



# Report to the Community 2015/16



**United Way**  
Oxford  
Change starts here.

## OUR MANDATE

To improve **lives** and build **community**  
by *engaging* individuals and *mobilizing* collective action



Together,  
we can:



- **Energize** and **inspire people** to make a difference
- Provide meaningful **opportunities** for individuals to realize their **potential** by demonstrating volunteer leadership in service to community
- Reflect the **diversity** of the communities we serve
- Deepen relationships by ensuring community members **have a voice**
- **Work strategically** with local partners to strengthen the social fabric of our community
- Increase **investments** by growing and diversifying our own resource development and fundraising efforts and supporting those of others
- Ensure investments have recognizable and **measurable impact**

## Message to Our Community

Since 1964, United Way Oxford has been working with you, our community, to change lives. Whether you're a volunteer, donor, front-line service provider, corporate supporter, an elected government official, labour group or a community leader, we are all working together to ensure that Oxford County has access to supports and services that help to build a better life.

Our community has faced many changes. United Way changed with it. We've evolved from being a 'funder' to a trusted leader that leverages partnerships, encourages collaboration and builds new relationships. We target investments to support locally developed strategies that help move people from poverty to possibility, build strong communities and help kids be all they can be. These strategies, developed in consultation with our community, people with lived experience, local experts and local volunteers, allow us to move beyond a responsive role to one that influences real change in Oxford County. It allows us to work differently and to be more intentional.

People with lived experiences shared their struggles and barriers. Do I send my child to school without a lunch? Do I pay rent, hydro or feed my family with my limited income? Do I go to work sick because I can't afford to take the time off? We heard about the need for welcoming spaces and local, accessible resources. Everyone wants our community to be a great place for our kids to grow up.

You are changing lives. We are excited for the future. What you do and your commitment truly makes a difference.

Thank You,

**Kelly Gilson**  
Executive Director  
United Way Oxford

**Perry Lang**  
Chief Operating Officer, Woodstock Hospital  
Board President, United Way Oxford





*Poverty is complex. The burden is profound. The impact is lasting. Those confronted with poverty face many social barriers. In our community, people talked about the lack of understanding, stigma, indignity and having little hope for the future. United Way is one of many partners working together to address poverty at the root cause. Our focus is on helping to meet basic needs and strengthening employment readiness. We aspire to help people move from a life of poverty to one of possibility.*

#### GOAL

#### Help Meet Basic Needs

##### Strategies

- Increase access to affordable, healthy, fresh food
- Provide supports and options to obtain and maintain affordable, safe and stable housing
- Create awareness for improved health and well-being
- Educate the community about the reality of living in poverty

#### GOAL

#### Strengthen Employment Readiness

##### Strategies

- Increase access to supports and training that will provide education, strengthen employment readiness and relevant life skills
- Recognize, reduce and eliminate barriers to obtaining and maintaining a job

# POVERTY TO POSSIBILITY





*In order for our community to be strong, we need healthy individuals, families and neighbourhoods. Across our community, people talked about the desire to live in an engaged community where everyone has the opportunity to speak and be heard. Access to local supports and resources is needed. They want to be a part of a strong community that is built with understanding, acceptance and the desire to reduce stigma and stereotypes for those living with mental illness and/or addictions. Our goal is to empower people by creating a sense of belonging, to support mental health and to reduce addictions. Empowering people to be their best builds a stronger community for everyone.*

#### GOAL

#### Support Mental Health and Reduce Addictions

##### Strategies:

- Ensure timely, client-centered, relationship-based, accessible, and local support services for those struggling with addictions and/or mental health issues
- Provide focused efforts towards programs and initiatives that strengthen individuals' resiliency, self-esteem, sense of belonging, and ability to cope
- Educate the community to increase understanding and reduce stigma

#### GOAL

#### Empower People

##### Strategies:

- Create safe and inviting places for community members
- Equip people with the skills, tools and opportunities to share their experiences and opinions to effectively impact community discussions and decisions

