



**United Way**  
of London & Middlesex

# Caring Report

Fall and Winter 2008

without you, there would be no way

## Meet Tonya



### *Strengthening families*

Without her realizing it, United Way has been a frequent companion for Tonya as she lifted herself out of despondency and grew into an active member of our community.

The relationship started when Tonya was a young mom. She had her first child, a boy, as a teenager and later she and her husband had two more boys. The family had moved to a new area where Tonya had few friends and she felt herself slowly slipping into depression.

One neighbour she knew only slightly invited her to a program

for moms called Divas at the United Way funded Crouch Neighbourhood Resource Centre.

“It was a time to be you instead of mom,” Tonya says of Divas. The members vented with one another, supported one another, gave each other parenting tips and did crafts together. It lifted Tonya’s spirits significantly and she keenly recruited new members.

In time, she “branched out” from being a participant to being a volunteer at the centre.

And her volunteering doesn’t stop with Crouch. With her children -

now 10, eight and five years old – enrolled in school, she became active in Home and School at the school and school board levels. And she’s been coaching baseball for four years.

It wasn’t until later that Tonya realized how much the United Way had touched her life with the programs it supports. Even before she became active at Crouch, she had received help from Youth Opportunities Unlimited, another United Way funded organization.

These days, her experience with United Way supported organizations has inspired her to become a more active community member.

“I had a feeling of being needed and a chance to broaden my horizons,” she says of her experience as a volunteer. “I’d been given so many opportunities and chances. It made me want to give back to the community after it had given so much to me.”

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Family Networks celebrated its first anniversary in February 2008  
Over 120 families have been helped to date

# Family Networks finding, giving success

**F**amily Networks has reason to be proud. Its first year was deemed successful by project partners and, most importantly, families.

“Every time I have needed support and help, I have gotten it from Family Networks,” shares a participant of the program. “It has helped me become the mother and person I am today.”

One year after its launch, Family Networks is meeting its goal to decrease new and existing cases of children in the care of the Children’s Aid Society and is exceeding its first year targets for the number of families helped.

According to researchers that evaluated the implementation of the project at the one-year mark, “Family Networks has been far more faithful to its plan for implementation than is typically the case and the implementation has been... swift and smooth”.

A satisfaction survey shows that over 90% of its participants rated Family Networks as excellent or good and that the family plan developed to help them move forward was what they wanted, versus what others wanted for them.

“A plan developed with the family rather than for a family

increases the likelihood that they will be successful and achieve those things that need to happen in order for the family to stay together safely and function at a higher level,” says Laura Dunlop-Dibbs, Project Coordinator.

“If I have any questions, they know who to direct me to,” explains Mary\*, a participant of Family Networks. “They always want to help you. Everyone at Family Networks has gone above and beyond. They have definitely made a difference in our life.”

Over the next year, Family Networks will use the results of the implementation evaluation, focus groups and satisfaction surveys to make improvements to the program. And, United Way with its many partners in government and the community, will strive to move Family Networks from a pilot to a permanent and financially sustained project. The generous financial support of United Way donors Don Smith and Clint Wilson helped make the development of the pilot project possible.

“I don’t know what I would do without Family Networks,” says Melanie\*, another participant. “They’ve helped me so much. I just hope that one day I can show my gratitude for what they have done for me and my girls.”

## About Family Networks

Unique in Ontario, Family Networks is a neighbourhood-based service that provides access to professional and other community services necessary to keep families together safely and reduce the number of children in the care of the Children’s Aid Society. Currently, there are three Family Networks sites operating in two London neighbourhoods.



This innovative service, launched in February 2007, is a response to research commissioned by United Way of London & Middlesex in 2003.

The research found that a number of complex, contributing factors were behind a significant increase - 70% - in the number of children in care at the Children’s Aid Society of London and Middlesex between 1995 and 2001.

Learn more at [uwlondon.on.ca](http://uwlondon.on.ca)  
or [familynetworks.ca](http://familynetworks.ca).

\* Name has been changed

Ed Clark, TD Bank Financial Group President and CEO, shared his message of leadership at the United Way Leadership Lunch September 5



## “Leadership matters”

“We don’t have to change the world, but as leaders it’s our responsibility to change the world we live in.”

