

Annual Report

2010



United Way
Brandon

**Building a
Better
Community**



WWW.BRANDONUW.CA



MISSION, VISION AND VALUES

MISSION STATEMENT

United Way of Brandon and District exists to build community by engaging individuals and organizations for the common good.

VISION

To be a strong, caring community that empowers its citizens to reach their potential.

VALUES

Integrity: We are committed to honesty, objectivity and equability in all actions.

Responsibility: We are accountable to the citizens of Brandon and district in our role as stewards of financial resources and facilitators of community cooperation.

Inclusiveness: We recognize that all citizens and community groups contribute to a caring society.

Collaboration: We value the cooperation of all members of the community and encourage their participation in decision-making.

Respect: We admire and share the dedication and commitment of volunteers and staff while remaining sensitive to the autonomy of community groups.



**WHEN WE REACH
OUT A HAND TO ONE,
WE INFLUENCE THE
CONDITION OF ALL.**

A MESSAGE TO OUR COMMUNITY

To say that 2010 was an incredibly busy year would be an understatement. From welcoming new partner organizations, new key stakeholders and running the most successful annual campaign in our history, 2010 was exhilarating.

This year our United Way exceeded our 2009 results raising over \$703, 015 – a new high for our community. A special thank you to Kevin Martin, and all of the 2010 Campaign Team. It was an incredible volunteer experience that people will talk about for many years to come.

But our success needs to be measured in more than just dollars. Our vision is to be a leader in the building of an extraordinary community. No small task. To achieve our vision we need to stay focused on what's important. We understand that to achieve our vision we have to deepen our community impact. For us that means building on the strength of our 74 years of history in this community. It means building on the diverse relationships that have developed and grown. It means reaching out to people and organizations across our community in our effort to make a lasting difference.

The unique positioning of our work affords us a spectacular vantage point. We are privileged to have many diverse relationships extending across private and public sector workplaces to agencies and associations that sustain our community. In 2010 we entered into a 3-year partnership with the Brandon & Area Community Foundation to co-fund the **Youth in Philanthropy** program. An incredible opportunity for us to support youth learning about philanthropy and volunteerism in all 3 high schools in Brandon as well as the high school at Elton Collegiate in Forrest. We were also very excited to partner with **Seed Winnipeg**, to bring Brandon's first ever "**Asset Building Program**" to our community. This program, run locally by Samaritan House Ministries, assists low-income participants to save for productive assets or household necessities. To help participants meet their savings goals, the programs include money management training classes, matched savings credits that are added to the funds that participants save on their own, opportunities for peer support from fellow participants, and one-to-one support from the staff team. We are excited about the positive outcomes of this program. Our other community specific programs, **Coats for Kids** and **Tools for Schools** continue to grow and increase their positive impact on children, youth and families in our community.

Some years ago, after listening closely and extensively to many viewpoints, we adopted a strategic approach to community investment seeking to achieve cumulative, measurable and lasting impact. Today, we are leveraging our human, financial and relationship assets to ensure impact that is long lasting and will positively affect social change. Our strategy is three-fold. We invest in local agencies providing services to people. We convene partnerships to jointly identify and solve problems. We advocate for lasting changes in community conditions.

Specific examples demonstrate that our approach is always rooted in an unwavering belief in the raw strength of our community and the great potential to build on that strength. In 2010 more than 31 different programs/services were funded because they were able to demonstrate how their programs make a difference, how they build upon existing strengths and how they advance United Way's community impact areas: helping young children and their families thrive, increasing well-being and self-sufficiency, helping our community's most vulnerable and increasing safety and building stronger more vital neighbourhoods.

Our volunteers bring passion, commitment and understanding to the work we do at United Way and as valued members of the team we would like to especially make note of their dedicated efforts this past year. We are fortunate and inspired to work with a completely committed staff, who are unparalleled in their skills, their devotion to our community and their energy for implementation. Their commitment and teamwork for a community our size is unparalleled. As a result, we have a solid foundation for continued growth and evolution to meet the needs of our community.

Each year thousands of our community members have come to rely on the programs and services provided by our funded agencies and this year we continue to celebrate the lives that have been improved, changed and saved because of the effective work of these organizations. We look forward to our continued work with these agencies and other key stakeholders in addressing our community priorities in the year ahead. If we do it right it all adds up "*to moving people from poverty to possibility*" and making Brandon and District a better place for us all.

