



United Way
Peterborough & District
uwpeterborough.ca

WHAT DOES
LOCAL LOVE
LOOK LIKE?



Employee Campaign Co-ordinator Handbook

2019 Campaign

Your role as Employee Campaign Co-ordinator (ECC)

Welcome!

Workplace campaigns account for well over half of our campaign achievement and ECCs (Employee Campaign Coordinators) are an integral part of the United Way Campaign and you are the key person in your workplace. You are the go-to person. The one who assembles a team, creates a plan, and acts as an 'ambassador' for United Way. We would like to **thank you** for the job you are about to do.

As an ECC your responsibilities include:

1. Learn about United Way Peterborough & District
2. Build your team
3. Analyze, develop an Action Plan, and goal set!
4. Kick off and Canvass
5. Hold Special Events
6. Wrap-up, Recognition and Evaluation

Benefits to you:

1. Opportunity to learn/develop leadership skills
2. Lead a project from start to end
3. Develop fundraising skills
4. Get to know your colleagues/network
5. Gain knowledge of other divisions/departments of your organization
6. Make a difference in the lives of people in your community!

We are here to help!

United Way staff and reps are an important tool, and we are here to support you every step of the way! If you cannot remember who your staff support is email office@uwpeterborough.ca with your name and workplace and we will connect you.

Find everything you need online at www.uwpeterborough.ca/how-to-help/run-a-workplace-campaign/ including:

- Videos
- Posters
- Success stories
- Campaign ideas
- Training information
- Additional info on the work of UWP

How to Organize an internal workplace Campaign

Laying out the groundwork

Obtain Support from Management

Successful workplace campaigns need a strong endorsement from management and if there are unions, labour (where applicable). By agreeing to a campaign, your CEO/senior manager/union leader has already indicated an interest in supporting United Way and our community. Encourage them to take an active and visible role in your workplace campaign.

Some examples may include:

- Sending a personalized message to each employee encouraging participation
- Attending and/or speaking at your events such as your internal campaign kick off
- Approving the necessary work time needed to plan and implement your campaign

Recruit a campaign team and canvassers

Start this process as early as possible. Forming a committee with a blend of new and returning members will encourage new ideas while maintaining continuity. The size of your organization will determine how many members your committee will need and what their individual functions will be.

To increase donors, identify any specific areas with low participation rates and try to recruit a representative from that area as part of your committee.

Canvassers

While your internal United Way campaign committee helps develop a plan and strategies, the canvassers are the actual front line volunteers. An ideal number of canvassers would be 1 canvasser per 10 co-workers. Canvassers should be familiar with the work of UWP and have access to materials and stats to answer questions to help ensure co-workers are making an informed decision about their charitable giving.

Effective canvassing begins with the selection of reliable, enthusiastic volunteers. Emphasize how much their involvement would mean to you, UWP, their workplace and our community. Tell them why you think they are the best person for the job. Canvassers should be:

- Representative of your workplace to facilitate peer to peer canvassing
- Able to ask for a financial donation without being self-conscious

Analyze, develop an Action Plan, and goal set!

Review past Campaign Results

Begin your analysis by gathering information of previous campaigns. UWP can help with this. Identify the strengths and weaknesses while identifying possible opportunities.

- How many people participated
- What was the average gift
- How much money was raised
- Was canvassing effective – can it be improved
- Were special events effective?
- Major recommendations for the upcoming campaign

Once you have answered these questions, you are ready to develop your own action plan!

Goal Setting

Establishing a clear goal is one of the most important best practices in any fundraising plan. Keep your goals realistic and attainable, but make sure they provide a challenge to your Campaign Team to keep them motivated. In addition to overall financial and participation goals, consider setting goals or challenges for specific departments or groups.

Goals don't always have to be purely total amount raised. Consider the following types of goals:

- Increasing participation rate
- Increasing average gift
- Increase number of leadership gifts (A leadership gift is \$1,200+)

Once a goal is determined, publicly announce it in the workplace and ensure progress is communicated via email, thermometers and posters. Visualization of the goal will help co-workers take ownership of it.

Strategies for Retaining & Increasing Donors!

One of the primary objectives of almost every employee campaign is to retain and increase donors. Here is a list of suggestions to help you accomplish this in your workplace:

******Improve Your Canvasser Training:** Make sure you are sending out the most enthusiastic, well-prepared team possible. Insist all canvassers attend training and work with your United Way staff support person.****

Face-To-Face Canvassing: People give to people, so make sure that employees are personally “asked” to support the campaign - either one-to-one by a canvasser or during the course of a group canvass meeting.

Focus on Retaining Donors: Let past donors know the impact of their donations. Make sure that people feel good about giving by thanking them for their gifts.

Hold a Team Planning Session: A Team Planning session facilitated by United Way will save you time and help you develop creative and effective strategies for retaining and increasing donors.

Recruit a Representative Campaign Committee: The people you recruit should reflect the general make-up of your organization, i.e., people from labour, management, support staff, each department/floor, various ethnic/cultural backgrounds, etc. If you already have a committee, identify areas with potential for increasing donors and actively recruit a committee member to ensure representation from all areas.

Secure Visible Management Support: Ensure that representatives from senior management/labour leadership are present at all key meetings and events.

Ensure that Middle Management is on Side: Present the campaign plan at management meetings. Have your CEO issue a memo outlining how she/he plans to participate in the campaign and listing the ways that other members of the management team can get involved.

