



United Way Perth-Huron

Annual Report 2011-2012



This report was made possible due to
the generosity of our sponsors.

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SJ MITCHELL
PROFESSIONAL CORPORATION
Chartered Accountant

Cover Photo by Laf's Photography

**United Way Perth-Huron
A story of change.**

Two days after the tornado, a young man dressed in army fatigues showed up on her doorstep. She opened the door and began to listen as he said, "You probably don't remember me," she hesitated and he continued, "I used to live here and I've come back to help."

Then it clicked, he was just a boy last time she saw him, and what a troubled kid he was. She had been the only one in town willing to help him after others had given up. She hadn't seen him since he left town and she often wondered if he had been able to get beyond his troubled past. Now, here he was, obviously with his life together and ready to help. And why did he come to my doorstep, she thought?



A "Little" from
Big Brothers Big Sisters

After realizing he was waiting for her to respond, she reached out and gave him a big hug, saying, "Welcome home." Tears began to stream down their faces and in that moment she remembered again why she took the job with Big Brothers Big Sisters all those years ago.

For six days this soldier gave back to his community, clearing debris, handing out food and water and comforting souls, and on the seventh day he returned to his unit. He left a note taped to the agency's door which simply read, "Thank you for believing in me."

"I felt a deep sense of pride and gratitude. Proud of a young man who embraced the skills and values instilled in him through the Agency's programs and services and applied those skills and values to confront his challenges and turn his young life around. Gratitude to the community and to the leadership of United Way Perth-Huron for supporting and enabling Big Brothers Big Sisters to empower youth to build a brighter future for themselves."

Elaine Osborne, Executive Director
Big Brothers Big Sisters North Huron

This is an incredible story, and one that you hear from time to time because of the good work of our 22 member agencies in Perth and Huron. We could tell you thousands, just from this past year. Your investment in these organizations through United Way Perth-Huron is money well-spent.

But what you may not know is that United Way Perth-Huron is taking an even greater leadership role in our community as we begin to implement our national "Community Impact" mandate. This mandate reinforces member agency funding, while prompting our organization to assist beyond providing dollars and cents.

Community Impact is:

- the impetus behind incubation projects like **The Local Community Food Centre** and **PF Solutions**;
- the motivator behind our efforts to provide umbrella services like **211**, or **volunteerconnection.ca**;
- the reason for the many great reports on local issues provided by the **Social Research & Planning Council**;
- the gusto behind the **Youth United Council**;
- the inspiration behind our response to assist with the **Goderich Tornado relief** and;
- the new heart of United Way Perth-Huron; and has been ably, but perhaps too quietly, as we do our best to serve with all of our skill and compassion.

Read on. See the impact we have been making through our 22 agencies and now realize, perhaps for the first time, the incredible impact of our projects, divisions and leadership activities as well.

Ryan Erb, Executive Director
United Way Perth-Huron



**Jack Groothuis, Board Chair
Reflections on the past year.**

Jack Groothuis, and family, participating in Day of Caring.



At the completion of my first year as Board Chair, I spoke of United Way looking to the future as a partnership builder in our community. We are still the fund raiser that many agencies in Perth and Huron rely on, but we also continue to work towards building a better community through projects.

I am pleased with the magnificent results of our first year Executive Director, Ryan Erb, and first year Campaign Manager, Lesley Spencer-Cooper. They have accomplished everything we asked of them and more. It was such a pleasure to work with them in the final year of my Board Chair term. The eager, efficient and knowledgeable staff, they have assembled, make it a pleasure to be a part of this organization. Knowing this team is in place with a year of experience behind them, leaves me feeling confident that the new Board of Directors can come in and focus on Board duties such as Governance, while the staff runs the agency.

