



Leading the *Way*

One town. One heart. One *Way*.

August 2009

A Message from Barbara



The summer months have been very busy at the UWO office. Our Resource Development team is meeting with companies in the Oakville area securing their support for the 2009 Campaign. Also, our Community Impact team is already receiving 'expressions of interest' for funding from agencies.

With the economic situation still affecting many people in our community, we need your support more than ever. More and more people are turning

to United Way-funded agencies for help - Halton Trauma Centre has seen a 50% increase in enquiries pertaining to domestic abuse as unemployment rates rise. This is only one of many examples of increased demand for service since last fall. Now more than ever, the people of this community need our help.

Last year UWO was only able to support 80% of the financial requests we received and the demand this year is expected to rise. We need to do more this year and we can't do it alone. Whether it's an individual donation, or running a dynamic and successful campaign in your company, we need you! For more information about how you can help, please contact our office 905-845-5571 or info@uwoakville.org. Thank you for your continued support. Without you, there would be no way.

Sincerely,

Barbara Burton
CEO
United Way of Oakville

A Story from Josh

Josh will be entering high school in September. Instead of worrying about fitting in, making new friends or if he will make the basketball team, Josh is worried where his next meal will come from. Since his dad left 6 months ago, his mom has worked two jobs trying to support Josh and his little brother. But money is tight. And Josh has to skip meals because there isn't enough food.

But thanks to Halton Food for Thought, which provides a nutritious meal in elementary and high schools in the area, Josh will not have to worry about skipping breakfast. He will start each morning with a full stomach and can concentrate on his school work and making the basketball team.

Halton Food for Thought provides meal cards to students who can choose to have a healthy and nutritious breakfast, lunch or snack. Halton Food for Thought is proudly supported by the United Way of Oakville.

To learn more please visit their website at www.haltonfoodforthought.ca



Second Annual Winston Park Challenge is a Go!



Mark your calendars, the second annual Winston Park Challenge will be held on September 15th 2009! Once again, CEOs and staff will abandon their boardrooms and business suits to roll up their sleeves for a little friendly competition in support of United Way of Oakville (UWO).

"Last year's event was a huge success," said Ann Mulvale, 2009 Campaign Cabinet Chair for UWO. "The event's goal is to put the 'fun' back in fundraising. We want to energize in-house campaigns and build spirit for UWO. In the end we need to raise more for the growing needs of the people in Oakville. Winston Park Challenge is a great opportunity to show your personal and corporate support for United Way of Oakville."

The highlight of last year's event was the tug-of-war challenge between the Halton Regional Police and Oakville Firefighters. This year both teams will battle again, with the Halton Regional Police looking to defend their title. Other events feature a CEO challenge, tricycle grand prix, firefighter sprint and volleyball competition.

Many companies have already signed on to participate including PenEquity, Halton Region, Moen, Genworth Financial, Levitt-Safety and Mattamy Homes.

The Winston Park Challenge is not a fundraiser. There is no entry fee for teams and no admission cost for spectators to watch the event. The purpose of the games is to get people to rally around the United Way of Oakville's 2009 campaign.

Winston Park Challenge will be held September 15th from 11 a.m. to 1 p.m. at Oakville AMC Centrum Park, located just north of the QEW off Winston Churchill Boulevard. Alice Fazooli's will provide lunch for \$5 per person and raffle tickets will be sold for Gold section Toronto Maple Leafs tickets, proceeds benefiting United Way of Oakville.

UWO invites the people of Oakville to come out and cheer on this year's Winston Park teams. "Come on out and witness the games," invites Ann, "Have fun while you're helping others."

For more information on United Way of Oakville or to get involved in the Winston Park Challenge call 905-845-5571 or go online to www.uwoakville.org

Introducing the 2009 Campaign Cabinet

UWO is proud to announce its 2009 Campaign Cabinet.

The Campaign Cabinet is a leading force in the development of annual campaign strategies for United Way of Oakville. It is comprised of a group of dedicated volunteers holding a variety of senior positions in the private and public sector in Oakville.