Set a Participation Goal and Declare it Publicly: You may even want to build it into your campaign theme. Alternatively you can publicize the number of donors you are aiming for.

Personalize all Pledge Cards: It is much more difficult to ignore a form that has your name on it than one that is generic.

Focus More on Pledge Card Canvassing: (particularly on leadership and payroll deduction) and less on special events.

Give Every Employee the Opportunity to Participate: Ensure that all employees are being asked for their support (i.e., part-time, contract, unionized, management, support staff, shift workers, home-based workers, retirees, new hires, field employees, etc.).

Regain Lapsed Donors: If possible, Identify employees who did not donate last year, but did contribute in the past. Approach them and find out why they didn't contribute - it could be that they just weren't asked.

Welcome New Donors: Develop a special “welcome program” for new donors. This could involve a special “thank you draw for first-time donors”, a special thank you letter or a personal thank you from a long-time donor.

Ask for 100% Return of Pledge Cards: Request that all employees return their pledge cards whether or not they decide to donate. This will simplify tracking, help maintain confidentiality and likely result in some additional donations.

Offer Early Bird Incentive Prizes: This is a great incentive for donors to submit their pledge cards by a specified deadline. (One of the most popular incentives is a draw for time off work with pay or free parking for a specified length of time if employees generally pay for parking).

Re-Canvass: If you don't get the results you expected the first time around, then re-canvass employees using some of the techniques described in the Best Practices section of this guide.

Implement a Participation Challenge between departments, floors or locations within your organization, or challenge another organization within your industry/sector.

Kick off and Canvas

Kick Off

It is very important that every workplace United Way campaign have a definite beginning and an end. Kick off can be an event, a publicity blitz, or simply something fun and out of the ordinary that signals the start of your campaign. Remember the kick off should be an awareness event, not a fundraiser. It can jeopardize the results of your campaign if it is used as a fundraiser.

Here are a few ideas that have been successful:

- Place a balloon at each employee's work station, along with his/her United Way pledge form, a United Way information brochure and some key facts about your campaign (i.e. goals, canvassing dates, special events, etc.).
- Position senior management at each entrance to greet people and hand out free coffee/balloons as people come into work.
- Hold a pancake breakfast or barbecue lunch where senior management/union executives act as celebrity chefs. Try to get all ingredients donated and provide food to employees for free.
- Hold group meetings to introduce the campaign and show the United Way video. Hand out free bags of popcorn as people enter the sessions.
- Invite a United Way Speaker from our Speakers Bureau program to present on the life changing impact of United Way and its' Partner Agencies in our community.
- Launch a publicity blitz. Mobilize a team to display posters, thermometers and any promotional material in prominent places throughout your organization.
- Send out an endorsement memo to all employees from your CEO, President, etc. outlining the highlights of your campaign and asking for full support.

Whatever you decide to do for your kick-off, be sure that it reaches every employee and it is an event that is well-publicized and appeals to a broad range of your employees.

Canvassing

An effective canvass is the single most important element of your campaign. Whether you canvass each employee individually or hold a group canvassing session with one on one follow up, it is important that each employee be approached individually and followed up with!

Canvassing should have a definite time frame with a fairly short turnaround (1-2 weeks) and should take place before any special events. Having a strong reporting and monitoring system in place will help you track your progress and allow you time for planning a re-canvass if goals are not met.

The Ask

Types of Asks

Make your own donation first – it is much easier to ask others to give when you have done so yourself! Begin by canvassing people you know; it is a great way to get comfortable with the ask and build your confidence.

Here are approaches for canvassing:

One to One

A canvasser personally connects with a fellow employee. When employees are asked to contribute by a peer, it is more meaningful. Peer canvassing is advisable at every level of the organization and is preferable where employees are spread over a large area and it is difficult to get everyone together.

Group

Pledge forms are distributed following a presentation, an effective and efficient method, ensuring everyone receives the same message. Your canvasser team still has a one-to-one role to play in these situations by encouraging employees to attend all presentations and following up with those who were not present.

Combination

Similar to a group canvass, a presentation is held but pledge forms are not distributed, allowing Canvassers to perform a one-to-one follow-up with each employee. Canvassing should be done immediately following the presentation.

Mail

Pledge forms are distributed by mail. While the personal approach is the most effective method of canvassing, certain work situations (i.e. field workers and retirees) necessitate the use of a mail approach to effectively reach all employees. Experience shows that the most effective mail solicitations are conducted as a separate communication and not included in pay envelopes. Many campaigns incorporate a personal phone call to follow-up on outstanding donations.

Sample Ask

The number one reason people do not give is that they were not asked! Make sure every employee was asked to participate, face to face when possible.

Know your campaign details:

- When is your campaign beginning/ending
- Tell them about the exciting events the internal United Way committee has planned
- Share your campaign goal

Be prepared for questions and concerns

- Familiarize yourself with UWP and our work
- Arm yourself with our FAQ (included in this guidebook)
- If you don't know the answer or are not comfortable answering the question, offer to get back to them and send along the question to your UWP staff support. It's ok not to know!