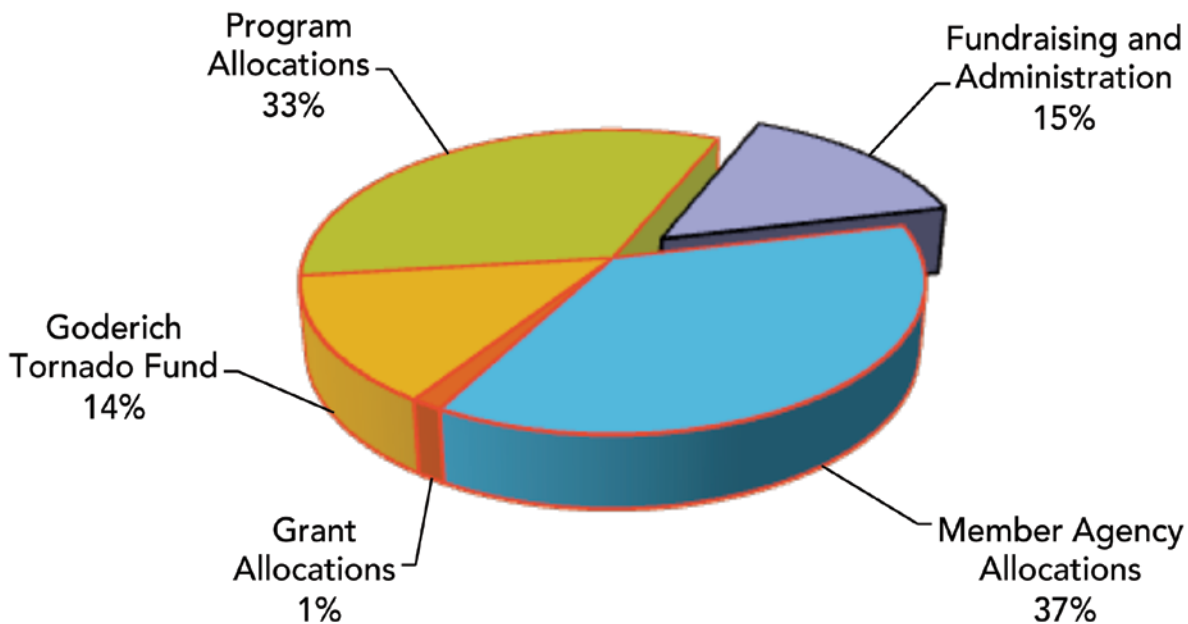
I would also like to thank the Board Members who did so much to make my 2 year term as Chair a productive and memorable one. This diverse and dedicated group deserve the thanks of our whole community. Finally, I congratulate and thank Anita Gaffney in her role as Campaign Chair. Her tireless effort and promotion of United Way throughout the year was a tremendous help and will be long remembered.

Jack Groothuis, Board President
United Way Perth-Huron

Board of Directors

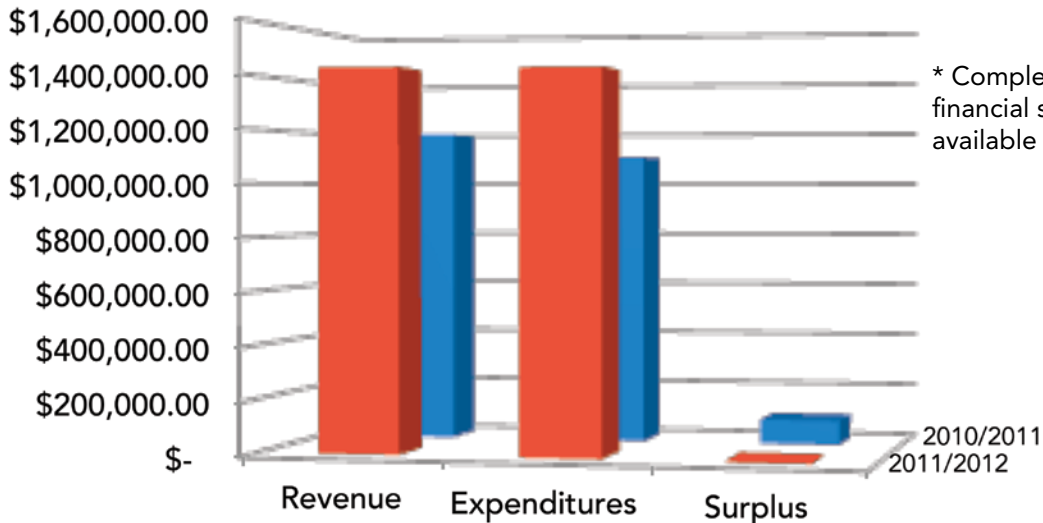
- Jack Groothuis (President)
- David Harvie (Vice President)
- Wayne Smith (Treasurer), Shelley Groenestege (Past President),
- Ryan Erb (Executive Director, Board Secretary), Lisa Hacquebard, Christine Bland Kapp,
- Ron Cameron, Kathryn Ritsma, Susan Moffat, Craig Pearce, Jeff Atchison,
- Stephanie Huitema (Youth Representative), Jenna Ujiye, Megan Whittaker (Staff)