By building on strengths, our focus is on the possible. By building on our 74 years of community commitment we have moved from success to significance. Each of us makes a difference every day. Throughout our history United Way of Brandon & District has been an important part of our community. And as the community changes, we understand that we must not only keep pace but we must lead.

Thank you for your commitment to our community. Through the work of United Way of Brandon & District we are "improving lives and building community by engaging individuals and mobilizing collective action."

Trudy Corbett, Chair
Board of Directors

Debbie Arsenault
Chief Executive Officer

MESSAGE FROM THE CAMPAIGN CHAIR

Thanks to the extraordinary efforts of volunteers and the generosity of donors, United Way of Brandon & District raised a record \$703,015 in 2010. Thousands of individuals, companies, and organized labour all deserve tremendous credit for this great achievement.

Many of us were shocked by the natural disasters world wide that devastated so many lives. People always responded with incredible generosity and compassion, not only to the victims of Haiti, the flooding in Australia, and earthquake in Pakistan, but to the needs in our own community as well. Disasters such as these remind us how important it is to have a network of services in place to help people rebuild their lives and community. That's what United Way is all about.

During my tenure as 2010 Campaign Chair I had the opportunity to meet with many business leaders in the Brandon community, we were struck by their commitment to United Way. They realize that United Way helps to build a strong community in which to live and work. People such as Bill Turner, Plant Manager at Canexus Chemical Co., Jeff Sass, Regional Manager of MPI in Brandon, and Lt.Col.Luc Genereux, Base Commander at CFB Shilo to name just a few of so many who understand the difference that the support of senior leadership can make to United Way's success. Their support and the fabulous work by their in-house team of volunteers saw some exciting things take place during their campaigns.

We also want to acknowledge and celebrate the partnership between United Way and organized labour, formalized in an agreement between United Way Canada and the Canadian Labour Congress, the largest umbrella organization of unions and other labour bodies in Canada. Both United Way and the labour movement share a common vision for our community: strong, healthy and prosperous. Union members in some workplaces team together with management to run United Way campaigns in their workplaces. In our community the value of this teamwork to help United Way was no more visible this year than by the teamwork exhibited by management, admin and unionized employees, *UFCW Local 832* at the *Maple Leaf Fresh Foods* plant. Our results would not have been as positive without their caring and compassion and those of the other organized labour workplace campaigns.

In 2010 we welcomed numerous new workplace campaigns to the United Way fold including *Cargill Animal Nutrition*, *Tundra Oil & Gas*, *Western Medical Clinic* and *myITsource.ca* to name just a few. Our leadership donors who give at the \$1,000 and above level are to be commended for their continued vision and support for the work of United Way. To my campaign team, the hundreds of volunteers and the thousands of donors my heartfelt thanks for ensuring that the work of United Way can carry on and grow with your continued support.

This community continues to show its caring spirit and recognizes urgent needs here in our community every day. The citizens of Brandon & District, through their record-setting support of United Way in 2010, have shown once again that our community is truly unsurpassed in its commitment to helping others.



Kevin Martin
2010 Campaign Chair



**2010
Board Members**

Trudy Corbett
Brian MacRae *
Shane Robins *
Jason Sissons
Greg Crisanti
Dean Jago
Deborah Poff
Didi Stepanek
Kirk de Fazio *
Paul Palidwar
Chuck LaRocque
Kirk Devlin
Marty Minshull
Jim Brinkhurst
Kevin Holder
Brad Langston
Rhonda Mathers *
Doris Berscheid-King

Staff Members

Debbie Arsenault
Chief Executive Officer

Cynamon Mychasiw
Campaign Manager

Janis Evens
Office Manager

* indicates resigned before
completing term

2010 Campaign Cabinet

Lois Fowler
Century 21-Westman

Marlene Heise
Vanguard Credit Union

Brent Buchanan
Memories Chapel

Frank Arndt
myITsource.ca

Darryl Andrews
Guild Insurance Brokers

Daniel Burns
Burns Maendel Consulting Engineers

Reg Atkinson
R.M. of Cornwallis

Barry Cullen (2009 Chair)
Keywest Photo Image by Design

Lori Dangerfield

Tanice Taylor
Freedom 55 Financial

Ian Grant
Brandon Police Service



Funded Programs & Services

CANADIAN RED CROSS SOCIETY, BRANDON BRANCH

Provides services both locally and internationally; these include disaster preparation and programs that re-establish contact between loved ones separated by disaster, war or other difficulties as well as the promotion of humanitarian values and law. The first United Way funded program is. "Just in Case"; provides disaster/emergency preparedness for senior citizens & other isolated members of our community in times of dire circumstances. The second United Way funded program is called "Smart Start". This program provides community access to first aid training, for newcomers to our community and immigrants and refugees.