Make the ask

- Find out their interests and connect them to United Way
- One on one and peer to peer is the best way to ask

Tips for making the ask

- Be positive
A smile can go a long way
- Ask co-workers you know first
Start by approaching the people you're most comfortable with first. You'll gain confidence and be ready to approach those you don't know well after
- Highlight the important of each gift
Talk about the impact of each individual's gift and the difference it makes in the community
- Mention the ease of giving
Encourage giving through payroll. Emphasize how their gift can be spread over specific pay periods. Tell them that their payroll gift is recorded on their T4 so it's easy at tax time.
- Contributing is voluntary

SAMPLE ASK

"I just wanted to come by and drop off this United Way pledge form and some information about some key United Way-supported programs that are happening right here in Peterborough City & County!

Your gifts make a difference right here in our neighbourhood. To help the most people, we are striving for GOAL (amount or participation level).

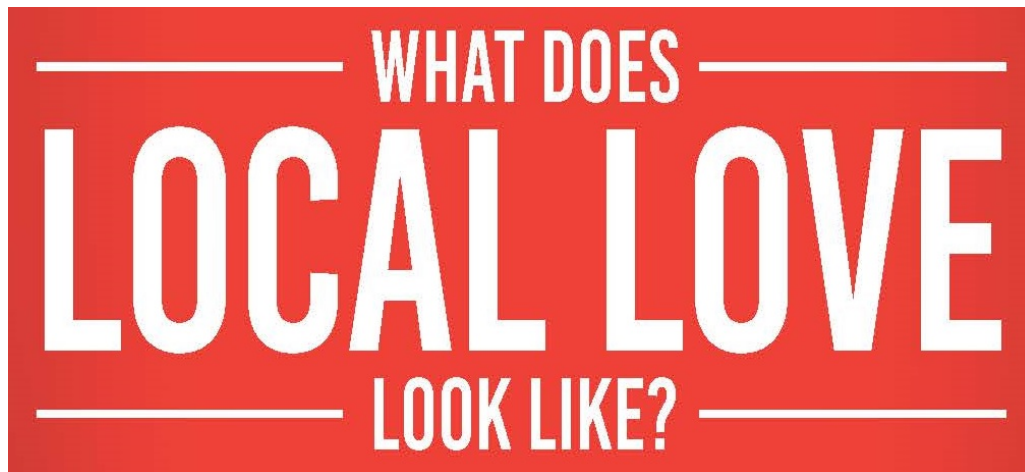
If you have any questions about United Way please let me know. Thank you for your thoughtful consideration to pledge this year!"

Share your enthusiasm and be a resource to help your co-worker make an informed decision about giving.

Tips for promoting pledge card giving:

- Create 'passport' to all events for those who return pledge form early
- Reserved parking spots
- Lunch in the boardroom with the CEO
- Company promotional items
- Extra break/ shortened work day/ Friday afternoon off
- Free oil change
- Free assistance with personal income tax preparation from your accounting department
- Birthday vacation day
- A travelling trophy that goes to the department with the highest participation
- Dress down days
- Provide certificates for free coffee for a week
- Provide certificates for a free meal if an in-house cafeteria is available
- Spring cleaning or housekeeping service coupon
- A "make your own ice cream sundae" party
- Trade your job with the senior manager of your choice for a day
- Hand out pledge cards at the kick-off and encourage return of the pledge card at the end of the event to be entered into a draw for a prize. A donation must not be required in order to be eligible for the draw
- Encourage all staff members to submit their pledge form even if they are not donating to ensure that the organization can get an accurate sense of their participation rate
- Create visual representation recognizing people who have donated. The visual recognition encouraged other employees to make a donation

* Where the donor received an item, privilege, or other benefit in return for a donation, the value of the benefit may not exceed the lesser of \$75 or 10% of the donation amount. For more information, visit cra-arc.gc.ca.



Special Events

Special events create excitement and awareness for your campaign. They are a good complement to your campaign but should never be a replacement for pledge form canvassing.

Some things to consider when planning a special event:

- What would we like to accomplish with this event? Raise money? Raise awareness? Boost employee morale?
- Have we tried this event in the past? Was it successful? How many employees participated? How much money did it raise?
- What is our financial goal for this event?
- How much time will be required to organize the event? What other resources are required, i.e. money, equipment, volunteers, etc.
- Who will organize the event?
- Where will the event be held?
- How will the event be publicized?
- Is special approval or a license required?
- Is a back-up plan or rain date required?

Special events should take place after the initial employee canvass because small donations at a Special Event (a \$2 cookie at a bake sale) should not replace pledge form donations (\$2/pay).

Special Events – putting the fun in fundraising

Special Events are a fantastic way to create awareness, infuse your workplace with energy, and boost employee morale. They certainly can raise money, but the real value in special events is the excitement and momentum they create for your annual United Way workplace campaign.

