



THANK YOU

Thank you for taking the time to work with the United Way of Lunenburg County. Honestly, we couldn't do it without you.

Like you, we also believe in our community. We believe that its success depends on the people who live in it, and that everyone has something to contribute. We believe that when you work together as a team everyone's potential can and will be realized, and when you ensure that every person has value, you have created a truly great community that everyone can be proud of.

On behalf of the people and groups that benefit from United Way of Lunenburg County funding, thank you.





Dear Business and Community Partner,

Re: United Way of Lunenburg County Workplace Campaign

The United Way of Lunenburg County's ability to invest the amount of money that we do every year in our community - over \$750,000 since 2003 - is contingent upon our ability to work with workplaces just like yours.

Through a very efficient payroll deduction program, we give local donors the opportunity to invest in their community by having a small part of their paycheque redirected to the United Way of Lunenburg County. It is this money that is then invested in local community groups and programs.

The vast majority of payroll software is setup to accept charitable donation contributions at source, and issue tax receipts on the employees' T4 slips.

In Lunenburg County we currently have over 50 workplaces participating in a United Way of Lunenburg County workplace payroll deduction campaign. Many of these workplaces have an employee participation rate of over 75%.

Consider this; if every single working person in Lunenburg County contributed just 15¢ per day to the United Way of Lunenburg County, we would raise in excess of \$1.2 million each and every year. Because this is money raised by the local United Way it must stay in Lunenburg County. It can't be sent to Halifax, Ottawa, Montreal, Toronto or beyond. It has to stay in Lunenburg County.

This is money that we could then invest to help our kids, youth, families, seniors and communities. We could build local capacity, hope and opportunity.

For many Lunenburg County community groups and organizations, funding from the United Way of Lunenburg County is the difference between a good program and a great program and in some cases simply no program at all.

The following document contains information about our United Way and the payroll deduction process. If you have any questions or require additional information please do not hesitate to ask. I can be reached at 902-530-3072 (voice mail) or via e-mail at office@lunenburgcounty.unitedway.ca.

Thank you,

Michael Graves
Coordinator
The United Way of Lunenburg County

The following pages contain background information about the United Way and the United Way of Lunenburg County.

- The history of the United Way
- The United Way of Lunenburg County
- How funds are raised
- The donor cycle
- How the pledge form works
- 2012/2013 funded programs
- Community Investment Impact Area Summary
- Community Assets
- Running a workplace campaign
- Workplace campaign ideas
- Pledge form and campaign booklet order form

We hope that this information provides you with a comfort level and appreciation for the organization and the projects that we have funded.

If you have any questions or require additional information, please do not hesitate to contact our co-ordinator Michael Graves at 530-3072. (Voice mail)

To view our community impact video please visit our website at www.lunenburgcounty.unitedway.ca

HISTORY OF THE UNITED WAY

The winter of 1887 was particularly cold and hard in Denver, Colorado. The silver mines had closed and people wandered the streets hungry and homeless. Clergy from the four largest parishes responded to the plight of the needy by seeking help from merchants and businesses. They discovered very quickly that the men of the cloth were in competition with each other as they made their calls. So they decided to join forces and make a united request to anyone who might be in a position to offer some assistance to the less fortunate. Together they would seek what aid they could and together they would share it amongst their parishioners. In those humble beginnings in Denver, Colorado in 1887, the first United Way was born.” (The Cadith Chronicle – Volume 1, Issue 2 – August 1993.)

The United Way in Canada was born out of a “community collective” philosophy that began in Denver in 1887 and spread to Canada prior to the 1920s. This was a turbulent time in world history. Canada was enmeshed in the Great War to end all wars and the first threads of our social safety net were still almost 30 years away. Individuals and families were reliant upon their own ingenuity and the generosity of their neighbours and community. It is in this environment that United Way Canada first emerged. In 1917 in Montreal and Toronto, charities started community collectives similar to the one in Denver to raise funds to strengthen their communities.

Additional community collectives sprang up across Canada over time. Known originally as Red Feather, Community Chest and the United Appeal, it was not until the 1970s that these organizations took the name of United Way. Today, there are 114 United Ways across Canada, with a presence from coast to coast to coast in ten provinces and one territory. In 2010, these locally based groups raised and then invested over \$450 million dollars in their own local communities, making the United Way the second largest contributor to social programs in Canada after the federal government.

