



2011 Campaign Communications



Our mission

“To improve lives and build community by engaging individuals and mobilizing collective action.”

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You've seen this symbol around - at health agencies, day care facilities, neighborhood centers, and of course, on United Way posters and publications. But do you know the symbol's very simple, yet universal message?

A rainbow springs from the helping hand, representing the hope of improved lives and stronger communities made possible through United Way.



The helping hand, showing that everyone is supported and uplifted through United Way efforts, cradles the image in the center, based on the universal symbol of humankind.



The helping hand at the bottom symbolizes United Way investments that improve individual lives and support and strengthen communities



These three simple figures – the helping hand symbol - represent the sum total of United Way's mission - to improve lives and build community by engaging individuals and mobilizing collective action.

KEY MESSAGES

United Way of Brandon & District

United Way is a Funder not a Charity

- Other than the Federal and Provincial Governments, United Way is the largest funder of social and health support services in the City of Brandon.
- Every year, one in three people in our community uses a United Way funded service.
- When you give to United Way, you are not giving to a charity, you are investing in people's lives and ensuring a stronger community.
- **The money raised in our community, stays in our community.**

We bring people together from all walks of life to build a better city.

- What unites us is ultimately far more powerful than what divides us.
- It takes the whole community working together to change social conditions.
- Our Board of Directors spans across a diverse age demographic, and pulls together 22 individuals from different walks of life and with different professional and community experiences.
- United Way actively helps create well being within the community through the work of many and varied agencies, who address not only immediate needs on an individual level, but also the root causes of social problems on a systemic level.

Immediate Needs on an Individual Level	Root Causes of Social Problems on a Systemic Level
▪ Food	▪ Education & Literacy Skills
▪ Shelter	▪ Job Readiness Training
▪ Clothing	▪ Parenting Programs & Support

- In 2010-2011, United Way is investing over \$1.2 Million dollars in our priority funding areas and our 5 strategic priority objectives to make Brandon a great city for everyone.
- United Way of Brandon & District funds programs, or involves itself in community initiatives like, Tools for School, Coats for Kids, Youth in Philanthropy and other vital initiatives. In May of 2011, during Brandon's high water emergency, United Way partnered with the City of Brandon to create the Community Emergency Relief Program. The focus of the program was to help those people who had been displaced from their homes or place of employment by the mandatory evacuation order. Over \$72,000 was dispersed to citizens who had been evacuated. The time and effort we invest today creates better outcomes for the future.

Appendix A: What we mean by Community Impact

United Ways across the country bring diverse people and resources together to address the most urgent issues their communities face. Our United Way is no different. Through unique partnerships and approaches, United Ways mobilize resources beyond the dollars that are pledged through their fund-raising efforts. Community partners often include schools, government policy makers, businesses, organized labor, financial institutions, voluntary and neighborhood associations and community development corporations.

Impact areas that are specific to our community are:

- Helping children and youth succeed
- Strengthening and supporting families
- Promoting self-sufficiency
- Building vital and safe neighborhoods
- Supporting vulnerable and aging populations.

United Ways' strategies include:

- Identifying and building on community strengths and assets
- Funding programs and initiatives
- Advocating for public policy changes
- Collaborating with others in support of these and related issues every day.

Appendix B: Accountability

Accountability Statement

We believe we have a responsibility, both to our donors and to the community itself, to ensure that the dollars people entrust to us are invested in ways that will produce the greatest measurable impact on lives, enabling our community to thrive. Our investment strategy unites our network of funded agencies under a set of shared goals and ties our funding to the achievement of specific measurements thus increasing our likelihood of driving substantial change in our community.

We know that our greatest asset is your trust in us!

Without it, we could not be one of the largest not for profit, charitable organizations that provides resources to solve critical issues and serves as an agent for change in the human services community for our city. We want to make sure....

- that you are totally confident in how we are serving the community's needs, investing your gifts and conducting our operations with the care and prudence that you expect from us.
- to provide accountability in all of these areas, we are governed by a 22 member Board of Directors who oversee the execution of our mission and accountability for our organization

How do I know that my contribution will be well spent?