Agency Speaker	Arrange for a member of United Way's Speakers' Bureau to attend a departmental meeting or coffee break. Most presentations take about 10 minutes and it's a great way to learn about our community.
Agency Tours	Arrange for your workplace committee, canvassers or small groups of employees to tour United Way agency partners see first-hand the work they do in our community. Tours take as little as 30 minutes.
Auctions (Services)	Auction your employees' special talents as prizes. Guitar lessons, cook dinner, valet parking, or buying & delivering coffee everyday for a week for example.
Auctions (Silent/Live or Email)	Employees and/or departments and/or union locals can donate baskets or prizes to the auction. Employees write their bid on a bidding sheet (Silent/email), or have a Guest Auctioneer and use paddles to bid (Live).
Bake / Book / Garage Sale	Always fun to shop! All proceeds donated to United Way.
BBQ Lunch or Breakfast	Executive Chefs serve breakfast or lunch to kick off your campaign. Arrange for someone from United Way to come and join in the fun.
Bowling	At the end of the hall or playing the real thing.
Carnival / Mardi Gras /Vegas	Employees pay to play a variety of games and/or they can win "starter" chips with every \$5, \$10, etc. pledge made.
Car Race / Horserace	Build a large display of a racetrack with cars or horses representing each department. Cars/horses will advance around the track as dollars and/or participation rates increase in each department.
Car Wash	Executives and volunteers wash cars in the company parking lot over the lunch hour to maximize employee participation. Charge a flat minimal fee.
Casual / Jean Days	Charge a donation fee to wear jeans on Friday or free when you return your pledge form.
Celebration	Hold a Celebration at the end of your campaign to thank all your volunteers and donors and celebrate your success!
Chili Cook-off	Co-workers compete for bragging rights for the best chili! Charge a small fee per bowl and include rolls for lunch.
Coffee Cart	Executives and/or Canvassers hand out free coffee and/or donuts as they distribute pledge forms and brochures. This event is great for workplaces that employ shift workers or those who can't leave their desk for traditional events.
Cookbook	Compile a cookbook of employee recipes and sell to raise money for United Way.
Crossword Puzzle	To create awareness, generate a crossword puzzle using clues and answers from United Way's website. Award small prizes to the person who answers all questions correctly.
Dance Lessons	Talented employees offer to teach dance, yoga or aerobic lessons for a small fee with all proceeds to United Way.
Day of Caring	Help out at a United Way agency during the week or on a weekend. Jobs may include painting, building a fence, planting gardens, BBQ's, etc. These can be arranged by United Way.
Dress Up Days	Wear RED for United Way or dress according to a specific theme to build energy and excitement.
Dunk Tank	Employees pay a small fee to dunk their favourite Executive! Yes, you can rent Dunk Tanks!
Elevator Toll	Charge a toll for anyone using the elevator on a particular day of the campaign. Hand out "tickets" with United Way facts to create awareness while raising money at the same time.

Jail & Bail	Employees pay a small bail to free their favourite Executive from "jail"! Advertise all proceeds to United Way.
Lunch	Executive Chefs serve lunch to kick off your campaign.
Lunch & Learn	Leading up to your campaign, offer free information sessions during the lunch hour. Arrange for an Agency Speaker to present. Encourage employees to bring their own lunch.
Office Olympics or Mini-Golf	Schedule noon hour events each day during your campaign to promote team spirit and encourage inter-departmental competition. Charge a flat fee per team and donate proceeds to United Way.
Piggy Bank Challenge	Groups decorate piggy banks. Have a best dressed pig competition or fattest pig with the most dollars. Piggy banks then used for employees to drop-off their change during campaign. Alternately, have collection jars beside cash registers or vending machines and collect donations all year long.
Pie Throwing Competition	Pay to throw a pie in your favourite Executive's face!
Pizza Night	Free pizza for that 2 am shift. Arrange an Agency Speaker to raise awareness (yes, even at 2am!).
Potluck Lunch	Promotes team spirit.
Scavenger Hunt	Schedule during the noon hour to promote team spirit and encourage inter-departmental competition. Charge a flat fee per team and donate proceeds to United Way.
Shoe Shine	Executives shine shoes in exchange for a small donation.
Spelling Bee	Employees vs. Management. Use United Way words (messaging, agency names, etc.), to create awareness and promote team spirit.
Talent Show / Karaoke	Encourage employees to compete for the title of "Workplace Idol". Executives or Local Celebrities can guest judge.
Themed Events	Coincide your campaign and/or event with the current season or holiday (Back to School, Thanksgiving, Halloween).
Trivia	Include questions about United Way and your own workplace campaign to create awareness. Award a prize to the person who answers all questions correctly.
Ugly Sweater Day / Ugly Tie Day	Employees can vote on their favourite (or "ugliest"), use as a fun event.
Video Game Tournament	Individuals or teams pay to play faves like Guitar Hero, Rockband and Wii Olympics. Teams can dress the part.

Offering free admission, charging a *minimal fee* for special events is a great way to ensure employees still have the capacity to support the annual campaign and help you reach your goal.

Better yet, why not use the donor's completed pledge form as an entry ticket to a special event!

Nickel-and-dimed vs. pledge-based

Nickel-and-dimed: Betty pays \$5 to enter a Jays game draw, \$8 for raffle tickets, and \$2 for dress down Fridays. Since Betty has already made 3 donations she does not submit a pledge form.
Total donation = \$15

Pledge-based: Betty fills out her pledge form to get an All Access Passport, which includes an entry into the draw, 5 raffle tickets, and access to dress down Fridays. Betty pledges \$1/day = \$365 gift and freely enjoys all the fun

Extra impact for our community = \$350!

Wrap Up, Recognition and Evaluation

Wrap Up and Recognition

Just as the beginning of your campaign was marked by a kick-off, the end should be signalled by a wrap-up.

Your wrap-up should:

- Announce the end of your campaign
- Communicate your campaign achievements (dollars, participation, etc.)
- Thank donors and recognize your campaign volunteers

You can mark the wrap-up of your campaign in a variety of ways.