2010 Investment: \$ 15,000 2011 Investment: \$ 10,000

SECURITY BLANKET PROVIDERS INC.

This program offers volunteer quilted blankets to children who have been exposed to violence in their home. This program delivers over 100 specially made blankets a year to children in Brandon. Because the blankets are quilted with input from the child, it greatly improves their feeling of self-worth, perhaps helping to bring the cycle of family abuse to an end.

2010 Investment: \$ 7,000 2011 Investment: \$ 7,000

BRANDON FAMILY YMCA

The Before & After School program has been running in schools in the Brandon School Division since its inception in 1999. The program provides a safe, supervised location for children in their neighbourhood school. It supports families by providing peace of mind to parents knowing that their children will be well cared for when parents are required to be at work early or stay later.

2010 Investment: \$ 55,000 2011 Investment: \$ 50,000

YOUTH FOR CHRIST

United Way funding provides for new neighbourhood literacy focused after-school and evening programming for area youth. Program creates a literacy rich environment, emphasizes one-to-one tutoring with trained adult volunteers, provides healthy food options, opportunities for parents, teachers and volunteers to interact and so much more.

2011 Investment: \$ 30,000

CHILD & FAMILY SERVICES, ELSPETH REID FAMILY RESOURCE CENTRE & PRE-SCHOOL ENRICHMENT PROGRAM

A focal point in our community where families work to learn how to meet their own needs, how to be good parents, how to work on their personal self esteem issues. The Elspeth Reid Family Resource Centre offers a safe and positive atmosphere for first time, low-income mothers. First time fathers can go to the Centre and enroll in parenting classes as well without worrying about being ridiculed. There is no government funding available for programs that the Centre runs; they depend on annual United Way support and other public contributions to keep the Centre alive and operating. United Way also funds the Pre-School Enrichment program-one that serves as a very important Head Start program for children who because of their parents' financial resources limitations cannot give their children the start in life that they need.

2010 Investment: \$ 37,000 2011 Investment: \$ 45,000

CNIB-WEST DISTRICT

Committed to assisting people who are blind, and/or visually impaired in dealing with the many challenges of living in a sighted world. Services funded by United Way include counseling, orientation and mobility, career and employment services, adaptive independent living skills services. Low visions services, library services, assistive technology assessment; training and peer support. CNIB is an agency that provides excellent service to their clients both in Brandon and throughout the West District. Currently United Way of Brandon funding impacts in excess of 163 clients right here in the city of Brandon.

2010 Investment: \$ 20,000 2011 Investment: \$ 20,000

THE JOHN HOWARD SOCIETY

United Way program funding works very hard to ensure that counseling, support and educational programs for victims of crime are our #1 priority. Funding is directed at the Youth Anger Management program. The agency also provides educational programs for offenders, ex-offenders and their families. John Howard also provides Westman Mediation Services which is a very popular restorative justice program.

2010 Investment: \$ 18,000 2011 Investment: \$ 18,000

Funded Programs & Services

SEXUALITY EDUCATION RESOURCE CENTRE-TEEN MENTORING PROGRAM

The Centre promotes understanding of sexual and reproductive health through education and teen mentoring programs. Programs include the Facts of Life program, a resource library and an education service for teens. The work that SERC staff and trained volunteers do in our school system and community is exceptional. United Way funding specifically provides for the Teen Mentoring program and Leadership program which not only provides students with a knowledgeable and factual resource, but teens of their own age who will mentor them through the challenging high school years.

2010 Investment: \$ 13,000 2011 Investment: \$ 13,000

FOOD FOR THOUGHT, LUNCH, BREAKFAST AND EMERGENCY SNACK PROGRAM.

This program is directed to children of K to 8. Currently the program is run in 15 schools in the Brandon School Division. Students are provided with breakfast and emergency snacks at 8 of the 15 sites. Volunteers from a variety of workplaces serve at the program sites. Part-time co-coordinators are responsible for the program in each school.