# STRONG COMMUNITIES





*Children are born with limitless potential. Every child deserves to have the resources and supports necessary to help them thrive as they transition from childhood to adulthood. People in our community told us that healthy development needs to become a civic priority across Oxford County. They want opportunities for youth that help them lead happy lives, pursue their interests and achieve their goals. Investing in our youth and helping them be all they can be strengthens the health and well-being of our entire community.*

#### GOAL

#### Nurture Children and Youth

##### Strategies:

- Empower children and youth to strengthen their resiliency, self-esteem, sense of belonging, self-regulation and ability to cope with day to day challenges
- Leverage children and youth's education, leadership, mentorship, recreation and social opportunities
- Enhance the capacity of parents, service partners and the community to support children through their developmental stages

# ALL THAT KIDS CAN BE





## A Message from Dan & Megan

This has been an incredible year of sharing United Way's targeted investment strategies with our community. We were thrilled to share this vision in workplaces and in the homes of individuals who wanted to hear more. It's a great honour to be a part of real change that is happening here in Oxford County! Our community matters. Individuals' needs and concerns have been heard. Throughout our campaign we sensed concern regarding our economy and its impact on local workplaces, but individuals and corporations gave generously to support the work of United Way Oxford and we are elated! Now it is time to invest those dollars.

At our Community Celebration on Thursday, March 24, we honoured the success of our campaign. Our Spirit Award recipients were honoured and celebrated. We reflected on the need for our community to work together. Thank you to the hundreds of volunteers and thousands of donors who have given so generously. We appreciated your questions, conversations and the opportunity to connect. We are also thankful to our new supporters who have joined us this year – we welcome and invite you to dig deep, be engaged and be proud of how you choose to spend your time, resources and effort.

Thank you to our Campaign Cabinet. You have opened doors and motivated individuals and workplaces throughout the County to support our team's efforts! As well, we would like to thank United Way Oxford staff for their caring and truly dedicated efforts in achieving such great success!

"Alone we can do so little; together we can do so much." — Helen Keller

Sincerely,

**Dan Henry**, Heart FM  
Campaign Co-Chair

**Megan Porter**, Boston Pizza  
Campaign Co-Chair



## Labour Report

For many years the Labour Movement and United Way have shared a common vision for prosperous, resilient communities. United Way Oxford's Labour Committee was formed with the goal of deepening partnerships with local Union affiliates and helping United Way communicate the importance of everyone working together to support systematic change. Your gifts of time, money and enthusiasm have supported many great initiatives throughout our community.

I'd like to thank our committee members for making this year a success. We were happy to have new members participate and look forward to continued growth. We encourage new volunteers to join us and to share their expertise and passion. I would also like to extend my appreciation to all the union locals, members, volunteers, staff and workplace coordinators who work so hard to support United Way Oxford. Your role is essential in building a stronger Oxford County. Together, we move people from a life of poverty to one of possibility, help kids be all they can be and create strong communities.

As we look forward, the possibilities are limitless. Solidarity and strength in numbers can effect great change.

**Dan Borthwick**  
Unifor Local 88 President  
United Way Oxford Labour Committee, Chair  
United Way Oxford Campaign Cabinet



## Joint Management & Labour Award

United Way Oxford is proud to present GM CAMI Assembly Plant/Unifor Local 88 with the 2015 Joint Management and Labour Award.

Every year, this award is presented to a unionized workplace that exemplifies collaboration and team work between labour and management groups in conducting their United Way Campaign. Congratulations and thank you for making a difference every single day.



## 2015 Spirit Awards

Spirit Awards are presented to individuals and organizations that demonstrate outstanding support to United Way. Please join us in recognizing them for their amazing accomplishments.

### Award of Excellence

Steelcraft QCI Division

### Spirit of Community Award

Tim Hortons – Norwich Ave.