Here are a few suggestions:

- Hold a wrap-up meeting for all employees to announce results and thank participants. Arrange to have a cheque presented to United Way. Take a photo for your employee newsletter.
- Hold a wrap-up reception in a central location (if your workplace has multiple locations). If you have an executive boardroom or dining room which is not widely accessible to employees, try to hold the reception there as a “perk”.
- Organize a wrap-up ceremony in your cafeteria/lunchroom during peak period. Invite all canvassers and senior management/union leadership. Distribute canvasser certificates at that time.
- Print a special Campaign Newsletter to announce your results and recognize volunteers, sponsors etc. This is a great opportunity to include any photos taken during the course of the campaign.

Debrief/Evaluation

It is important to reflect on what worked and what didn't at the end of your campaign. We are happy to facilitate and take notes at a debrief session.

Celebrate your campaign results!

Let's Get Social

- Follow us on Twitter, Instagram, Facebook (@UnitedWayPtbo) and YouTube (United Way Peterborough & District)
- Send us your social media handles and we'll follow you!
- Sign up for our enewsletter, Local Hands United by emailing Erica: erichmond@uwpeterborough.ca
- Use #LocalLove in your posts
- **Photo Opportunities**: Take a picture, share on social media and tag us!
 - workplace events or campaign updates (example: thermometer milestones, United Way Campaign stations etc)
 - Take a picture or video of a staff member who is willing to share "Why I Give...."
 - If you come to our events, take pictures!
- If we post something that resonates with you or your workplace, like, comment and share amongst your follows!
- We want to promote your workplace and commitment to building a healthy and strong community!

Investing for Impact

Your investment helps people meet their basic needs through:

- Food Security
- Housing Access & Stability
- Financial Literacy & Economic Growth

Your investment helps people gain skills and realize their potential through:

- Education and Life Skills for Youth
- Supports for Families
- Employment and Skills Training

Your investment helps people establish, build and realize their potential through:

- Healthy Aging for Older Adults
- Mental Health & Addictions Recovery
- Violence or Trauma Resilience
- Inclusive Community

PARTNER AGENCY ALLOCATIONS

Big Brothers, Big Sisters of Peterborough	76,309
Canadian Mental Health Assoc. Peterborough	38,154
Community Care Peterborough	55,112
Community Counselling & Resource Centre	76,309
Community Living Trent Highlands	40,698
Elizabeth Fry Society Peterborough	50,873
Food For Kids – Peterborough Public Health	12,000
John Howard Society of Peterborough	50,873
Kawartha Sexual Assault Centre	36,459
TRACKS Youth Program	10,000
New Canadians Centre	55,112
Z11 Ontario	5,000
PARN	33,067
Peterborough Reintegration Services	46,633
Peterborough Child & Family Centres	50,873
Peterborough Youth Services	44,090
Trent Valley Literacy Association	25,436
YES Shelter for Youth & Families	59,351
YWCA of Peterborough, Victoria & Haliburton	76,309

NEIGHBOURHOOD FUNDING

One Roof Finance & ID Hub	4,700
The River Magazine	2,500
NB Discovery Mural	2,500
Inspire Women's Portrait Project	3,000
Peterborough Folk Festival	2,000
Garden Stewardship Program	3,000
Communication Displays at PTBO Zoo	2,300

United Way Peterborough & District
 uwppeterborough.ca



*Data taken from 2018-19 audited financial statements. For full report visit: uwppeterborough.ca

UNITED WAY PETERBOROUGH SUPPORTED INITIATIVES

Age Friendly Peterborough	81,405
Organizational and Community Development	300,547
Coats for Kids & Adults Too	0
Training & Consulting Services	0
Housing is Fundamental	0
Basic Income: The Time Has Come	0
Day of Caring	0
Tampon Tuesday	0
Seeing is Believing Tours	0
Labour Programs and Services	58,939
Peterborough Precarious Employment Research Initiative	0
Labour Community Advocate Training	0
Designations to other Charities	68,404
Homelessness Partnering Strategy	208,261
Fourcast	0
YES Shelter for Youth & Families	0
iCountPtbo – Homelessness Enumeration	0

TOTAL COMMUNITY INVESTMENT

1,580,214



Stories of Impact



It took **Joummana Mualem** and her family four years to escape the turmoil of the Middle East.

They traveled from Syria to Egypt to Bahrain and then to the United Arab Emirates before finally securing paperwork needed to move to Canada. They landed in Peterborough thanks to a private-sponsorship group in autumn 2016 and have since embraced the community as much as it has embraced them.

The family has settled in nicely to their new home, thanks in part to the many programs and services provided by the New Canadians Centre (NCC).

Those services are partially funded by the United Way of Peterborough and District.

This year, the NCC received \$55,122 from the United Way. Hajni Hos, executive director of the NCC, says that money is used for all newcomers to Peterborough, not just those from Syria who

have arrived since late 2015.

“Funding from United Way enables us to support newcomer clients who we would not be able to support otherwise through federal funding for example international students, migrant workers, refugee claimants, etc.,” says Hos.

“But funding is only one benefit we receive from the United Way. Experts at United Way support our staff and board (with) professional development through various workshops. By being a member of the United Way family we are able to network and partner with other community organizations, and help the ones in need together.”

Joummana says the NCC has become a second home of sorts for her family, husband Mohamad Bashar Asfary, daughter Malaka Asfari, 15, and son Faadel Al Asfari, 13.