United Way Perth-Huron Funding Allocations For the year ended March 31, 2012*



United Way Perth-Huron
 Investing in your community.

Summary of Operations For the year ended March 31, 2012*



* Complete audited financial statements are available upon request

	<u>2011/2012</u>	<u>2010/2011</u>
Revenue	\$ 1,426,805.00	\$ 1,193,124.00
Expenses	\$ 1,421,518.00	\$ 1,101,785.00
Surplus	\$ 5,287.00	\$ 91,339.00

Revenue includes:

campaign, Goderich Relief, pledge loss & designations to other agencies, memorials & bequests, grant revenue, investment and other income, fundraising special events

Expenditures include:

fundraising costs, allocations, direct program expenses

Anita Gaffney, Campaign Chair Reflections on campaign 2011

United Way Perth-Huron supports a wide range of organizations – ones that serve to improve the lives of our friends, neighbours and family. From the new Local Community Food Centre to the Huron Women’s Shelter to the Victorian Order of Nurses, the contributions from the United Way make a tangible difference in our neighbourhoods. You might say these organizations “ease the way” for thousands of people in Perth and Huron County.

A good cause colliding with generous donors explodes into a campaign that cannot be stopped and that was our experience with the 2011 campaign.

The residents of this region were generous in so many ways – volunteering their time, sharing their talent and donating their money. The collision of a good cause and our many generous donors helped us to exceed our campaign goal and to raise a total of \$1,207,458.



Anita Gaffney
Campaign Chair, 2011

Thank you to everyone who shared their time, talent and donations. Thank you to the individuals that steer the agencies that the United Way supports. Thank you to the staff of the United Way for providing incredibly skilled and steady leadership throughout the campaign. Thank you to the Campaign Cabinet for their enthusiasm and tenacity. It was a privilege to be able to work alongside each of you.



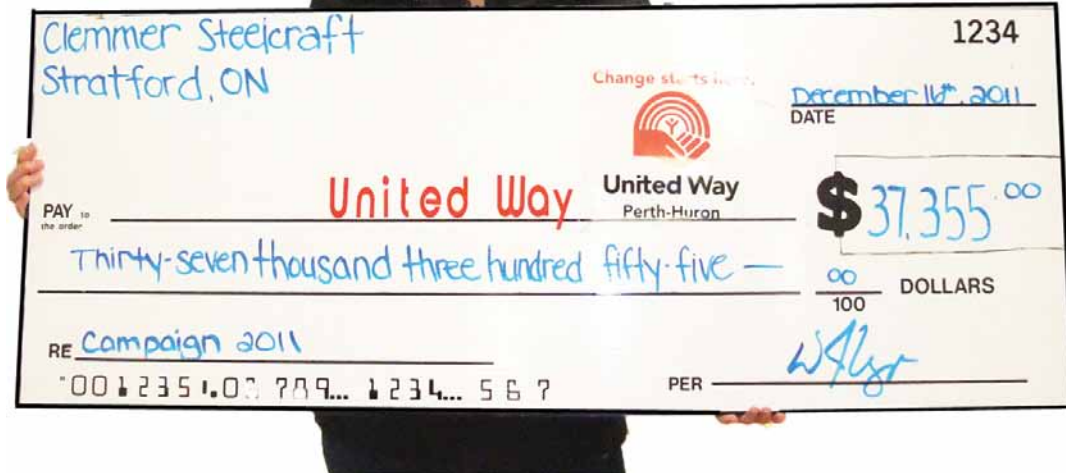
Change starts here.
United Way
Perth-Huron

