



**DALE  
BIDDELL**  
UWGSC  
CEO

## BUILDING A UNITED WAY TO BETTER SERVE OUR LOCAL RESIDENTS

Greetings! Many months ago, as I wrote my first column, I knew we could do an even better job of serving our local communities. Our board and staff

of our neighbours. We assess the capacity of local agencies to meet those needs; and we provide funding to enable the development and delivery of the best-possible programs. We raise funds throughout our region in an all-out effort every year – traditionally in the fall. That’s our comfort zone. But after taking a hard look at what is taking place across our communities, we knew it wasn’t enough. We needed to step it up.

were challenged to reimagine our organization. Our goals: strengthen our community investment, become a force for social change, and increase our revenues to accomplish the first two.

United Way is one of the best-known brands in the world. The UW network operates in 41 countries and in a myriad of languages. There are 108 independent United Ways in Canada alone. Together, we are the third-largest United Way globally in terms of revenue. Despite this magnitude, what we actually do is not known nearly as well as who we are – primarily because each individual United Way customizes its social agenda to the needs of its local residents.

At United Way Greater Simcoe County, we understand and interpret the social issues that limit the potential of so many

UWGSC now has a business model focused on social support, social change and social enterprise. Social support: allocating program grants so agencies can better meet the needs of area residents. Social change: leveraging joint funding with community partners to implement innovative solutions for our region’s toughest social challenges. Social enterprise: generating earned revenue through business opportunities that also contribute social value.

We have wrapped these three elements into an exciting three-year growth strategy that is just getting underway. You are going to be hearing more about us, your United Way – because we are uniquely positioned to work together and across all sectors. I hope you will join us.

## UWGSC welcomes our new 2015 Campaign Cabinet Co-chairs



**Ian Toms**  
Vice President  
TD Commercial Banking



**Carla Ladd**  
Chief Administrative Officer  
City of Barrie

Want to join their team?  
We want to hear from you –  
contact Paulina at 705-726-2301, x2023  
or PRobertson@UnitedWayGSC.ca.

UWGSC’s Campaign Cabinet, led by the co-chairs, contribute to the success of the community fundraising campaign through effective planning, organization and leadership. Fundraising is carried out by our resource

development staff and volunteers who support the strategic and financial objectives of the organization. Campaign Cabinet members are community leaders from any sector across Simcoe Muskoka.

## Together, we are possibility.

Photo courtesy of Collective 67



**NEW IN 2015:**  
The Silver Cyclist Team  
Challenge – details at  
[www.100KforUnitedWay.ca](http://www.100KforUnitedWay.ca)

## 13.09.2015

Registration  
now open.

Click here for  
more information.

### UnitedWayGSC.ca

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### Missed Celebration and Spirit Awards 2015?

Visit [www.UnitedWayGSC.ca](http://www.UnitedWayGSC.ca) and catch up on the latest happenings!



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