wood
 Rachel Wortis Beda
 Rick & Sharine Wyness
 Heather Zak
 Lynn Zimmer & Richard Sturm
 Kurt Zippel
 224 Anonymous

Labour Community Services

Organized labour in Canada has been a long time partner and friend to United Way. Our friendship is built on common beliefs. One of our beliefs is that it is essential for people to work together to help one another, especially in times of need. Together we share a common vision of building a society that provides a wide range of social and public services which are accessible, universal, and of the highest quality. United Way of Peterborough & District is very proud of our partnership with the labour movement in the Peterborough area.

Within this partnership, United Way's Labour Community Services program has trained and supported Union/Peer Counsellors in the Peterborough area since 1996. Participants learn basic counselling skills and gain knowledge of the many resources, agencies, and services available in the community that provide effective solutions to problems workers and their families may encounter. Union/Peer Counsellors offer guidance, referrals, and helpful information to co-workers and their families. More than 150 Counsellors have been trained and are actively supporting their peers.

Labour's collective contribution to the campaign is absolutely crucial in supporting the services offered by our Member Agencies and United Way.

We thank members of the following unions for their ongoing support.

Amalgamated Transit Union (ATU), Canadian Union of Public Employees (CUPE), Canadian Union of Postal Workers (CUPW Local 590), Communications, Energy & Paperworkers Union (CEP), Elementary School Teachers Federation (ESTF), Graphic & Communications International Union (GCIU), International Brotherhood of Electrical Workers (IBEW), International Association of Machinists, Independent Union of Precision Diecasters, National Automobile Aerospace Transportation & General Workers Union of Canada (CAW), Ontario English Catholic Teachers Association (OECTA) Ontario Public Service Employees Union (OPSEU), Ontario Secondary School Teachers Federation (OSSTF), Ontario Liquor Board Employees Union (OLEBU), Ontario Fire Fighters Association, Ontario Provincial Police Association, Ontario Nurses Association (ONA), Peterborough & District Labour Council, Peterborough Police Association, Professional & Technical Engineers, Public Service Alliance of Canada (PSAC), Service Employees International Union (SEIU), Teamsters, Trent University Faculty Union (TUFU), United Food & Commercial Workers (UFCW), United Steel Workers of America (USWA).

"Every day, we bring people together from all walks of life to build a stronger community"

"Each year United Way makes help and hope possible to over 45,000 people locally"



Bart and family at GE celebrate the success of their campaign with a cheque presentation to United Way

A Message From Campaign Chair 2010



I take this opportunity to thank the members of the 2010 Cabinet for leading this year's campaign to a most successful conclusion. I also would like to thank the small but effective United Way staff for their tireless effort in supporting the campaign in every way.

We set a target of \$2.55 million dollars. This target was aggressive but reflected the actual needs of our Community and the requirement to adequately staff and resource our member agencies. In the end, we had raised \$2.475 million dollars.

The campaign total represents the generosity of our community in the wake of a struggling economy and deep local recession. Large corporate donations and payroll deductions are still the corner stones of our campaign.

Significant sums of money were raised with the help of the hundreds of volunteers who led countless workplace and community based barbecues, auctions, bake sales, chili lunches, and various other special events.

Special thanks to the organizers of the "Be A Goddess" and the "Hockey Challenge" for moving us much closer to our goal.

I wish to extend my most sincere thanks to the residents of the City and County of Peterborough for continuing to support the 45,000 clients who receive over 152 programs and services, delivered by 33 agencies, that are funded by United Way.

I conclude as I began, by reminding everyone that indeed the United Way is **"The Way to Help the Most!"**

Murray Rodd, Chief of Police, 2010 Campaign Chair

Day of Caring and Seeing is Believing

In 2010, Organizational & Community Development initiated and organized two new projects.

Day of Caring is a unique way for businesses, organizations and their employees to spend a day working directly with our member agencies. This year our **Day of Caring** was undertaken in partnership with local **Peterborough Area Rotary Clubs** to coincide with the Rotary District 7010 Conference held in Peterborough during September 2010. Rotarians from across Central/Northern Ontario and Quebec took part in six local service projects at our member agencies on the afternoon of September 23rd. This event allowed Rotarians to volunteer and complete meaningful, hands-on projects that might not otherwise have been undertaken. This **Day of Caring** allowed Rotarians to see the value of caring "in action" and the powerful impact of United Way member agencies in our community.