Campaign Cabinet

Anita Gaffney (Chair)
Daniel Prokopick, Tracey Brown, Dave Bean, Dave Jasper,
Geoff Williams, Mimi Price, Lesley Spencer-Cooper (Staff),
Nicole Duquette (Staff), Lisa Stanley (Staff),
Amanda McKone (Scotiabank Group Loaned Representative)

Amanda McKone
Scotiabank Group
Loaned Representative

All that we can be
A story of change.

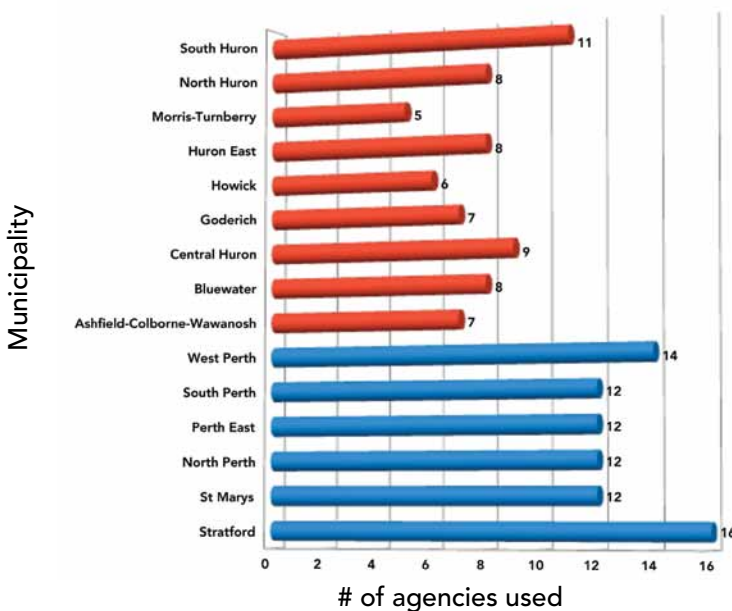


St. Francis of Assisi said, "For it is in giving that we receive". No words could better encompass my experience as the Scotiabank Group Loaned Representative. I received an incredible opportunity to journey into my community and help make a real difference for so many people. For the first time my eyes were truly opened to the great need in our community, a need I, myself, didn't always see. I was able to hear and share the stories of the people United Way helps and understand how our actions affect their lives.

Throughout my journey, I had the honour of meeting people I will never forget, people who taught me, inspired me and genuinely touched my heart. The dedicated staff and volunteers at the UWPH Agencies, who give so much of themselves to better this community, the fearless leaders of Workplace Campaigns who devote so much time and effort to help make the yearly campaign a success and the selfless donors; from the child who donates their allowance, to the mine worker left without a home after the tornado that still gives. These people changed me.

I will always be grateful for the lessons learned, insights gained and friendships made. I would like to thank Scotiabank and United Way Perth-Huron for the privilege of this incredible journey.

Agencies Used by Municipalities in 2011



United Way Staff

- Ryan Erb, Executive Director
- Lesley Spencer-Cooper, Campaign & Resource Development Manager
- Brenda Hibbert, Financial Officer
- Elizabeth Anderson, Outreach Coordinator
- Geraldine Ketchum, 211 Database Editor
- Janette Lyoness, Administrative Assistant
- Megan Whittaker, Executive Assistant

We thank you for welcoming United Way Perth-Huron into your communities and look forward to partnering with you in the future.

**Growing resources.
Reflections on change.**



Brenda Robertson of Big Brothers Big Sisters of Stratford and District and Lesley Spencer-Cooper at the Caravan of Hope.