United Way reviews and re-qualifies each organization it supports — every year. Our volunteer committee members and staff evaluate and assist funded agencies to deliver their services effectively and efficiently — by offering technical assistance and training; fiscal management and operations guidance; volunteer and board member recruitment, training information, and much more.

Annual investment decisions are determined by United Way's understanding of community needs and managed through a comprehensive volunteer review process. Each year our Community Resources committee reviews and makes funding recommendations to United Way's Board of Directors. These volunteers play an important role in ensuring donor dollars are spent according to current and emerging community service needs as efficiently and effectively as possible.

At United Way, we foster an organizational culture that promotes responsible stewardship of our community's resources. Our fundraising and administration costs are among the lowest in the charity sector. United Way of Brandon & District solicits in-kind donations, pro-bono services and the support over 500 volunteers to keep expenses as low as possible – and ensure that as much as possible of every dollar goes directly to the community we serve.

Appendix C: 2011 Campaign Messaging

Key Messages

- By working together United Way and our community has become a positive force for change right here in Brandon. Due to the many donations of time, expertise and money, United Way of Brandon & District has become synonymous with the caring, compassionate, can-do attitude that makes our community such a great place in which to live.
- Whether keeping local children warm with our Coats for Kids program, helping people to better manage the challenges of visual impairment, or providing school supplies for 700 children in the Brandon School Division, the United Way of Brandon & District has been here to help you and others in our community. We're very proud of all the things we have accomplished together.
- We have a healthy, vibrant community when we all work together to ensure that critical care services AND support services are available. By offering a "hand up" instead of a "hand out," we give people the tools they need to be self-sufficient and productive members of the community.
- With the rapid pace of change in our community we believe it is important to regularly assess the way the United Way works, to see if what has worked for the past 73 years can be improved upon, so that United Way can continue to meet the needs of our community well into the future.
- **To understand where we are going, its' important to first understand where we've been.** What was to become the United Way of Brandon began in 1938 as the Brandon & District Community Chest and War Bond Appeal. In those days the premise was to organize local volunteer resources to address specific critical needs in the community as well as raise funds for the war effort. While some of those needs might have changed - you won't find United Way promoting war bonds anymore - the idea of responding to specific needs to make our community a better place has stayed the same.
- Our community is changing. Few could have foreseen even ten years ago the challenges we face today. These changes in our community include a dire lack of low-income housing, a critical shortage of youth shelter space, a substantial increase in traffic to our local food bank, and a need for expanded multicultural services in the community, to name just a few.
- The United Way of Brandon has adopted an approach known as the "Community Builder" model. The challenge for United Way is to remain flexible while allowing for long-term development of solutions to community needs.

Appendix D: Our Dollars at Work

Just a few samples of your United Way dollars at work, each and every day.

Food For Thought

“Brandon Food for Thought snack program supervisor noticed two students who were consistently late for school. Upon talking to the students, she discovered that their mom worked late every evening, and their father went to work early. Very often the two siblings would wake on their own, get ready and go to school. The older brother soon took on the responsibility of making breakfast for the two of them. They would arrive to school ½ - 1 hour late, often with peanut butter or chocolate pudding on their faces. After speaking with the students for a while, they were soon comfortable enough to admit that they were still hungry. A chocolate pudding that morning wasn’t enough to feed them.

The students were given a muffin, a bowl of oatmeal, and a glass of orange juice. When they were done, they politely asked for seconds, and then thirds! Since then they have become regulars in the Food for Thought program. They have gotten used to what was served on what day, and looked forward to the variety. They also were satisfied with one serving, knowing that they would have the opportunity to come every school morning. The parents were very grateful for the support because they need to go to work to ensure the children had other necessities in their life.”

The Counseling Centre

“Struggling to make ends meet, Tannis, a single mom with three school-aged children, needed help to move forward and rebuild self-esteem following the dissolution of an unhealthy, abusive relationship. Needing the support of a therapist to assist and encourage her in learning coping strategies and stress management techniques, Tannis had access to professional, affordable counseling provided through the Counseling Centre’s subsidized therapeutic counseling program.

Today, Tannis experiences a greater sense of well-being, is managing well at home, in the workplace and as a member of our community. The Centre’s subsidized therapeutic counseling program is made possible, thanks to United Way. Your support of United Way allows us to offer hope, healing and encouragement; together we can change lives for the better!”