Early on they started volunteering as interpreters because they speak both Arabic and English. Her son Faadel says he’s been given opportunities to try different things he would not have been able to in Syria and other Middle Eastern countries.

He’s also settled in nicely at St. John Catholic Elementary School, where he has made many new friends.

“I feel like I can speak the way I want to without worrying about being attacked or made fun of,” says Faadel. “It’s very peaceful here with people who appreciate you.”

Wise for his young age, Faadel speaks openly about the atrocities his family faced before finally finding sanctuary in Canada. Their last stop in the United Arab Emirates was fraught with prejudice because they came there from another country.

They had no other place to turn while fleeing the violence that was encircling them. Their home community near Aleppo, Syria, was ravaged by war. Faadel’s father Mohamad was a family doctor whose office was destroyed.

“I felt it would never end,” says Joummana.

The turning point was the day five children were kidnapped from Faadel’s school. Faadel didn’t know the children, however, he has lost touch with other close friends from his home.

“I had one friend who escaped to Lebanon while we were still in Syria. I haven’t heard from him since 2013,” he says.

The four years that followed was full of never-ending stress. For an entire year, the family lived in a hotel, using all of their savings to survive.

“It was like being in a boat trying to get somewhere and we are just stuck in that boat,” explains Joummana. “But you never give up. I wanted to teach them (my children) to not give up.”

With some family already in Canada, they began the process of moving here.

They arrived on Sept. 27, 2016.

Since then, Joummana has started a job with the Kawartha Pine Ridge District School Board as an Arabic teacher at Peterborough Alternative and Continuing Education. Her husband has been volunteering at Trent University doing medical research as well as interpretation services for the NCC.

Approximately 400 people from Syria are living in the Peterborough area. According to Hos, four families have moved away to join other family members in other communities, however, four new families from Syria have moved here.

Each makes its way to the NCC for support, which is given through community funding provided to the organization.

“How the community has stepped up in the last two years is amazing,” says Hos. “It has allowed us to provide support on a whole new level.”

The show of support is evident by the NCC’s Wall of Hope. When you walk into the building on Romaine Street, you are greeted by dozens of post cards with encouraging messages for new comers to read.

The Wall of Hope campaign is held each holiday season along with the NCC’s Choose Hope fundraiser. People are encouraged to give monthly gifts or one-time donations to the NCC to help new comers achieve success. Donations can be made by

visiting www.nccpeterborough.ca.

Beyond this, donations to the United Way campaign will also go a long way to providing continued support and hope for families, like Joummana’s.

“Our kids now have a future,” she says. “Now they can control it.”



by [Lance Anderson](#)

Lance Anderson is a photographer/reporter with Peterborough This Week and mykawartha.com

Follow Lance Anderson on Twitter: [@lancerlens](#)

Email: landerson@mykawartha.com

Robert Hamm

Robert Hamm stared back at a broken man.

The reflection on a scratched mirror above a tiny sink inside his cell at the Central East Correctional Centre in Lindsay was far from the person Hamm wanted to be. He was broken and ashamed of what he had done — what he had put his young daughter through. His cellmate, another drug addict dealing with the vile effects of withdrawal, was no help. Hamm didn't like what he was seeing.

He didn't like the fact that little Reah Jo may never get to know her father. He didn't like being a bad man. He didn't like what his future held if he continued on his destructive path.

Today, Hamm, 35, is a different person. He is clean, sober, and a caring father whose sole purpose is to be there for his little girl, a peppy four-year-old kid unaware of the hardships her father has endured to turn his life around, to be the person many around him knew he could be.

Robert Hamm is a new man.



Hamm started with marijuana and alcohol when he moved to Fort Erie from Brampton with his family when he was around 13 years of age. He was a city kid now in a small town trying to fit in with new friends.

Rebellion set in. He dropped out of high school in Grade 10, took a job at the Fort Erie race track and started experimenting with harder drugs like cocaine.

At 18, Hamm moved to St. Catharines with a girl. Then came the heroin, and it was all downhill from there.

"He would come home and his mother would sit him down and say you've got to be better. You need some help," recalls Hamm's father, Steve.

But drugs had a vice grip around Hamm's life. Everything he did was for that next hit. He resorted to selling narcotics to pay the bills and to itch that constant scratch, that nagging compulsion to get high.

Hamm knew the damage he was doing to himself. He started taking methadone to begin recovery. Everything was going great until he moved to Peterborough.

His mom was sick and he came to help. He soon met another girl, and within two weeks was right back into the drugs. She was living the lifestyle from which Hamm was trying to escape.

His girlfriend became pregnant. She gave birth to Reah Jo 13 days after Hamm's mother died. Her death sent Hamm on a spiral into depression.

He consumed more drugs to mask the pain and sold more drugs to pay for his addiction.

All this soon caught up with Hamm. He was arrested after selling drugs to an undercover police officer in 2014. That landed him in Lindsay jail, but the experience wasn't enough to scare him straight. He was released on bail and went right back to his old ways.

By now he and his girlfriend had racked up domestic assault charges. Court orders were issued so Hamm could have no connection with his ex-girlfriend. He ignored those orders on Dec. 23, 2014, when he brought Christmas presents over to his daughter. He says his ex asked him to stay with Reah Jo while she went to the doctor's office.

He fell asleep with Reah Jo in his arms and woke a couple of hours later to his ex saying the police were on their way.