Seeing is Believing is intended to expose Employee Campaign Coordinators (ECCs), donors, community leaders, and residents to the work and impact of our member agencies within the community. Our first ever **"Seeing is Believing"** tours took place starting September 13th to showcase the power of United Way dollars at work. We held three tours where employees from various workplace campaigns toured a minimum of three



Rotarians gather to put the value of caring into action

member agencies. ECCs, Account Executives, and Cabinet members were provided with the opportunity to tour our member agencies and meet agency clients. These powerful visits to member agencies allow participants to experience a side of our community they might not otherwise see. After witnessing the reality of life for many citizens of Peterborough, participants are often inspired to become more engaged in their community and the United Way Campaign.

2010 CAMPAIGN CABINET

Chief Murray Rodd,
Campaign Chair

Paul Downs

Peter Frood

Tina Johnston

David Lynch

David Martin

Skip McCormack

Erik Moloney

Dr. Rosana Pellizzari

Betty Smith

Tony Tilly

Ken Tremblay

Don Vassiliadis

Christian Vesnaver

David Wills

Member Agency Liaisons:

Darlene Evans

Barb Lillico

Account Executives:

Tom Bennett

Dr. Margaret Blanchette

Ross Bletsoe

Doug Boden

Sherin Boovariwala

Gordon Brewerton

Dawn Bronson

Alicia Doris

Trent Gervais

Larry Gillman

Al Heritage

Chantelle Langlois

Ken Kirkby

Linda Mitchelson

Allison Rolph-Seiderer

Nancy Sharpe

Debbie Timpero

Michelle Thornton

Martin Twiss



Venessa Michalsen, MNR loaned representative, 2010 Campaign Chair Chief Murray Rodd, are very pleased to accept cheque from OLG United Way committee members Marlene Thornbury and Bev Harrison.



Parks Canada Staff Left to Right: Sean Smith, Eric Ingram, Dwight Blythe, Ryan Murphy, Paul Wood, Sheryl Smith and front row, Richard Scott, Steph Belfry, Dawn Bronson, Eileen Nolan, Mary Robinson are very pleased to announce their grand total of \$12,536.



Dean Del Mastro and his team ready to achieve great things for the 2010 United Way campaign.



PRHC announces major accomplishment – 2010 Campaign Chair Chief Murray Rodd, Shari Forsyth, Jane Parr, Barb Huggins, Dana McIntyre, Marion Burton, Katie Fulsang, Patti Sinclair and Rick Salcak.



Smittys Breakfast – L –R Darryl Parsons Peterborough Community Chaplaincy, Morning Flakes Ric and Ron Country 105 and two of the many volunteers contributing to success of the event.



Paul Cousins owner and operator of Swiss Chalet presenting cheque to Anne Driscoll Resource Development Manager and Chief Murray Rodd, 2010 Campaign Chair.



2010 Campaign Chair Chief Murray Rodd and CEO Heather Zak accept a cheque at MNR Robinson Place.

BDO First Road Hockey Challenge for the United Way.



Campaign Awards & Recognition

Employee Awards are presented to employee groups who demonstrate exceptional per capita giving and employee participation in their annual workplace campaign. **Congratulations everyone!**

Award of Excellence requires a per capita gift of \$130 and participation rate of 90%. The 2010 recipients are:

Andritz Hydro
Big Brothers and Big Sisters Association of Peterborough
COIN – Community Opportunity Innovation Network Peterborough Inc.
Community Care Peterborough
Community Counselling and Resource Centre
Community Services & Recreation – City of Peterborough
Dwyer & Jordan
Enbridge Gas Distribution
Federal Economic Development Agency
Kawartha Family Court Assessment
Learning Disabilities Association of Peterborough
McColl Turner Chartered Accountants
Peterborough Housing Corporation
Peterborough Social Planning Council
Peterborough Youth Services
Planning Development & Building Services – City of Peterborough
Schizophrenia Society of Ontario, Peterborough Chapter
Trent Child Care Inc.
Trent Security Systems Ltd.
United Way of Peterborough & District

Gold Award requires a per capita gift of between \$85 and \$130 and a participation rate of 75%. The 2010 recipients are:

AmeriCredit
Art Gallery of Peterborough
Canada Brokerlink Inc.
Canada Revenue Agency
Canadian Instrumentation Services
Coach Canada
Collins Barrow Kawarthas
Darling Insurance & Realty Ltd.
Finance Department - City of Peterborough
GE Canada - Peterborough
Highland Heights Public School
John Howard Society
Kawartha Child Care Services
Ministry of Natural Resources
Monkman Gracie & Johnston Insurance Brokers Ltd.
Nexicom Telecommunications Inc.
Nursery Two
Peterborough County-City Health Unit
Peterborough Family Resource Centre
Peterborough Fire Department
P.A.R.N. Your Community AIDS Research Network
Peterborough Museum
Peterborough Utilities Service
Queen Mary Public School
RBC Dominion Securities
Scotia Bank – Main Branch
Scotia Bank – Portage Place
Scotia McLeod
Siemens Milltronics Process Instruments Inc.
TD Insurance Home & Auto