“Change starts here,” has been not only the tagline of United Way, it has also been the definition of my experiences as Campaign Manager for United Way Perth-Huron. I began this year, excited for the opportunity to make a difference in the lives of people in Perth and Huron Counties. For this to happen, I knew that there must be change; change in attitudes, perceptions, and lives.

I feel personally blessed that I can be an agent of change by sharing the stories of our agencies with the workplaces and people I meet every day. I am able to see the growth of companies who recognize the need and take the steps to make change happen by enthusiastically embracing a workplace campaign.

I am also fortunate enough to see the campaign dollars go back to the agencies, projects, and divisions who need it, in turn telling more stories of success, healing, and futures. Change is, in fact, a cycle; but a cycle that reaches out in a ripple effect, touching more and more lives. I can't wait to see what another year of change will bring to the recipients of our two counties.

Thank you to everyone who has been a support this year: volunteers, sponsors, workplaces, agencies, and the people who have shared their stories. We look forward to partnering with you again, because together we can make change happen!

Lesley Spencer-Cooper,
Campaign and Resource Development Manager

United Way
Perth-Huron



Forever Fund Committee

Justin O'Rourke, Jim Young,
Craig Pearce,
Marlie Steunebrink,
Fritz Steigmeier,
Lesley Spencer-Cooper (Staff)

The Forever Fund is United Way Perth-Huron's endowment foundation. It is a pool of capital from which the income is used to help build stronger communities now and into the future.



Bettie Mollins, Retired Manager of Neighbourly Services with Wendy Orchard, Manager of Community Support Services for ONE CARE. Bettie has grown from a leader of services, to a recipient, and now also advocates for fellow-recipients of ONE CARE's Diner's Club and EasyRide programs.

Healthy people.
A story of change from one
of our agencies.



“My husband died and unfortunately afterwards I became very, very ill in the hospital. And after six months they were talking about my discharge. Both my daughters live at a distance, so it was imperative that I had some sort of food supply and there was Meals On Wheels. And so I had Meals On Wheels, it was instrumental in my being discharged because they were worried about my nutrition. When I was in the hospital they had to use feeding tubes, so they didn't want to lose any progress.”

“Oh, my goodness gracious, (ONE CARE) has been instrumental in my being as independent as I can be. I did have the Meals on Wheels when I first came home from the hospital, well then, I came home to an empty house and it was very lonely and so people in the building told me about the Senior's luncheons which were run by Meals on Wheels. Now these are lovely, lovely gatherings, you have a nutritional meal, a hot cooked meal but you also have the sociability of other people. And I was ready for this. And to start out with, the first one I went was actually being held at the church right next to this building so I didn't have to venture very far on my own. And so I graduated from Meals on Wheels to Diner's Club.”

Bettie Mollins,
Past Manager of Neighbourly Services

Program Review and Allocations Committee (PRAC)

- Susan Moffat (Chair)
- Jeff Atchison, Christine Bland Kapp, Anne Sharpe, Denis Beatty, Elizabeth Hachborn, Geoff Williams, Gerry Thus, Helga Barenberg, Joan van der Meer, Lynn Pardoe, Susan Kurtz, Ryan Erb (Ex-Officio), Jack Groothuis (Ex-Officio), Megan Whittaker (Staff)

PRAC is made up of volunteers from the communities of Perth and Huron Counties and works through an allocation process which identifies community concerns, reviews, assesses programs, determines funding allocations based on this information and the priorities of United Way Perth-Huron.

**The United Centre
A year of change.**

The United Way Perth-Huron is very grateful for the \$10,000.00 grant from Farm Credit Canada that was awarded to us so that we could upgrade our boardrooms and reception area. We now have more boardroom bookings and we have filled the building with tenants. With the new conferencing equipment we are able to reach our rural board members, committee members, campaign cabinet members and other groups from across Perth and Huron Counties.

The United Centre is growing. The Centre For Employment and Learning and Leads Employment have recently joined our family already consisting of Rogers TV, Facile: Independent Facilitation Perth, Habitat For Humanity and The Local Community Food Centre.