2010 Investment: \$ 14,000 2011 Investment: \$ 15,000

SAMARITAN HOUSE FOOD BANK/RESOURCE CENTER

A focal point in the community where individuals and families work to meet their own needs-get help with resume writing, employment skill development, interviewing skills and help with literacy issues can all be found at Samaritan House. In 2011 as well as funding the food hamper program, United Way funding is provided in support of a new Holistic Approach to Employment readiness for those people struggling with accessing and maintaining employment.

2010 Investment: \$ 25,000 2011 Investment: \$ 45,000

BRANDON ASPHASIA SUPPORT PROJECT

This new community project will receive funding from United Way in 2011 for 3 programs; "Supported Conversation for Adults with Asphasia"; volunteer training and general support of "Takes 2 to Tango".

2011 Investment: \$ 14,500

LEARNING DISABILITIES ASSOCIATION, BRANDON BRANCH

Provides information, referral, and support for individuals with learning disabilities and/or Attention Deficit Hyperactivity Disorder as well as to their families and the professional community. Programs include services for individuals newly diagnosed, support groups, and a resource centre with a wide variety of current resources in their lending library.

2010 Investment: \$ 15,000 2011 Investment: \$ 16,800

YWCA BRANDON, MEREDITH PLACE TRANSITIONAL HOUSING

Meredith Place provides safe, supportive, accommodation to women and men in need of low cost, usually short term, supervised room and board. The YWCA also provides care for some clients with higher needs, such as resume writing, job search skills and support. The YWCA is very vocal when it comes to issues negatively affecting women and their children.

2010 Investment: \$ 40,000 2011 Investment: \$ 47,500

THE COUNSELING CENTRE

United Way funding allows the centre to offer subsidized professional counseling to those who cannot afford the normal fee. The Centre also offers some educational special interest workshops. Throughout 2009-10 the centre has seen their request for service increase and with a very active group of newcomers to our community, it has been challenging trying to find translators so that clients can use the center's services in their own language. Privacy issues makes it very difficult for the centre to be able to do this.

2010 Investment: \$ 15,000 2011 Investment: \$ 20,000

BIG BROTHERS & SISTERS, TRADITIONAL MATCH PROGRAM

Initiates and supports relationships between volunteers and children/youth in need of friendship, support and guidance. Volunteers serve as friends and role models, helping children and youth gain greater self-confidence and self-esteem. "Bigs" encourage "Littles" to realize their full potential and to see a way towards having happy and successful futures.

2010 Investment: \$ 15,000 2011 investment: \$ 15,000

Funded Programs & Services

THE WOMEN'S RESOURCE CENTRE- INFORMATION AND REFERRAL

Assists women to gain control over their lives, break the cycle of poverty and abuse to achieve more independence. The Centre offers individual and group counseling, learning and volunteer opportunities, skill development for local women along with crisis counseling, and referrals. The Centre also has a safe drop-in area for women and their children, run a free second hand clothing exchange, and employment preparation programs.

2010 Investment: \$ 10,000 2011 Investment: \$ 23,333

WESTMAN HOSPICE, VOLUNTEER TRAINING

Westman Hospice is the link to quality end-of-life care, providing access to comprehensive, coordinated and high quality palliative care and bereavement services. Hospice is a registered charity that provides an additional community resource for persons living with a terminal illness, and their families and friends. Hospice outreach encompasses a program of palliative and supportive services that provides physical, social and spiritual care for individuals who are living with a terminal illness, their families and friends. Hospice volunteers provide services that are supportive in nature with the emphasis on "compassionate care", providing comfort and enhancing quality of life.

2010 Investment: \$ 12,000 2011 no funding request

HELPING HANDS SOUP KITCHEN

The Centre serves a hot lunch five days a week to people of all ages. Guests include; seniors, mentally and physically challenged, the impoverished working and subsidized families, those who are unemployed as well as those not able to find employment, single parent families, and a growing number of children and youth.

2011 Investment: \$ 15,000

COR ENTERPRISES VOCATIONAL TRAINING & SUPPORTED EMPLOYMENT PROGRAM

This agency works to enhance the lives and status of people who live with an intellectual and/or physical disability and their families by promoting full inclusion, support and acceptance by our community. COR provides opportunities for clients to learn new skills to move them towards independence, greater self-sufficiency as well as creating opportunities for socialization, learning and referral services.