CORNERSTONE AWARDS

recognize workplace campaigns whose employee and corporate donations together exceed \$20,000. The following organizations received Cornerstone Awards at our Touchdown Event:

AmeriCredit
City of Peterborough
Coach Canada
Fleming College
GE Canada - Peterborough
Kawartha Pine Ridge District School Board
Ministry of Natural Resources
Minute Maid Co Canada Inc
Pepsi QTG Canada
Peterborough Regional Health Centre
Peterborough Victoria Northumberland and Clarington Catholic School Board
RBC Dominion Securities Inc.
Siemens Milltronics Process Instruments Inc.
Trent University

Thank you also to the many workplaces receiving Silver and Bronze Awards. Silver requires a per capita gift of \$50 to \$85 with 50% participation. Bronze signifies a per capita gift of \$25 to \$50 with 25% participation.

Financial Reporting

Statement of Financial Position - At December 31, 2010

	Operating Fund	Endowment Fund	2010	2009
	\$	\$	\$	\$
ASSETS				
Current				
Cash	480,910	36,936	517,846	661,535
Investments - short term	1,119,087	-	1,119,087	1,114,017
Pledges receivable from prior year's campaign	301,131	-	301,131	225,808
Interest and other receivables	58,793	11,411	70,204	27,696
Prepaid expenses	5,201	-	5,201	5,188
Due from (to) other fund	(8,938)	8,938	-	-
	1,956,184	57,285	2,013,469	2,034,244
Investments - Long Term	-	1,775,537	1,775,537	1,746,953
Capital Assets	32,131	-	32,131	35,802
	1,988,315	1,832,822	3,821,137	3,816,999
LIABILITIES & FUND BALANCES				
Current Liabilities				
Accounts payable	255,049	-	255,049	238,739
Deferred contributions	8,371	-	8,371	32,987
Deferred campaign contributions	74,110	-	74,110	93,263
	337,530	-	337,530	364,989
Contributed Equity in Capital Assets	25,000	-	25,000	25,000
Fund Balances				
Unrestricted	1,445,585	-	1,445,585	1,457,948
Internally restricted	180,200	-	180,200	177,219
Externally restricted	-	1,832,822	1,832,822	1,791,843
	1,625,785	1,832,822	3,458,607	3,427,010
	1,988,315	1,832,822	3,821,137	3,816,999

Treasurer's Report

The financial statements above have been audited by our external auditors' Collins Barrow Kawartha LLP and have been reviewed by our Finance Committee and Board of Directors. The **Statement of Financial Position and Statement of Operations and Changes in Fund Balances** have been extracted from the audited financial statements for the year ended December 31, 2010. The complete financial statements, including the **Notes to the Financial Statements** and the **Auditors' Report** are available on our web site at www.uwpeterborough.ca.

Net campaign income increased 1.4% to a total of \$2,432,888 however total revenue was down 9.1% to \$2,854,028. This change is primarily due to grant and investment income. This year grants were \$202,912 compared to \$334,341 the previous year, the decrease is mainly due to the Homelessness grant which was \$84,472 compared to \$190,844 in 2009. Investment income is \$162,302 less than in 2009, largely due to market value adjustments made at year end to investments held in the Endowment Fund. Total expenditures were \$2,822,431 compared to \$2,809,267 in 2009. Allocations to member agencies totalled \$1,700,518 an increase of 8.4%. United Way program expenses, including Campaign, Organizational & Community Development, Labour, and Community Investment were up modestly to \$754,394 compared to \$748,549 demonstrating good financial control.

Many thanks to the Finance Committee for their time and expertise during the year.

Rod MacIsaac, Treasurer

Financial Reporting

Statement of Operations and Changes in Fund Balances - For the Year Ended December 31, 2010

