



**DALE BIDDELL**  
UWGSC  
INTERIM  
CEO

## NATIONAL VOLUNTEER WEEK 2015 CELEBRATES LEADERSHIP

With National Volunteer Week upon us, I'd like to share some news I heard at a recent event hosted by United Way Centraide Canada – our UW

the life-changing differences those funds enable.

Other volunteers assist in allocating donor dollars to community programming; assessing grant applications and helping to craft good outcomes. These volunteers understand the work of community agencies and make informed funding recommendations that address social issues.

Then there are those volunteers who organize the 100K for United Way – our signature cycling fundraiser, and support riders along each route.

With a dollar value of more than \$359,304 placed on the volunteer hours contributed to UWGSC in 2013/2014, we simply couldn't succeed without the goodwill, talent, time and financial support of our incredible volunteers.

UW volunteers everywhere are fundamental champions of individual independence, inclusion and empowerment; and of social justice in general. Like all 108 United Ways in Canada, UWGSC is locally governed by another group of volunteers: a board of directors that ensures we are fiscally responsible, resourceful, relevant and addressing our communities' toughest social challenges.

This week, and year-round, we celebrate the efforts of all our volunteers. I look forward to welcoming and thanking you personally at our upcoming Annual General Meeting and Celebration Event this June.

movement's national office. UWCC President and CEO Jacline Nyman, also this issue's guest columnist, spoke about visiting Charleston, South Carolina, to witness Calgary's Larry and Gloria Macdonald receiving United Way's highest honour: The Alexis de Tocqueville Award. Presented annually, it recognizes philanthropic leaders and volunteer champions who act locally and globally for United Way. The Macdonalds are the first recipients from outside the United States.

The couple's award is absolutely an opportunity for national pride, but we don't have to leave our home region to be inspired by dedicated community leaders.

Last year, more than 1,100 volunteers contributed 15,000 hours in various roles for UWGSC. Our campaign cabinet, for example, focuses on fundraising. Cabinet members lead by example and help link the value of charitable giving directly to

# \$2,000,000



## WE DID IT!

With the help of our incredibly supportive community, we reached our milestone fundraising goal of \$2 million, making the 2014/2015 campaign the fifth straight

record-breaking achievement! Many thanks to our generous donors, volunteers and community partners who made this noteworthy moment possible.

## COMMUNITY IMPACT

### PROGRAM GRANTS & PARTNER AGENCIES 2015-2016

#### Poverty to possibility

(8 programs / 7 partners):

- Finding Employment with a Criminal Record** John Howard Society of Simcoe & Muskoka
- Housing Support Services Barrie** Simcoe Community Services
- Housing Support Services Collingwood** Georgian Triangle Residential Resource Centre
- Housing Support Services Orillia** Georgian Triangle Residential Resource Centre
- Housing Support & Aftercare North Simcoe** Community Reach
- Housing Help Centre South Simcoe** CONTACT
- Life Skills Program** Youth Haven Barrie
- North Simcoe Works** Gateway Centre for Learning

#### Strong communities

(10 programs / 10 partners):

- Community Support Services – Simcoe & Muskoka** Deaf Access Simcoe Muskoka
- Engaging Communities Through Volunteerism** Community Reach / Information Orillia
- Hearing Care Counselling Program** Canadian Hearing Society
- Preventative Measures Programs** John Howard Society of Simcoe & Muskoka
- Supports for Independent Living** Independent Living Services of Simcoe County & Area
- Transportation Linking Communities** Community Reach
- Vision Rehabilitation Services** CNIB
- Walk-in Counselling Clinics** Catholic Family Services of Simcoe County
- Youth Wellness Orillia & Area** CMHA Simcoe County Branch
- Youth Wellness South Simcoe** CMHA York Region Branch

#### All that kids can be

(7 programs / 10 partners):

- N.B. We are awaiting a finalized contract before releasing the name of one partner in this area.*
- Collaborative In-School Mentoring** Big Brothers Big Sisters of Barrie & District / Big Brothers Big Sisters of Muskoka / Big Brothers Big Sisters of North Simcoe / Big Brothers Big Sisters of Orillia / Big Brothers Big Sisters of the Georgian Triangle
- Go Girls/Game On School-based Programs** Big Brothers Big Sisters of Barrie & District
- Live Well to Excel** Boys & Girls Clubs of North Simcoe
- Peer-to-Peer Support Program** Seasons Centre for Grieving Children
- Youth Program** Borden Family Resource Centre

"Here's to all volunteers, those dedicated people who believe in all work and no pay."