Tenants of the United Centre:



[United Centre]



Support to Career Building

United Way Perth-Huron strives to assist young people entering the workforce through mentoring, coaching and the opportunity to gain the work experience required to build their resumes and start their careers. Grants received through the Federal Government and the Ontario Trillium Foundation make this possible. This past year we have enjoyed working with:

Service Canada Grant Recipients:

- Nicole Duquette (Campaign Administrative Assistant Intern)
- Jacquelyn Massey (Special Events Intern)



Ontario Trillium Foundation Grant Recipients:

- Lisa Stanley (Marketing Coordinator)



Thank You from United Way Perth-Huron

Thank you to our many supporters who donate their time and their resources. Special thanks to our in-kind sponsors and media partners who help us all year round.

“Having the support of 211 during and after the Tornado was a wonderful addition to our support agencies. It enabled Goderich staff time to deal with local citizens while allowing offers of assistance to be documented and made available as required.” said Lynda Rotteau the Community Emergency Management Coordinator for Goderich. “We were overwhelmed with all the volunteers received through 211. Goderich received so many offers of support from other municipalities that private individuals were not utilized. The individuals who volunteered were a great help who assisted the people of Goderich to clean up the debris on their property. I believe that 211 should be part of every Emergency Plan in the Province of Ontario.”

“When we helped bring 211 to Huron and Perth Counties in 2010, we knew it would be an important resource. We also knew it could help in a disaster situation but none of us realized how important it would be so soon,” said Ryan Erb, Executive Director United Way Perth-Huron.

“The trauma of losing one’s home or business to a force of nature must be overwhelming. I am glad 211 was able to help Huron County and its residents in the recovery efforts,” said Bill Morris, Executive Director, Ontario 211 Services Corporation.”

An excerpt from 211 Media Release, December 7, 2011



**When you don't know
where to turn.™**

211 Committee

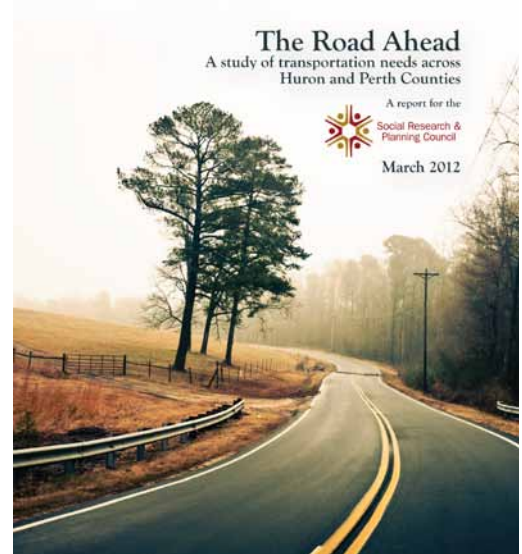
Ryan Erb (Chair)

David Harvie, Clare Smith, Kate Schillings, Ken Clarke,
Shannon Kammerer, Anne Marie Heckman,
Jennifer Zoethout, Gemma Mendez-Smith,
Celina Thomas Hicks, Barbara Hagarty, Barbara Leavitt,
Michele Gaynor, Geraldine Ketchum (Staff)

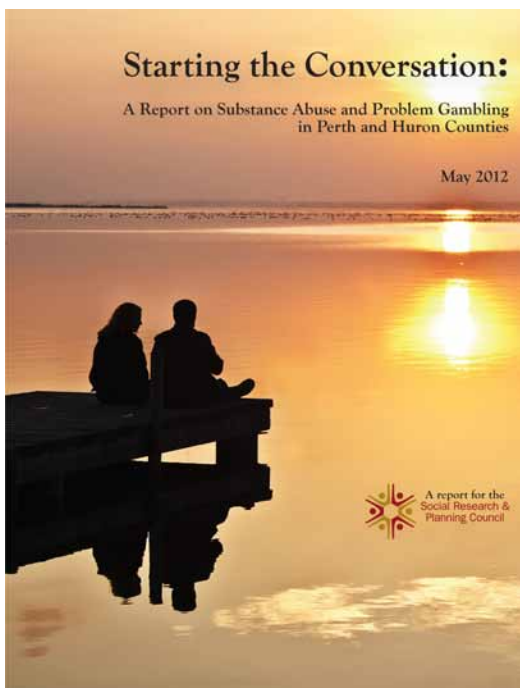
SRPC

Engaging community.