2010 Investment: \$ 25,000 2011 Investment: \$ 26,250

THE COMPASSIONATE FRIENDS, BRANDON CHAPTER

The grief-counseling program aids families in building a nurturing network and to learn the necessary coping skills as they progress through their grief. The Compassionate Friends is a unique organization that no one wants to join. There are no membership fees – the price of membership is the death of a child, which makes our organization the most expensive membership in the world. The Compassionate Friends, an international, non-denominational, non-profit, volunteer self-help organization, offering friendship, understanding, grief education and HOPE for the future to families who have experienced the death of a child at any age, from any cause. The Brandon branch is going through some restructuring changes to increase service delivery and United Way is very supportive of that.

2010 Investment: \$ 10,000 2011 Investment: \$ 10,000

WESTMAN IMMIGRANT SERVICES (WIS)

Is a not-for-profit registered charity that provides a broad range of quality, client-focused, integrated settlement assistance services to immigrants in Brandon including language training, employment services, and assistance with cultural and social adaptation in order to ease the transition from their country of origin to Brandon and the Westman area. Specifically United Way funds the "Brandon Community Language Centre Interpreter Training".

2010 Investment: \$ 22,500 2011 Investment: \$ 22,500

Funded Programs & Services

FAMILY VISIONS Inc

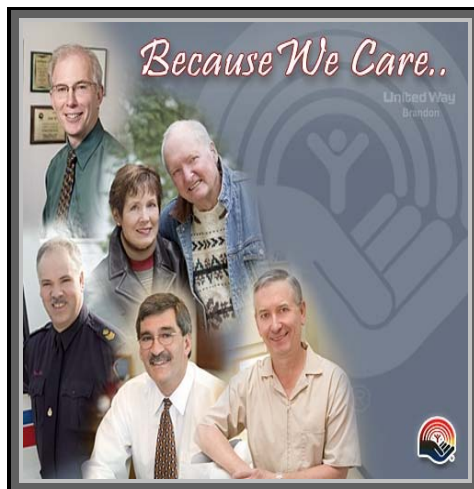
Family Visions Day program provides a variety of meaningful activities and support services for up to 20 clients who live with a mental disability. Much of the client's time is spent socializing, developing life-skills, and participating in community-based recreational outings or volunteerism.

2011 Investment: \$ 6,480



Community Response Grants –2010 – funding provided for one time projects, testing of new program or an urgent/emergent unforeseen circumstances in any not for profit organization in Brandon. The following organizations received Community Response Grants in 2010.

1. **West Region Child & Family Services** - \$10,000 in support of a Family conference.
2. **Manitoba Farm & Rural Stress line** - \$10,000 in support of the Farmer to farmer Suicide Line.
3. **Brandon Inter-Agency FAS Committee** - \$2,000 in support of the "lunch & Learn program.
4. **Knox United Church**- \$2,500 in support of English Language summer camp for newcomer children.
5. **Dakota Ojibway CFS** - \$2,000 in support of their summer cultural camp.
6. **Crocus Plains High School** - \$1,500 in support of their distance student snack and lunch program.
7. **Samaritan House Ministries** - \$2,500 in support of an engineering study of their building heat and air systems towards reducing utility costs.



Board Nominees for election for 2011-2014 term.

1. Brady Harland

“Brady has lived in Brandon since 1990. During his youth Brady was involved with a lot of team sports and keeping active. His employment years began at age 15, and since then has had several neat jobs. He attended SIAST in Saskatoon for 2 years and completed his Hotel & Restaurant Administration program. Currently he is employed as Guest Services Manager at Montana’s Cookhouse. Brady looks forward to his time with the United Way board because he likes to help out where he can, he hopes his drive and motivation will be an asset to the United Way and serve the whole community well.”

2. Carolynn Cancade

“Carolynn is the External Relations Coordinator for the Brandon Chamber of Commerce and has been with the Chamber since 2007. Originally hailing from BC, Carolynn has called Brandon home for the past 15 years with her husband Nonny and two children Braden and Alexis. After devoting time to her family, she enjoys staying physically active and has dedicated time to volunteering and community involvement. Carolynn and her family enjoy living in Brandon and she is committed to helping Brandon continue to be a great place to live and raise a family.”