— Robert Orben



**DR. JACLINE A. NYMAN,**  
PRESIDENT AND CEO  
United Way Centraide Canada

**CANADA'S UNITED WAY CENTRAIDE MOVEMENT EMBARKS UPON A BOLD JOURNEY**

Today's charity must continually evolve to address trends such as changing technology, strains on the economy, growing poverty, the shifting role of government and a diversifying population. While this transforming landscape poses challenges, it also presents opportunities for us to

come together to improve lives in local communities across Canada. The United Way Centraide (UWC) Movement continues to embrace this potential. In 2014, we adopted new 10-year Strategic Directions that will guide our way toward achieving meaningful and effective impact in our communities. As we chart our future course, we hope that you, our supporters in the community, will join us on this journey.

With over 100 United Ways Centraides working in local communities across Canada, our effectiveness comes from the power of your involvement and our connections to each other. As we strive to implement our new Strategic Directions, the importance of unlocking the full potential of our interdependent system – by sharing best practices, learning from each other and supporting one another in our efforts – cannot be overstated. From Greater Simcoe County, to St. John's, to Nanaimo, increased collaboration between local communities across this country helps us to accomplish more.

As we look toward the future, the UWC Movement aims to be innovative, bold and empowering. Our Strategic Directions support targeted investments in research and initiatives that allow us to identify and anticipate pressing needs and effective sources of support in communities like yours. We will continue to engage with passionate individuals, local communities, caring businesses, organized labour, non-profit peers and government partners. As part of this important group of collaborators, your involvement and support allows us to work together to find solutions for positive social change in our communities.

United with the help of more than one million donors and volunteers across Canada, the UWC Movement is creating a country where local communities are stronger, where social ties bring people, families and community members together, and where all Canadians have the choice, the opportunity and the supports to reach their full potential. Thank you for your role in helping to improve lives and build community.

**MUST-READ REPORTS**

Read full reports on news page at [www.UnitedWayGSC.ca](http://www.UnitedWayGSC.ca)

- Some people are forced to choose between paying a utility bill, rent or groceries. United Way Greater Simcoe County releases its **Low-income Energy Assistance Program Report 2014-2015**.
- In Canada, 4.8 million people struggle to make ends meet. In January, the collaborative campaign Dignity for All released **A National Anti-Poverty Plan for Canada**.
- Nearly 850,000 Canadians (36.4% of whom are children and youth) access food banks monthly, says Food Banks Canada, which recently published **HungerCount 2014**.
- Simcoe Muskoka District Health Unit's fact-sheet shout-out to newly elected municipal councils: **Let's Make Health a Priority**.
- The Child, Youth & Family Services Coalition of Simcoe County releases Vol. 4 of its bilingual **Special Needs Strategy Simcoe County Communication**.



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

**NATIONAL VOLUNTEER WEEK 2015 IS APRIL 12-18**

We couldn't do it without you! Thanks to the hundreds of dedicated local residents who invest their time and talents to make our Simcoe Muskoka communities better places to live!



**SPOTLIGHT:**  
**Ian Toms**  
Vice President  
TD Commercial Banking

UWGSC welcomes Mr. Toms to its 2015 campaign cabinet team. He didn't hesitate in volunteering for this position, having seen the benefits of United Way support first hand.

"United Way is an important part of our community. It supports a broad range of programs and services through local agencies, and makes a real difference in Simcoe County. I live in this community and want it to grow, prosper and be healthy."

**UnitedWayGSC.ca**

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**Annual General Meeting 2015**

Tangle Creek Golf and Country Club  
**Wednesday, June 24, 2015**  
4pm – doors open for registration  
4:30pm – formal agenda begins  
**ASL/English interpreting & note-taking services will be provided.**

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