Appendix D: Our Dollars at Work

YWCA – Meredith Place

- “Betty arrived at Meredith Place, pregnant, with nowhere to go and no job. She stayed a few months. She completed her First Aid and CPR almost immediately which enabled her to find a job shortly after arriving. Staff at Meredith Place advocated on her behalf to EI&A to help pay for the training, and then referred her to other agencies that were able to help her. She has since found a suitable apartment for herself and her unborn child.”
- “Jim arrived here after being kicked out of numerous places due to his drinking and partying. While at Meredith Place, he managed to stay sober and find a new group of friends. He got a part time job and found an apartment. He still stops in to say “Hi”, and to this date is still sober and in the same apartment.”

COR Enterprises

“Curt, a man with a developmental disability, works in a paid position at a local grocery store. He had been a valued part of their team, and was working 40-50 hours per month.

Curt experienced some stumbling blocks with his performance. He had lost focus on tasks, was causing mischief, and was in jeopardy of losing his job. The business took an active role in dealing with the issues. Curt was suspended for 2 weeks, and his hours were cut to 16 hours per month.

Through the Supported Employment Program funded by United Way, Curt was able to correct the areas addressed by his employer, and work at gaining back their trust. Since then, he has gone from full support to periodic checks. He is now working anywhere from 50-75 hours per month, and thoroughly enjoying his position.

This is not to say that there won't be times when Curt will require the increased support, but with this support, he can maintain his position. This position not only assists Curt financially, but it also increases his self-esteem and inclusion into the community.”

Appendix D: Our Dollars at Work

Big Brothers and Sisters of Brandon

“Jordan was referred to Big Brothers & Sisters of Brandon’s In-School Mentoring Program by the school he was attending, to receive mentoring 1 hour a week with a volunteer. He was a shy boy, who didn’t trust anyone, and desperately needed a friend. He was matched with Andrew, a shy, quiet university student.

Andrew was determined to gain Jordan’s trust, but when Andrew graduated university, he found he didn’t have the time during the day for the In-School Mentoring. He didn’t want to give up on Jordan, so he switched his match over to become a traditional Big Brother, Little Brother match. This allowed him to spend more time with him after school and on weekends.

Jordan lived with his mother and younger brother. Shortly after Andrew and Jordan were matched, Jordan’s mother became ill, and eventually passed away. Andrew became the one support in Jordan’s life that he could count on. Andrew attended Jordan’s sporting events so that there was always someone there cheering Jordan on.

Jordan is now in high school. He plays school sports, his grades are good, and he has many friends. He is very busy with his activities and friends, but knows Andrew is only a phone call away. Because of Andrew’s support, Jordan learned how to trust, and has all of the skills he needs to become a success and reach his full potential. He plans on continuing his education after high school and hopes to be a Big Brother himself one day.”



Appendix E: Just the Facts

- One child defined poverty as, “Lying to your teacher that you forgot your lunch at home.” For families living in poverty, having access to a secure source of food can be one of the greatest challenges. United Way supports programs that provide food for families and education about smart shopping and nutritious meal preparation.
- Only half of teens feel safe at school. Two-thirds of females and nearly half of all males report being verbally harassed in the past year. United Way supports after-school and mentoring programs for children and youth, providing a safe place with positive role models.
- New immigrant families face challenges beyond simple language barriers, including isolation and poverty to name a few. United Way supports programs focused on helping immigrant families find the help they need, when they need it.
- Paths to poverty can include: unemployment, illness or injury, family breakdown or violence, immigration, discrimination or lack of income security in retirement. United Way supports food security programs and support services that help individuals help themselves.
- Each of us is likely to be touched by a disability over the course of our lifetime either personally, or as a caregiver to a family member, or through experiences of friends or co-workers. United Way supports early intervention and support services for individuals and their families struggling to cope with a disability.
- Women head four out of five single parent families, and families headed by a single mom are four times more likely to live in poverty than a two-parent family. United Way supports programs that help provide the basics for families living in poverty, like food. **It’s important to remember that many single parent families are not living in poverty.



United Way
Brandon & District
Change starts here.

www.brandonuw.ca