She had told the doctor that Hamm was with Reah Jo. The doctor, says Hamm, was obligated to notify police because of the couple's history of drugs and assaults.

"The police surrounded the house," recalls Hamm. He spent Christmas 2014 in a jail cell. "It was heart-wrenching," says Steve. "He knew he shouldn't have gone there (to his ex's house). He broke a court order."

Hamm had a court date of Jan. 14 to answer to the charges. His ex was supposed to be there, but didn't show up. Hamm found out from his lawyer that the Children's Aid Society was now involved.

Hamm was told his ex was given two choices: put Reah Jo and her other child into foster carer or a court order would be sought to take them. Reah Jo's mother opted for foster care and Hamm want back to jail.

Broken and alone, Hamm recalls the moment his life changed. That reflection peering at him from the dingy, scratched mirror. Seeing that person, that man who may never see his daughter again. It was too much to bear.

"That was my rock bottom," says Hamm.

Charges against Hamm were eventually withdrawn and he was released from jail with no place to go but the Brock Mission men's shelter.

Steve's girlfriend, Barbara Saunders, intervened. She told him there was no way he was going to a shelter and invited him into her home to live.

"The Robby I had seen was this teddy bear on a road to recovery. I saw all the good in him and I've always been a person to say give people another chance," says Saunders.

Hamm doesn't know if he could have successfully recovered from his addictions if he was living in a shelter. "It was very important," says Hamm. "Barb took me in and she's part of the reason I am who I am today."

Hamm started the long road to recovery. He began setting up meetings with the Children's Aid Society to arrange for supervised visits with his daughter. He was told he would have to make some real changes in his life if he wanted to be a full-time father.

Those changes included battling the demons of addiction and anger. He enrolled in every course available through the John Howard Society, Community Counselling and Resource Centre, FourCAST and the Salvation Army. Many of these programs are funded by the United Way of Peterborough and District, programs that helped Hamm change, eventually becoming Reah Jo's full-time parent.

Hamm has since started his own group, Men Supporting Men, with Garnett Sage and Cody West. They meet every Thursday at the John Howard Society from 6 to 8 p.m. The group is open to all men, no matter what they are dealing with. Hamm says it's a safe place for men to discuss their problems and learn ways to get help.

Although not affiliated, Hamm says the John Howard Society gave them a room to hold the meetings.

On Tuesday morning (Sept. 19), Hamm was given an opportunity to thank the United Way and its many supporters and agencies at the 2017 campaign kickoff breakfast. He delivered an emotional speech about his life.

"There was a big crowd which made me pretty nervous," says Hamm. "But seeing my daughter there was a big help for me. She's turning five in October and she doesn't know what she's done for me."

Sobriety has opened many doors to Hamm. He now works for himself doing property maintenance and construction jobs. He met a new love, Christina Erskine, whom he and Reah Jo now live with.

"She's an amazing woman who gave me a chance," says Hamm. "There's something special about her." As for Steve, he's just proud his son has become the father he knew he could be. "I always knew he had it in him," he says.

Credit: **Peterbio: Robert Hamm**

News Sep 22, 2017 by [Lance Anderson \(/haldimand-author/lance-anderson/5165fd55-baeb-485f-a9fb-386eb1e4bc3f/\)](#)
<mailto:landerson@mykawartha.com> Peterborough This Week

Erica

“I am not a victim. I am a survivor.”



Erica was living the carefree, college life in Hamilton when she met him. He was wild and fun... everything you want from a college boyfriend. They started dating and within a couple of months Erica was pregnant.

She knew immediately that she was keeping the baby. Erica told him she would do this with him if he chose to stay, or on her own if he didn't. He stayed. Erica took time off school. He continued to party. Despite her requests that he start cutting back on his drinking before the baby was born, he persisted. The more she asked him to slow down, the more heavily he drank. The more he drank, the more abusive his words became. Before long his verbal abuse turned physical. Erica learned to live on eggshells, not wanting to risk harm to her unborn baby. She did whatever she could to keep the peace.

Baby Avery was born. And she was beautiful.

But Erica's joy eroded as the abuse became more and more violent. She didn't know what to do. She was alone in a still unfamiliar city without friends, family or a job. She couldn't afford to go back to school. Leaving Avery alone with "him" was out of the question. Erica was scared and felt trapped but she didn't know how to ask for help because she was convinced this was all in her head, despite the very real bruises.

One night, when Avery was not quite two years old, she witnessed her father choking Erica with such ferocity that she wasn't able to breathe. When he finally let her go, Erica crawled into the kitchen sobbing. Curled up into a ball, she cried out for someone to help her. When she looked up, little Avery was smiling into her eyes. She patted her mom's back and said, 'it's okay, mommy.'

“She is my angel.”

After that incident, Erica and Avery moved out. They rented an apartment six blocks away. Still not ready to admit what was happening and hopeful that things would change, she kept her relationship and continued to spend most of her time with him. But things didn't change and the abuse did not stop.

A year later, she'd had enough. She called her parents and said, "I'm ready to come home." Erica brought Avery to her parents' house, near Peterborough, for Christmas. They never went back.

Coming back to her hometown felt warm and inviting. She and Avery stayed in her parents' basement. Her mother phoned the local YWCA. Erica cautiously attended counselling services. After years of silence, she was finally sharing her secrets. She didn't know what to expect but what happened in that building was truly life-changing.

"I felt validated for the first time. They understood me in a way that no one else could. I told them everything and they didn't think I was crazy."