	Operating Fund	Endowment Fund	2010	2009
	\$	\$	\$	\$
Revenue				
Campaign contributions	2,039,951	-	2,039,951	2,143,666
Funds received from other United Ways	473,988	-	473,988	381,691
Funds received for other United Ways	-	-	-	(86,416)
Total campaign Income	2,513,939	-	2,513,939	2,438,941
Pledge loss	(81,051)	-	(81,051)	(40,397)
Net campaign income	2,432,888	-	2,432,888	2,398,544
Investment income	17,204	118,551	135,755	298,057
Program income	13,959	-	13,959	24,404
Grants	202,912	-	202,912	334,341
Nevada income	40,680	-	40,680	30,510
Other contributions	13,054	14,780	27,834	55,153
Total Revenue	2,720,697	133,331	2,854,028	3,141,009
Expenditure				
Community & Program Funding				
Allocations to Member Agencies	1,700,518	-	1,700,518	1,567,596
Designations to Member Agencies	158,576	-	158,576	149,366
Designations to Other United Ways	16,846	-	16,846	12,318
Designations to Other Registered Charities	39,082	-	39,082	51,401
Community Investment	98,900	-	98,900	100,423
Organizational & Community Development	234,737	-	234,737	243,225
Labour Program	46,653	-	46,653	41,348
Board and Emergency Fund Grants	-	-	-	10,000
Winter Warmth	37,743	-	37,743	49,032
Homelessness Project	83,214	-	83,214	189,000
United Way of Canada Membership Fees	18,266	-	18,266	17,427
Fundraising Expenses				
Investment management fees	-	13,792	13,792	14,578
Campaign expenses	374,104	-	374,104	363,553
Total Expenditure	2,808,639	13,792	2,822,431	2,809,267
Excess (Deficiency) Of Revenue Over Expenditure For The Year	(87,942)	119,539	31,597	331,742
Fund Balances, Beginning Of Year	1,635,167	1,791,843	3,427,010	3,095,268
Interfund Transfer	78,560	(78,560)	-	-
Fund Balances, End Of Year	1,625,785	1,832,822	3,458,607	3,427,010

The Forever Fund

The Forever Fund is United Way's permanent endowment fund. Launched in 1991, the Forever Fund ensures that United Way's tradition of caring continues into the future - for the sake of our children and our children's children.

While no one can accurately predict future requirements, United Way will be constantly challenged to raise sufficient funds to meet the changing needs within Peterborough City and County. The Forever Fund has been established to provide United Way the income to address these future needs and to provide the necessary financial support. This year the Forever Fund generated \$78,560 in investment income, which is transferred to the Operating Fund.

Donors to the Forever Fund may designate their gift to the Special Interest, General or Administration Funds. Establishing a legacy will benefit our community and all who live here.

The total value of the Forever Fund as of December 31, 2010 is \$1,832,822.

Media

Our thanks to the media for their generous contribution and support. Together they help us build a stronger and more vibrant community. Their in-kind contribution exceeds \$100,000 in donated media advertising and promotion.

- Corus Entertainment – (CHEX Television, The Wolf and KRUZ radio)
- CHUM Group – (Country 105, Energy 99.7 and 91.9 Bob FM)
- Lakefield Herald
- Peterborough This Week
- SNAP Peterborough
- Star 93.3 FM, 107.9 The Breeze FM
- The Peterborough Examiner
- TVCOGECO
- The Millbrook Times

Appreciation To...

2010 Loaned Representatives

United Way of Peterborough & District wishes to express our sincere appreciation to **Royal Bank** for once again providing a Loaned Representative, **Marelyn Waldorf**, for our 2010 Campaign. We would also like to thank the **Ministry of Natural Resources** for providing a Loaned Representative, **Venessa Michelson**.

Office And Administration Volunteer Support

Bill Nicol
Tom Robbins
Jerry Schweir
Lori Jewson

Fourinfo Volunteer and Part Time Staff Member

This year we were lucky to recruit **Andrew MacDonald** to assist us in developing new records on **www.fourinfo.com**. Andrew spent many volunteer hours researching on the internet and placing phone calls to create drafts of new records for many local organizations and also all local schools and churches. Andrew did such a great job as a volunteer that we hired him to work part-time to do office support and computer data entry. Congratulations Andrew on your new position at the Ministry of Natural Resources!

Office Supplies

Special thanks to **Rocky Ridge Drinking Water** for providing the office with drinking water, **International Blends** for their donation of coffee, **Nexicom** and **Quid Novis** for their internet services and supports, and **Praxair** for donating the helium for all the balloons.

Brookdale Kwik Mart

Thank you to the staff of **Brookdale Kwik Mart** for continuing to support United Way as our Nevada Outlet, raising a net amount of \$21,500 in 2010.



Ross Bletsoe, Lakefield Foodland – receives a Certificate of Appreciation from Resource Development Manager Anne Driscoll.

Our mission is: "to improve lives and build community by engaging individuals and mobilizing collective action."

United Way of Peterborough & District
277 Stewart Street, Peterborough, Ontario K9J 3M8

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705-742-8839 phone • 705-742-9186 fax

The Way to Help the Most