That’s the message that almost 400 business, government and community leaders heard as they gathered in early September at a United Way Leadership Lunch, generously presented by TD Bank Financial Group.

The keynote speaker was TD Bank Financial Group’s President and CEO, Ed Clark.

Ed and his wife are distinguished United Way donors, members of United Way of Greater Toronto’s Million Dollar Roundtable.

Like other areas of his life where he calls on the expertise and energy of others, Ed explained that he “outsources” to United Way to help him invest in his community.

“Essentially I had to think of my donations as a strategic allocation of resources. And basically I wanted to find the biggest bang for my buck.”

Ed talked about the current economic climate, and the risks and opportunities it provides. He also spoke about the roles of government, business and business leaders.

“We just can’t look at government to solve our problems. We need to own those problems. That applies to community life as well. It takes the collective efforts of government, business, labour and not-for-profits to actually make a meaningful difference. We can’t do it alone. And we are not alone.”

### Giving a gift of securities

There has never been a better time to invest in London and Middlesex County by contributing to United Way through a gift of securities.

A gift of publicly traded securities is the most tax-effective way to donate. Changes to the Federal tax laws in May 2006 eliminated tax paid on capital gains for charitable gifts of appreciated securities. A gift of publicly traded securities can provide you with an efficient means of making a significant contribution to United Way at a relatively low cost to you.

The impact of your gift is maximized. Your investment goes further and, through United Way, it goes to where it is needed most.

For more information, contact **Laura Maniago or Veronica Stoiber** at 519-438-1721.

### Early adopter of new ethical code

United Way believes strongly in safeguarding the rights of our donors through the highest degree of transparency and accountability in fundraising and financial practices. We’re a proud early adopter of Imagine Canada’s Ethical Fundraising and Financial Accountability Code.

The Code

lays out a set of standards for charitable



organizations to manage and report their financial affairs responsibly. By adhering to these standards, we are complying with generally accepted practices for soliciting and managing donor dollars. This is important because our supporters are entitled to transparency and the greatest impact possible for their investment in us.

[Learn more at uwlondon.on.ca.](http://uwlondon.on.ca)

## Hearty turnout to Harvest Lunch



3M staff members and United Way Sponsored Employees were kept busy, serving almost 2,000 people at our annual Campaign Launch & 3M Harvest Lunch.



Central secondary school students attended the Campaign Launch & 3M Harvest Lunch to cheer on the 2008 Campaign goal: an incredible \$7.3 M!

## United Way and Ivey partner for non-profits

Five deserving non-profit organizations will be part of the first Community Impact Challenge: a partnership of United Way and the Richard Ivey School of Business at The University of Western Ontario.

The five: Boys' & Girls' Club of London, East London Community Centre, Make-a-Wish Canada, Southwestern Chapter, Vanier Children's Services and Western Area Youth Services were selected from the 38 organizations that applied.

Community Impact Challenge is a new business school pilot project that will have students in Ivey's honours business administration (HBA) program "adopt" and devote their time, managerial talent and fundraising savvy to local non-profit organizations.

The project will not only promote the values of voluntarism and philanthropy in the students but will strengthen the non-profit sector as a whole – a key priority for United Way.

[Learn more at uwlondon.on.ca.](http://uwlondon.on.ca)

## Action Plan for literacy

On International Literacy Day, September 8, United Way, with our partners, released our community Action Plan to address literacy in London and Middlesex County.

The plan comes from months of intensive work by a group of leaders from a cross-section of our community. This group, called the Implementation Committee, was struck in order to take research, commissioned by United Way and the City of London, into action.

The report found that although London and Middlesex are no better – no worse – in provincial standards for literacy, it still represents a significant loss of social and economic potential for our community. The action plan is a three-pronged approach that outlines local and measurable responses to these findings.

[Read the reports and learn more at uwlondon.on.ca.](http://uwlondon.on.ca)

### United Way creates real change

United Way is a leader in understanding the root causes of social issues and bringing together the people and resources to find lasting solutions. United Way is creating real change in people's lives - meaningful, positive, lasting change. Not just for today, but for the long term. And that means a better community for us all.

### Contact us

*Caring Report* is the newsletter of United Way of London & Middlesex. It is published twice a year and is distributed widely to our volunteers, donors and partners. If you have a question, suggestion or address correction, please contact us at:

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