As part of her counselling, one of the first things they did was create a safety plan. Erica felt a peace of mind she hadn't known in years.

The YWCA has also provided Erica with legal support, financial advice; and even years later, she is still accessing supports from the YWCA through their START program. (hyperlink: <https://ywcapeterborough.org/get-help/start/>)

"The YWCA saved my life. It is a place where I belong."

Today, Erica shares her story with others as a way of offering support. It's not easy to be publicly vulnerable and to relive her horrific experiences; but she believes if she can help one person, it's worth it. When asked what advice she would share with someone in a similar situation, she instantly replied:

"Don't ever think you are too weak to handle it. Trust your inner strength. You are never, ever alone."

United Way Peterborough & District provides long-term priority funding to the YWCA, along with 22 other programs and services in our community.

Frequently Asked Questions

Why should I donate to United Way Peterborough & District?

A single donation to United Way Peterborough means you are helping 46 local agencies and programs to create hope and possibility for 60,000 people living in our community. Together, we make a difference every single day. Life is complicated -- for the family living in poverty, the child struggling in school or the person living with a mental illness – there is often no single way to move forward. Our funding provides relief when basic needs such as food or shelter are nowhere to be found while also creating hope by helping job seekers to find work and youth to go on to graduate. These are only a few of the ways your donation creates change. When you give to United Way you are changing lives.

Where does my money go?

Our work is focused on two priority areas -- moving people from poverty to possibility and creating healthy and strong communities. To learn more about our work in these areas, please keep reading.

Moving People from Poverty to Possibility

We are committed to ensuring basic needs are met by investing services that address the following:

- People have access to safe, affordable, and nutritious food.
- People have improved housing stability.
- Seniors and individuals of working-age have the capacity to manage personal finances and build assets.

We are committed to equal access to opportunity and prosperity for individuals and families by investing in programs that address the following:

- Children & youth are able to achieve their education and training goals.
- Parents are supported to provide a nurturing environment for their children.
- People have the necessary skills to support personal and vocational success.
- Individuals of working-age are able to secure meaningful and fulfilling employment.

Building Strong, Healthy Communities

We are working to create a community where everyone is supported and belongs by investing in initiatives that ensure the following:

- Older adults are able to remain in their homes longer.
- Individuals and families affected by mental illness or addiction receive treatment and support.
- Survivors of violence or trauma are supported to recover and rebuild their lives.
- People are supported to build a sense of belonging and improve well-being.

Why would I give through United Way Peterborough & District when I can give directly to an agency?

When you give to United Way Peterborough, you are supporting more than one individual cause. You are supporting a big picture perspective that takes the needs of an entire community into account. Our most vulnerable residents are dealing with complex and interconnected issues. You can support these individuals by helping to fund a range of local programs and services that create a circle of care, providing both immediate and long-term support.

How are Partner Agencies selected and funding amounts decided?

We use a comprehensive allocation process to make decisions about where to invest donor dollars in our community. We begin with establishing an evidence-based model for building a strong community and alleviating pressing social issues. We then assess the suitability, alignment, and effectiveness of an organization's ability to deliver on that vision. All applications are scored and assessed by a panel of volunteers and experts in areas such as finance, organizational management, and community development. These recommendations are then further vetted by our Community Impact Committee with final approval coming from our Board of Directors. But the work doesn't stop there! United Way Peterborough also monitors funded organizations to ensure ongoing operational effectiveness and achievement of funded outcomes. This process is a core principal of our work as we believe that donor dollars have to be invested wisely for the greatest impact in our community.

Why aren't all agencies a part of United Way Peterborough & District?

There are many important programs in the community responding to individual and family needs. Our ongoing support of agencies is a business decision that involves a long-term financial commitment. In order to continue that support, we must make decisions that keep us within our financial abilities. The number of agencies or programs funded depends on campaign dollars raised.

How long is funding provided to agencies?

Our intent is to be focused in our funding and to fund deeply over time. Our belief is this approach has the best chance of realizing impact in our community. Our funding model features three distinct funding streams:

- Long Term Fund: core funding over 5 years (75% of community investment dollars)
- Innovation Fund: project funding up to 2 years (20% of community investment dollars)
- Neighbourhood Fund: short term local funding (5% of community investment dollars)

Why do some agencies have their own fundraising drives?

United Way does not fund the entire budget of any of our agencies. All agencies are encouraged to seek out a variety of funding sources. For major expenses and initiatives, such as large-scale renovation, agencies often conduct their own fundraising drives.

Do funds raised by United Way Peterborough & District stay in the community?

Your investment goes far, but not far away! Unless directed by the donor to another United Way or registered charity, all donations stay right here in the City and County of Peterborough to help address the key social issues identified by our community.

How much of my donation does UWP use for fundraising and administration costs?

Fundraising costs represent 19% of the total funds raised. This means that 81 cents of every dollar raised is returned to the community. By comparison, the Canada Revenue Agency (CRA) considers 35% to be an acceptable standard. Every dollar donated and every dollar spent is accounted for in our independently audited financial statements contained in our annual report.

In addition to running a workplace campaign, how can I support United Way?

Organizations can become engaged in United Way's work beyond running a workplace campaign by making a corporate donation; participating in United Way events; seconding or sponsoring an individual to the Sponsored Employee Program; special event sponsorships; Gift-in-Kind donations; and professional service contributions.