3. Dan Delfin

“I came to Brandon in February 2010 as a landed immigrant. I have a B.A. in Accounting and completed Management Program in the University of the Philippines. I have 15 years experience managing financial operations. Currently I am enrolled in the Financial Services Bridging program at ACC, the first pilot program to align the credentials of all immigrants who have finance and accounting backgrounds. In 2010 I was elected Secretary of the Westman Filipino Association and am very much looking forward to extending my help and support to United Way of Brandon.”

4. Dave Baxter

Dave is President and CEO of Westman Communications Group, a customer owned cooperative that operates cable systems in 36 communities in Western Manitoba. Westman also owns and operates radio stations; 880 CKLQ and 94.7 STAR FM. Dave was born and raised in Winnipeg, He attended the University of Manitoba where he achieved a Bachelor of Commerce (Honors) degree Dave is a Chartered Accountant who prior to joining Westman in 1995, was the senior finance and corporate planning executive with a large transporter and supplier of natural gas. He also has extensive consulting experience in the Calgary offices of two international accounting firms. Dave is well known for his extra involvements whether those be business or community. He is Director and past Chair of the Canadian Cable Systems Alliance, Past President, Brandon Chamber of Commerce, Director, Brandon Community Development Corporation to name a few. His not-for-profit involvements include 2007 Campaign Chair for United Way of Brandon as

well as serving as Honorary Chair, 2011 CNIB Making Light with Laughter Dinner. Dave is a proud father of four daughters, he likes riding Harley motorbikes and taking motor trips with friends, he enjoys skiing and traveling to different parts of our country. Dave enjoys summers at his cottage on Lake Manitoba and is an avid Blue Bomber fan attending home games with his father.

5. Mike Williams

Mike along with his wife Janet and their 3 children have lived in Brandon since January 2006. Mike is currently employed with McCain Foods (Canada) in Carberry and Portage la Prairie. Mike is a U.B.C. graduate with a Bachelors of Human Kinetics degree in recreation Management. He also holds a Certified Human Resources Professional (CHRP) designation from Thompson Rivers University. Mike's previous employment includes time with Quad/Graphics in Edmonton, Maple Leaf Foods in Brandon and BHP Billiton Diamonds in Yellowknife.

Mike has served on a number of community organizations including Crime Stoppers, EFAP & Action North and previously on the UW Board from 2008-09. As a football coach, he is highly active in the community at the youth and high school level with Neelin High School and the provincial level programs of Football Manitoba.

6. Tracy Wray

“ I have been working in the financial sector for over 10 years. I am a Certified Financial Planner working as an Associate of the WPG The Wealth Planning Group. I work for individual clients and businesses, helping them to manage their personal and investment goals, and plan for the future. I have been volunteering throughout my teens and adult life. Recently I have volunteered with CNIB Gift Wrap Booth, canvassed for Canadian Cancer Society, and am currently in my second year as the Treasurer for the Valleyview School Parent Council. Brandon has been my home since 1994 and I look forward to my continued community involvement through serving on the Board of Directors.”

7. Quentin Derhak

“Quentin was raised in Dauphin until the age of 12, when his family moved to Brandon. He graduated from Vincent Massey High School and has worked in Brandon since then. During his school years Quentin worked at restaurants and after graduation got into car sales, cellular sales, and after that it was time for hair school. He has been a professional barber for 10 years and absolutely loves talking to people all day. May 15th, 2010 was a very proud day for him as he opened his own salon, “Bladeworx”. Quentin looks forward to bringing his skills to the board and helping United Way in the amazing, proactive work it does in our community. He is looking forward to working with people at the board level of all ages, cultures and with an open approach towards everyone's voice being heard.”

8. Yong Chen

"I am originally from Shanghai, China where I was a surgeon who worked in one of the hospitals in Shanghai. In 1998 with my husband Li I immigrated to Canada, helped to start my husband's Chinese acupuncture clinic in the same year. I have been in Brandon about 12 years, mother of three kids, two boys and one girl. After I contacted physician association in 1998, there seemed to be no chance for me to continue my career as a surgeon. I went back to Brandon University to study computer sciences. I finished the Bachelor Degree program in Computer Sciences and since 2001 have worked in Brandon Regional Health Authority as an IT Analyst and Programmer. Since there is a large group of Chinese immigrants working at Maple Leaf now, I have worked with other community people to build up the Westman Chinese Association and also help Chinese immigrants if they need help in the Chinese community. I have enjoyed helping at all kinds of events in the Chinese community (pavilions, international women's food and craft market, etc)".