### Corporate Support Award

Toyota Motor Manufacturing Canada

### Joint Management & Labour Award

GM CAMI Assembly Plant/  
Unifor Local 88

### New Campaign Award

Kerry Canada

### Quantum Leap Award

Toyota Tsusho Canada Inc., Maple  
Automotive Corp., Green Metals Inc.

### Outstanding Employee Campaign Coordinator

Lynda Bartlett – Oxford County

### Outstanding Campaign Team

GM CAMI Assembly Plant/  
Unifor Local 88

### Media Appreciation Award

Snapd Woodstock

### Special Appreciation Award

Christine Smith



## 2015 Wes Magill Award

### WOODSTOCK HOSPITAL

Each year, the Wes Magill Award honors an individual or group in the community who has gone the 'extra mile' and given their time and talents to support the work of United Way.

In partnership with the Magill family, we were proud to present the 2015 Wes Magill Award to the Woodstock Hospital. This award recognizes their enthusiasm and commitment. It recognizes attendance at events and the involvement of Woodstock Hospital employees in many community initiatives. In addition, we'd like to recognize and thank all the individuals who have volunteered, both present and past, on our Board of Directors, Citizen Review Panels and various other committees.

Congratulations Woodstock Hospital! Your support is impacting lives and building a stronger Oxford!



## 2015 United Way Sponsors

We are grateful for the diverse support of our sponsors. Their generosity allows us to achieve greater impact at minimal cost. We gratefully acknowledge the following companies and individuals for their support of United Way.

### Marketing Materials & Professional Services

31st Line Strategic  
Communications

Amie Leigh Artistry

Eros Photography

Forvan Technologies Inc.

Oxford County

Oxford Regional Labour  
Council

RBC Dominion Securities

The Guarantee Co.  
of North America

### Event Sponsors

Meridian Credit Union –  
Student Stairclimb

Quality Hotel & Suites –  
Community Celebration

TD Canada Trust –  
Day of Caring

### Media Sponsors

104.7 Heart FM

Post Media

Rogers

Snapd Woodstock

### Supporting Event Sponsors

2015 Online Auction  
Sponsors

Allen Building Centre

AP Hurley Construction Ltd.

Boston Pizza

Can-Tario Brick and Stone

Fanshawe College

Food Basics

Friendly City Crossfit

Glassford Chrysler

Home Depot

Ingersoll Home Hardware  
Building Centre

Karen Talbot's Flowers  
and Perennials

Langs Bus Lines Ltd.

McDonalds

Rietta's Decor & Design

Staples

Streetbeat DJ Service

Tim Hortons – Norwich Ave.

Van Wees Mostly Roses

Woodstock & District  
Community Complex/  
City of Woodstock

Woodstock Hydro

Woodstock Fire Department/  
IAFF

### Building Accessibility Improvements

Dr. Leonard Reeves  
Foundation

Government of Canada  
Enabling Accessibility Fund



TD Canada Trust – Day of Caring Event Sponsor



Quality Hotel & Suites –  
Community Celebration Event Sponsor



Meridian – Student Stairclimb Event Sponsor



## Our People

We would like to thank our volunteers for their commitment to making our community great. Your leadership, expertise and time are valued and appreciated.

### Board of Directors

Perry Lang  
Woodstock Hospital  
*President*

Jeff Surridge  
Community Employment  
Services  
*Past President*

Shauna Pow  
Pow Engineering  
*1st Vice-President*

Amy Matheson  
Oxford County Federation  
of Agriculture  
*2nd Vice President*

Monte Shillington  
Montgomery Shillington,  
Barristers & Solicitors  
*Treasurer*