"I believe we live in a blessed town," said Ann Mulvale, 2009 Campaign Cabinet Chair. "I believe this cabinet reflects the diversity of our businesses and not-for-profit community. I believe that with the people of Oakville getting behind this volunteer cabinet that together we'll be able to meet the growing needs of the people in Oakville in these unprecedented economic times. I thank each of you for what you're able to do for United Way of Oakville."



The Cabinet develops the annual campaign plan, motivates and monitors resources, conducts fundraising visits to prospects and champions the campaign in their own workplace.

"I believe the best way to build a strong campaign is to start with a strong foundation," said Mary Park, UWO Director of Resource Development. "While the rest of the world is taking it easy this summer, Ann and her campaign team have been hard at work getting ready to launch this year's annual campaign. These committed volunteers work as a team to lay the groundwork for the fall fundraising campaign and due to their efforts at the corporate level, they ensure there is strong support for the successful Kickoff Launch of the 2009 campaign on September 10th. These volunteers enable us to successfully and smoothly run our campaign."

2009 Campaign Cabinet:

2009 Campaign Cabinet Chair

Ann Mulvale

Avancez Enterprises

Leadership Division Chair

Ann Mulvale

Avancez Enterprises

Public Sector Division Chair

Ean Algar

Chief of Police, Retired

Division Chair

Steve Ciccone

AMEC

Division Chair

Peter Vukanovich

Genworth Financial Services

Agency Division Chair

Nancy Brown

Halton Family Services

Manufacturing Division Chair

Linda Flemington

Twin Oaks Credit Union

Education Division Chair

Linda Sweet

Glenburie School

Employee Support Chair

Chris Clapham

Town of Oakville

Entrepreneur Division

Kevin Gillingham

NSC

Member at Large

Kelly Yerxa

Thank you Genworth Financial Canada

United Way of Oakville would like to thank Genworth Financial Canada for generously sponsoring our print materials in 2009. Genworth has been a valuable supporter of United Way of Oakville since 2006, participating in Employee Campaigns and Special Events as well as corporate donations.

In addition, Peter Vukanovich, President of Genworth, is the volunteer Service Division Chair of the Campaign Cabinet and manages 9 Account Executives, including 3 Account Executives from Genworth - Linda B elanger, Natasha Duric and Cindy White. Peter will also be participating in this year's Winston Park Challenge.

Genworth Financial Canada is a mortgage insurance company and is the leading private sector supplier of mortgage default insurance in Canada. For more information, please visit their website at www.genworth.ca

Kid 'N Motion Event a Success



Thanks to Zellers (Hopedale Mall), Food for Life - ReFresh Foods, BMO and Community Foundation of Oakville, 33 bikes and helmets were delivered to children in the Oakville area who could not afford them. This project was a collaborative effort between Community Youth in Action Network, Oakville Community Foundation, Oakville Galleries, Safety Net Child and Youth Charities, Sheridan College and United Way of Oakville. Planning for next year is underway so that we can help even more kids next summer! Thanks again to everyone who was involved, you helped make 33 kids' summers!

Announcements

Thank you Lloyd and Ann McCoomb

The United Way of Oakville staff, volunteers, Board Members and Funded Agencies would like to thank LLOYD and Ann McCoomb for their generous gift as a Sponsor. We would like to recognize them for their generous contribution as Leaders to our annual campaign and their commitment to our community. With their support, United Way agencies made a difference to thousands of people in need.

Mark your calendars...ECC training day on September 17th!

Oakville Literacy Council has moved!

As of July 6th, Oakville Literacy Council has moved to 1200 Speers Rd., Unit 37.

One of UWO's funded agencies; Oakville Literacy Council is a non-profit, volunteer group providing tutoring to adults in reading, writing, and basic math.

Oakville Literacy Council will still keep its Woodside library office for accessibility, tutor/student lessons, and general meeting space.

Phone number and emails will remain the same. If you would like more information on the Oakville Literacy Council, or find out how you can volunteer, please visit www.oakvilleliteracy.ca, e-mail info@uwokville.ca or call 905-469-8528.

Leading the Way is a quarterly publication produced by United Way of Oakville. For more information, or to submit information, contact Ashley Brown, Manager of Marketing & Communication, at (905) 845-5571, ext. 239 or e-mail ashley@uwoakville.org.

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