In March 2012, the Social Research and Planning Council (SRPC) published, **The Road Ahead: A study of transportation needs across Huron and Perth Counties.** The study focuses on rural areas and marginalized groups. Access to social and health services is highlighted as the most urgent need for people living without reliable transportation. As recommended by the SRPC, United Way Perth-Huron is forming a dual-county Transportation Improvement Task Force, which will review the report and work towards transportation solutions for Huron and Perth residents.



2011-2012 marks a significant milestone as the SRPC has expanded their mandate to include both Huron and Perth Counties resulting in new partnerships, enriched perspectives, and a stronger voice for rural Ontarians.



In May 2012, the SRPC published, **Starting the Conversation: A Report on Substance Abuse and Problem Gambling in Perth and Huron Counties.** The report breaks down common misconceptions about addiction, sheds light on the cost and consequences for individuals and society, and includes an extensive list of services available in the area. The SRPC report was released in conjunction with the re-launch of the Perth County Drug Task Force.

Through their work, the SRPC strives to keep the public, social service agencies, and municipal leaders aware of the most pressing social issues faced by our communities. It is the hope of the Council that the publications assist in making informed decisions regarding courses of action and the implementation of resources. Please visit our website for more information and to read the reports:

www.socialresearchandplanning.ca



Social Research & Planning Council

Social Research & Planning Council Members

Lisa Wilde (Chair)

Paul Lloyd Williams (Vice Chair)

Tracy Allan-Koester, Ken Clarke, Sam Coghlan, Shelley Groenestege, Jack Groothuis, Catherine Hardman, Jamie Hildebrand, Carys Wyn Hughes, Sherri Prezcatior, Rebecca Rathwell, Karen Smythe, Heidi Spannbauer, Jennifer Zoethout, Ryan Erb (Ex-Officio), Elizabeth Anderson (Staff)



Mac and Erin, members of the Youth United Council volunteer their time at The Local Community Food Centre for Day of Caring.

Youth United Council
Creating + Change


The Youth United Council is a group of youth ages 14-25 who work to empower youth as advocates of their own interests throughout Perth and Huron Counties. Since 2009, the Council has been providing grants up to \$1000 for peer-led programming. This year the Council funded 8 innovative programs supporting youth at Central Huron Secondary School, the Stratford Youth Centre, Crossing Bridges, and Stratford Northwestern Secondary School.

The students of Central Huron Secondary School, in Clinton, identified a weak support system for students who are lesbian, gay, bisexual, queer, questioning, or transgendered (LGBTQ) and requested a grant to begin a gay-straight alliance (GSA) at their school.

“The need for this project was determined by the rate of teen suicide amongst gay teens due to bullying. Also, there is a lack of local resources in our rural community. The project addresses this lack of resources and provides a safe place for gay and straight students, free from bullying.”

Matt Chambers, Projects Lead Youth
 Central Huron Secondary School, GSA

Central Huron Secondary School also received a grant for a drama production that was written, directed and performed by six local students. The play, which addresses what it’s like to be “closeted” in Huron County, advanced to the District Level of the Sears Drama Festival, was performed to packed audiences, and won 2 awards of excellence, 1 outstanding performance award, and an award of merit.



Youth United Council Members

Stephanie Huitema (Chair)
 Elizabeth Anderson (Staff),
 Lyndsay O’Donnell (Perth District Health Unit Adult Advisor),
 Ell Sparling, Meghan Doherty, Mac Kropf,
 Breanna Fernandes, Vanessa Bayani, Erin Iredale

The Local Community Food Centre
Leading the way for change.