Marilyn Price  
Lyndon Fish Hatcheries Inc  
*Secretary*

Cheryl Micacchi  
Retired TVDSB  
*Member*

Frank Vandrus  
Toyota Motor  
Manufacturing Canada  
*Member*

Gisella Latfullah  
Children's Aid Society  
of Oxford County  
*Member*

Linda Leyten  
Oxford Regional  
Labour Council  
*Member*

Lynn Buchner  
Oxford County  
*Member*

Michelle Murphy  
Ontario Provincial Police  
*Member*

Randy Peltz  
Woodstock & Area  
Community Health Centre  
*Member*

Soraya Abud Benevides  
Public Relations Consultant  
*Member*

Steve Halyk  
Meridian Credit Union  
*Member*

### Campaign Cabinet

Dan Henry  
Campaign Co-Chair  
Heart FM

Megan Porter  
Campaign Co-Chair  
Boston Pizza

Beth Taylor  
Retired TVDSB

Carolynn Post  
TransArctic

Dan Borthwick  
UNIFOR Local 88

Jason Stanko  
RBC Financial Group

Kristi Cross  
Woodstock Chamber of  
Commerce

Kim Whitehead  
SRG

Sharon Dykstra  
Timberland Equipment Ltd.

### Staff

Kelly Gilson  
Executive Director

Anne Wismer  
Operations Manager

Shelley Lachapelle  
Campaign Manager

Amanda Kreiger  
Campaign Coordinator

Jennifer Belleth  
Campaign Coordinator

Jewel Hartviksen  
Office Administrator

## Sponsored Employee Program

The Sponsored Employee Program is a unique professional development opportunity in which a company loans an employee to United Way for a 16-week period during our annual fall campaign.

With training in fundraising techniques and the support of the United Way staff, the sponsored employee assists in every aspect of our community efforts. With guidance, participants provide individualized support to over 150 workplace campaigns in Oxford County. Sponsored employees have the opportunity to share their experience once they return to their workplace with greater understanding of the needs in their community and how each of us can make a difference!

*This opportunity was a life changing experience. During my time at United Way I gained a deeper understanding of what community really means. I was quickly inspired by the work United Way does and their ability to gather the necessary resources to support those in need. Having the capability to reach so many in our community is what makes United Way unique.*

*As I reflect on my experience as sponsored employee now that I have rejoined my team at TMMC, I'm always striving to put what I have learned to good work. This week in particular one specific thought kept coming to mind as I tried to pick the greatest lesson I learned from this experience. In my mind the words "In our differences we find strength" kept repeating themselves and I realized the greatest lesson from all of this was seeing what remarkable things can result from many people coming together to achieve a common goal.*

### Annette Mistrzak

2015 Sponsored Employee  
Toyota Motor Manufacturing Canada



## Summary Statement of Operations

	2016	2015
<b>REVENUE:</b>		
Campaign Revenue	1,153,629	1,190,664
Designations from other United Ways	51,336	20,209
Pledge Loss	-33,146	-20,780
Grants and Sponsorships	101,897	105,324
Investments	8,465	25,845
	1,282,181	1,321,262

	2016	2015
<b>EXPENSES:</b>		
Fundraising Expense		
Campaign Costs	183,556	181,356
Allocation of Management & Administrative Costs	15,210	33,227
	198,766	214,583

<b>Program Costs</b>		
Allocation to Agencies	569,860	504,566
Recovery of Prior Year Allocations		-83,000
Allocation to Community Initiative Fund/Community Services	45,137	36,048
Donor Directed Designations	106,863	123,542
Other Program Costs	339,657	257,749
Allocation of Management & Administrative Costs	16,477	35,996
	1,077,994	874,901

<b>EXCESS REVENUE OVER EXPENSES</b>	<b>5,421</b>	<b>231,778</b>
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*This is a summary of the details in the March 31, 2016 Financial Statements audited by Micacchi Warnick & Company. Full copies of our audited financial statements are available at [www.unitedwayoxford.ca](http://www.unitedwayoxford.ca) or by calling (519) 539-3851.*







**United Way**  
Ox ford  
**Change starts here.**

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**RBC Wealth Management**  
Dominion Securities



**31st Line Strategic**  
Communications

Charitable Registration #: BN 11930 3642 RR 0001