THE UNITED WAY OF LUNENBURG COUNTY

Our Mission: "To lead, inspire and mobilize donors and volunteers to improve the quality of people's lives in our communities."

The United Way of Lunenburg County was established in 2003 as an incorporated non-profit charity.

We are a volunteer driven organization with a dual role in the community. One is to motivate donors and raise money in order to provide the financial resources needed to strengthen areas of our community that need it the most. The other is to seek out organizations and help create the dynamics and partnerships that will effect positive social change here in Lunenburg County.

A volunteer Board of Directors of leading community members governs all United Way decision-making. The Board oversees how donor money is used, shapes our strategic vision and plan, and monitors organizational performance.

Our allocations committee, also local volunteers, analyzes all requests to ensure they meet the established requirements for United Way of Lunenburg County funding:

- Defined community need
- Shared vision
- Measurable outcomes
- Resource management
- Project or program plan and budget

The United Way difference is that all money raised in Lunenburg County stays in Lunenburg County, making the United Way the best and most cost-effective way to invest in our community.

HOW FUNDS ARE RAISED

There are three ways in which the United Way of Lunenburg County raises money:

- Payroll deduction
- Corporate gift giving
- Individual donations

Payroll Deduction

In order to make the system as efficient and cost effective as possible, many businesses have their payroll departments collect employee donations (as designated on their Pledge Forms) via payroll deductions. These funds are held by the employer in a United Way payable account, and are dispensed quarterly in the form of a cheque made payable to the United Way of Lunenburg County—with an indication of the donation and deduction period (i.e., January-March 2012). This process results in less handling (and postage) by the employer and easier fund reconciliation for the United Way of Lunenburg County.

Corporate Giving

In addition to conducting a workplace campaign soliciting employee donations, most companies also make a direct corporate donation to the United Way. Many times, this is in the form of “matching funds” tied to the total of the employee pledged funds.

Individual Giving

Individual contributions to the United Way are an important component of our plan to continue to grow our ability to meet the ever increasing needs of our community. Individuals can contribute via cash, cheque or credit card. As well, donors can make a secure online credit card donation on our website at www.lunenburgcounty.unitedway.ca. Simply click on the donate tab at the top of the page. Tax receipts will be e-mailed instantly to you.

THE DONOR CYCLE

Funds, of course, have to be raised before they are allocated. The process, therefore, is as follows:

- **Fall 2011** – Annual campaign is conducted, funds are pledged and collected throughout the year in 2012 via payroll deduction;
- **2012** - Funds are collected throughout the year via payroll deduction;
- **Winter 2012** – United Way of Lunenburg County places announcements in local papers requesting that Applications for Funding be submitted;
- **Winter 2012** – The United Way of Lunenburg County Allocations Committee (made up of local volunteers from various backgrounds and experience) reviews and assesses all submitted applications and prepares funding allocation recommendations that are presented to the Board of Directors of the United Way of Lunenburg County. The Board then reviews the recommendations and approves the funds for distribution;
- **Spring 2012** – Funds are distributed to approved programs and projects.

WORKPLACE PLEDGE FORM

The Pledge Form is made up of two sheets:

1. One sheet goes to the company's payroll department to start the payroll deduction process;
2. One sheet goes to the United Way of Lunenburg County.

The United Way of Lunenburg County then:

- Tracks and benchmarks donations;
- Recognizes leadership donors (if indicated);
- Dispenses designated funds to the appropriate designated organization;
- Provides a full accounting of all monies received.

Please have the donor complete the form in its entirety.

Sections on the form worth noting:

Leadership Information	If you are in a position to contribute at one of these levels please allow us to recognize you.
Donor Choice	Monies donated to the United Way of Lunenburg County stay in Lunenburg County and are invested in projects and programs right here at home. If you would like to make a designated donation to a registered Canadian charitable organization(s) please complete this section in full. All monies will be sent to the organization's head office.

PRIVACY POLICY

It is worth noting that no personal information is released. (Please see our "Donors Privacy Policy" and the "United Way Statement of Principals of Donors Rights" found on our website at www.lunenburgcounty.unitedway.ca look for the Accountability tab on the left hand margin.)

TAX RECEIPTS

The employer issues tax receipts to the donor and this information is usually found on the employee's T4 slip. The United Way of Lunenburg County issues tax receipts for donations made directly to the United Way of Lunenburg County. Credit card donations can be made directly on our website at www.lunenburgcounty.unitedway.ca - simply click on the Donate tab found at the top of our home page. Tax receipts will be e-mailed instantly to you.