Liz Mountain, Food Skills Coordinator of The Local Community Food Centre has lots to be happy about: a new lease, Day of Caring volunteers, and lots of healthy plants!

The Local Community Food Centre is on the leading edge of change when it comes to challenging hunger and food insecurity in Canadian communities. This project, which has been established as a Division of United Way Perth-Huron in partnership with The Stop Community Food Centre, takes an innovative holistic approach to improve access, knowledge, skills and appreciation for good food via community gardening, community kitchens, and activism and advocacy programs fighting poverty and hunger.

A Food Distribution Centre will source-out, take-in and redistribute large-scale donations and strategic wholesale purchases of healthy (and as much as possible fresh, local and sustainably produced) food out through our county's food banks as well as to community meal providers, student nutrition programs, and other not-for-profits with food in their programs.

The Local Community Food Centre is a pilot leading the way towards change on a national level, as what is learned in Stratford will be applied to the creation of similar resources all over the country, networked within a new organization called Community Food Centres Canada. Within a few months The Local Community Food Centre will be opening its doors at 612 Erie Street in Stratford, inviting community members who are often obstructed from accessing good food and all its benefits to come and cook, eat, grow and share together!

Steve Stacey, Director
The Local Community Food Centre



The Local Food Centre Joint Subcommittee

The Stop/Community Food Centres Canada:

Nick Saul (Executive Director), Kathryn Scharf (Program Manager), Elizabeth Fraser (Replication Coordinator)

Local Representatives:

Ryan Erb (Executive Director of United Way Perth-Huron), Christine Bland Kapp, Margaret Ann Munoz, Steve Stacey (Staff)

PF Solutions
A project of United Way

Chaise, Computer and Network Technician at Schneider's Computing and successful participant of PF Solutions the Practice Firm that bridges the gap between education and careers for youth.



Maria arrived in Canada in 2007 from Ecuador with an MBA in Business Administration, a degree in Public Accounting and Auditing as well as a Business Engineering Degree. As a newcomer, she found it challenging to position herself in the accounting industry in Canada as her certifications were not recognized here. She continued to improve her english reading and writing skills and completed an Accounting Diploma in 2009. During her time here, she held positions in customer service which provided a learning opportunity to improve her english speaking skills since her native language is spanish.

Maria spent 11 weeks here at PF Solutions. During that time, her confidence developed and she was able to apply her knowledge to our finance department. We assisted with improvements to her resume, conducted mock interviews and provided added support through various workshops. Maria applied for a position through Manpower and was called on for another position that they were recruiting for. She participated in various tests and assessments over a 3 week period and was successful in gaining employment in her field for the first time since her arrival in Canada. She is now a Senior Mortgage Specialist at Scotiabank here in Stratford.

(Submitted by PF Solutions)



PF Solutions Steering Committee

Charlene Gordon (Chair)
 Craig Pearce, Heather Lovie, Susan Kurtz, Tine Buechler, Aaron Kropf, Jamie McNain, Joani Gerber, Ryan Erb (Staff), Sandy McCann (Staff)



Agencies Funded by United Way Perth-Huron in 2011/2012



Avon Cooperative
Nursery School



Big Brothers Big Sisters
of Listowel and District



Big Brothers Big Sisters
of North Huron



Big Brothers Big Sisters
of South Huron



Big Brothers Big Sisters
of Stratford and District



CNIB



Community Outreach
Services



Emily Murphy
Centre



Epilepsy
Huron-Perth-Bruce-Grey



Family Services
Perth-Huron



Huron Hospice



Huron Safe Homes
For Youth



Huron Women's
Shelter



ONE CARE



Partners in
Employment



Shelterlink



St. John Ambulance
St. Marys



St. John Ambulance
Stratford



St. John's
Cooperative
Preschool



St. Marys
Youth
Centre



VON
Perth-Huron



YMCA
Stratford Perth



United Way

Perth-Huron

For more information:

519-271-7730 or 877-818-8867

www.perthhuron.unitedway.ca

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