QUICK FUNDING FACTS

- Established in 2003
- More than \$750,000 invested in Lunenburg County to date
- Currently more than 50 workplace campaigns
- For the 2006-2013 allocation periods \$694,315.84 was invested in 140 Lunenburg County based programs and organizations.

COMMUNITY INVESTMENT (IMPACT AREAS)

1. Helping Young Children and Their Families Thrive

Outcome:

- Young children and their families are supported so all children can successfully start school
- Young children and their families are assisted and encouraged to participate in physical activities thus promoting and encouraging both good health and quality family time
- Young children and their families are provided with the means to participate in both social and educational activities with peer groups

2. Increasing Safety and Reducing Violence

Outcome:

- People are safer in their homes and communities
- People are safe in their relationship

3. Increasing Self-Sufficiency and Well Being

Outcome:

- People of all ages have skills so they can adapt to crisis, face life's challenges and fully participate in the community
- Individuals and communities work together to achieve common goals

4. Building Stronger Volunteer Organizations

Outcome:

- Organizations have an adequate number of skilled, involved and committed volunteers and staff
- Organizations work together, sharing knowledge, expertise and services
- Organizations meet accepted accountability and governance standards

5. Development of Youth

Outcome:

- Our community has programs that provide activities that help our youth grow and mature.

QUICK FUNDING FACTS

The United Way of Lunenburg County allocates resources to organizations that address one or more of these impact areas:

*The following funding totals and programs are a summary of our allocations for the 2006 to 2013 - allocation periods. **Bold indicates multiple year funding.***

INCREASING SELF-SUFFICIENCY AND WELL BEING (\$155,775 INVESTED)

- Restorative Care at Fisherman's Memorial Hospital
- **St Vincent de Paul Community Outreach**
- Be Well Connected Referral Service
- ARK truck purchase
- **Bonnie Lea Farm (paper shredder) x 2**
- **Chester Community Wheels**
- **New Ross Community Recreational Facility**
- New Germany Community Centre
- Harbour House Moving Forward
- Schizophrenia Society of Lunenburg
- CMHA Wellness Program
- VON ON the Move Transportation Network
- CMA Peer Support Network
- Verge House Structured Work Program
- Bridgewater Senior Wheels
- VON Frozen Favourites
- Forties Community Centre
- **Fox Point Community Centre**

HELPING YOUNG CHILDREN AND THEIR FAMILIES THRIVE (\$176,308 INVESTED)

- Small World Child Care Centre
- **Buccaneer Bay / Heritage House**
- **Tale Spinners Literacy Program**
- Pathways Community Association
- Bridgewater Food Bank
- New Germany Food Bank
- Big Brothers Big Sisters
- **First Steps Early Intervention**
- Early Years Screening Program
- North River Recreational Pad
- Chester Family Centre
- North River Community Centre
- Through the Years Community Court
- **Hinchinbrook Farm**
- Big Brothers Big Sisters

REDUCING VIOLENCE AND INCREASING SAFETY (\$16,232.06 INVESTED)

- **Harbour House Community Outreach**
- Buster the Bus (School bus safety program)
- Lunenburg County Ground Search and Rescue

BUILDING STRONGER VOLUNTEER ORGANIZATIONS (\$29,235 INVESTED)

- **Adult Learning Network**
- Pathways Community Assoc
- Lunenburg County Ground Search and Rescue
- **Lunenburg / Queens Volunteer Centre**
- Riverport Community Centre
- Habitat for Humanity

ASSISTING IN THE DEVELOPMENT OF YOUTH (\$316,765.78 INVESTED)

- Verge House
- Chester Skateboard Park
- **Through the Years Community Centre**
- **Big Brothers Big Sisters**
- Dance Dance Revolution
- **Kids and Kops Summer Day Camp**
- New Hope Community Basketball Court Fence
- Sexual Health Information for Teens (SHIFT)
- **Baby Think it Over**
- **Big Brothers Big Sisters in School Mentoring**
- **P.R.O. Kids – Bridgewater**
- **P.R.O. Kids – Chester**
- **P.R.O. Kids – MODL**
- **YMCA Friday Night Youth Zone**
- Canoes for Scout Camp Mush a Mush
- Commercial Toasters for Lunenburg County Jr/Sr High Schools
- **Girl Talk Summer Day Camps**
- **New Germany Teen Place**
- National Youth Arts Week
- South Shore Safe Communities
- South Shore Sea Hawks
- Chester Arts Centre
- South Shore Scouting – Kickoff to Scouting
- King Street Youth Centre

COMMUNITY ASSETS

In some cases, the funds provided by the United Way of Lunenburg County are used to purchase **Community Assets**, which will provide years and years of direct benefit to the community. Some of these funded purchases include:

- Dance Dance Revolution High School Recreation Systems
- Industrial Shredder for Bonny Lea Farms (2)
- ARK Truck Purchase
- Fencing for Community Basketball Court in Western Shore
- Through the Years Day Care and Community Centre – Community Room Furnishings
- Babies for the “Baby Think it Over” Program
- Harbour House Community Outreach
- Buster the Bus (School Bus Safety Program)
- Canoes for Scout Camp Mush a Mush
- Commercial Toasters for Lunenburg County Jr/Sr High Schools
- New Ross Community Recreational Facility
- River Port Community Centre Room Furnishings
- North River Community Recreational Pad
- Through the Years Community Court
- Forties Community Centre Room Furnishings
- Fox Point Community Centre Upgrades

RUNNING A WORKPLACE CAMPAIGN

Campaign Building Blocks

At United Way, we believe that each campaign should be tailored to fit your organizational culture. The following six elements are found in all successful campaigns. These are the basic “building blocks” of effective campaigns.

Learn About United Way

- Learn about United Way projects, agencies and community work;
- Find out how United Way can help you run an effective campaign.

Build a Team

- Secure support from all levels of your organization, including management and labour unions;
- Recruit a campaign committee and canvassers;
- Assign a specific campaign role to each person.

Analyse and Develop a Plan

- Set financial and participation goals;
- Put your Action plans on paper and set timelines;
- Develop an internal communication plan for the campaign.

Kick-off and Canvass

- Mark the beginning of your campaign with a kick-off event;
- Canvass employees for pledge form donations;
- Monitor progress and remit pledge forms to United Way of Lunenburg County.

Special Events and Wrap-up

- Arrange and promote special events;
- Signal the end of your campaign with a wrap-up.

Recognition and Evaluation

- Thank and recognize all donors and volunteers;
- Evaluate the strengths and weaknesses of your campaign;
- Make recommendations for next year’s campaign – this will be your legacy!

**Remember all money raised in Lunenburg County stays in Lunenburg County.
This makes the United Way one of the best investment you can make in your community.**

WORKPLACE EVENT IDEAS

Special events act as an excellent complement to a Workplace Campaign. They can raise funds, create awareness, motivate, promote team spirit, create friendly competition and set the stage for your employee canvass. But most of all, they are just plain fun.

The best ideas for special events will probably come from your own committee. Be sure to assess the amount of work involved before scheduling each event. Here are some of the more popular special events that raise awareness and money, and are fun at the same time:

EVENT	LICENSE REQUIRED	COST	DEGREE OF DIFFICULTY
Auction	No	Low	Medium
Bake Sale	No	Low	Medium
Barbecue	No	High	High
Bingo or e-mail Bingo	Yes	Medium	Medium
Casual Day	No	Low	Low
Garage Sale	No	Low	High
Raffle or 50/50 Draw	Yes	Low	Medium
Scavenger Hunt	No	Low	Low

Running a United Way Workplace Campaign?

Why not decorate your place of business or offer employee incentives by using United Way branded material to enhance your fundraising campaign. Simply visit the United Way store at www.brymark.com/unitedway or call 1-800-668-3766. Payment is expected at the time of purchase and all major credit cards are honoured.



United Way
Lunenburg County
Change starts here.

CAMPAIGN MATERIAL

ORDER FORM

Fax to 527-2923

Questions? Call 530-3072 or e-mail office@lunenburgcounty.unitedway.ca

Business Name: _____

Contact Name: _____

Telephone #: _____

e-mail Address: _____

Campaign start date: _____ Campaign end date: _____

Campaign Material Needed

DVD: _____ (one per business site location)

Info via e-mail: _____ email address: _____

This would be additional background information about our United Way.

Pledge Forms #'s: _____

Brochure #'s: _____

United Way Representative Information

Your name: _____ Telephone #: _____

e-mail address: _____

Please complete one order form for each business that you have contacted to run a workplace United Way campaign. Packages will be assembled within two days and you will be contacted for pickup.