



MAKE HOPE REAL



2009 Community Report



United Way

of the Central and South
Okanagan / Similkameen

www.unitedwaycso.com

United Way's Mission:

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

2009 marks 59 years of service to the local community by United Way of the Central Okanagan with United Way of the South Okanagan / Similkameen joining in partnership in 1997.

To keep pace with our community's rapid growth and changing needs, United Way has altered its role and is rising to the challenge of becoming community builders. In addition to fundraising for our thirty-nine Community Partners, we are working with these organizations to educate the community and promote volunteerism with our various programs.

We are also actively conducting research within our region to learn what future programs and policies can be implemented to better impact our community. We believe in our community and its potential!

Message from the Board Chair and CEO

The theme of this year's United Way campaign was Make Hope Real.

Hope is a belief in a positive outcome related to events and circumstances in one's life - the feeling that what is wanted can be attained or that events will turn out for the best.

While economic uncertainty this past year threatened funding shortfalls for non-profit organizations across the country, the Central and South Okanagan/Similkameen community demonstrated record generosity and did its part to realize the hopes of our community by pledging over \$1.3 million to the campaign.

A successful campaign ensures that a vital network of 39 United Way Community Partners continues to provide hope and opportunity to all of us when we need it most. This past year's campaign demonstrated not only financial generosity, but also a generosity of spirit. This spirit was apparent in the Community Partners and volunteers who helped fulfill United Way's pledge to our community: to improve lives and build community by engaging individuals and mobilizing collective action.

This community report is a celebration of our unique spirit and the ways we are working together through United Way to make a powerful difference in each other's lives. Thank you to all donors, volunteers and Community Partners who, in 2009, Made Hope Real.



“The capes and goggles are packed away and I walk a little bit taller knowing I am part of such a giving community.”

**Gladys Fraser,
Central Okanagan
Leadership Chair**



**We celebrate and thank you for your
generosity and commitment to our community!**

Central and South Okanagan Leadership Donors

Discoverers

(\$500 to \$999)

Achtymichuk, Lana
Allan, Mike
Almond, Gord
Amos, Ben
Argyle, June
Audette, Shawn
Auger, Rose
Bailey, Mary-Lou
Bates Gibbs, Bonnie
Bedford, Karen
Bentley, Perry
Bernard, Mr. & Mrs. Paul
Bertrim, Greg
Berwick, James
Biggs, Donald
Blaskovich, Pamela
Blue, Vicki
Bold, Diane
Bomford, Marion
Bond, Phil
Boucher, Pirjo
Boutin, Denis
Bristow, Cliff
Buffy, Charles
Burton, Dr. John
Callihan, Richard
Cameron, Lorraine
Campbell, Dr. Donald K.
Campbell, Colin
Cannan, Ron, MP
Carnegie, Doug
Caswell, William

★ Chisholm, Michael
★ Cook, Kenneth
★ Cote, Cheryl
★ Craig, Donald
★ Craig, Kevin
★ Croeze, Cheryl
★ Crowley, Yvonne
★ Crowther, Fumi
★ Currie, Lloyd
★ Cuthbert, Brian
★ Danyluk, Karen
★ Dearborn, Daniel
★ Delicato, Joseph
★ Demay, Paul
★ Disbery, Ian
★ Dolson, Joan
★ Doucette, Judy
★ Drapak, Tammy
★ Drury, Joyce
★ Ellison, Kevin
★ Erickson, Vic
★ Evans, John
★ Evans, Scott
★ Everett, Jane
★ Ewert, Robert
★ Feist, Diane
★ Fenton, William J.
★ Finner, David
★ Fleming, Stephen
★ Fourcrest, Monica
★ Friccka, Gabor
★ Gambacort, Shelley
★ Gardner, Trudy
★ Gateson, Irene
★ Gehrlein, Anita

★ Gilbert, Chris
★ Gilbert, Bryn
★ Glanville, Darlene
★ Gray, Walter
★ Grayston, Keith
★ Gubbels, Gerard
★ Guenard, Chris
★ Hare, Carl
★ Harvey-Smith, Frank
★ Hebert, John
★ Henkelmann, Karin
★ Henry, Valerie Henry
★ Hewson, Joan
★ Hilton, Andrew
★ Hinchliffe, Derek
★ Holmes, Professor
★ Holmes, Lynne
★ Horovatin, Margaret
★ Hurd, Ernie
★ Isagawa, Candace
★ Jackson, Aaron
★ James, Graeme
★ Janes, R.E.
★ Jerry, B.
★ Jones, Melanie
★ Jones, Iris
★ Jones, Shannon
★ Jungen, Kilian
★ Karran, Mike
★ Karstad, Lars
★ Kavanagh, Trudy
★ Kelly, Yvonne
★ Kempf, Alfred
★ Ketch, Jim
★ Klinck, Ken

★ Knight, Charles
★ Kok, Onno
★ Kondruk, Gloria
★ Kozic, Marija
★ Kraft, Dave
★ Kriesel, Jen
★ Kronstal, Florence
★ Krystynak, R.
★ Kummen, Nancy
★ Kuss, Stan
★ Lafleur, Judy
★ Lahn, D.
★ LaLiberte, Lucie
★ Larsen, James
★ Leaming, Stanley
★ Lee, Maureen
★ Lee, Charles
★ Lefaux, Laurence
★ Lind, Robert G.
★ Lyons, Tim
★ MacVicar, Peter
★ Magas, Una
★ Manders, Marnie
★ Manson, Celina
★ Marriage, Robert F.
★ Martincic, Joe
★ Mattiussi, Ron
★ Mazur, Laurie
★ McArthur, Robert
★ McAully, Rs
★ McAvoy, Michelle
★ McGrath, Vince
★ McHaffie, Lisa
★ McKenzie, Roy
★ McLaren, Neil

★ McLellan, Patrick
★ McNamara, James
★ Melnychuk, Fred
★ Melnychuk, Samantha
★ Meyers, Scott Meyers
★ Miller, Jack Miller
★ Mockler, Terry Mockler
★ Mooney, Wendy
★ Morgan, Marianne
★ Morris, Michele
★ Mortenson, Bud
★ Moscrop, Alison
★ Munholland, Robert
★ Munro, Lillian
★ Myschuk, Chris
★ Naylor, David
★ Nelems, Dr. Bill
★ Nelson, Wendi
★ Nowoselski, Brian
★ O'Connor, Dr. Gary
★ O'Heir, Angela
★ Omland, Allison
★ Parkins, Ilya
★ Patterson, Al
★ Petrik, David
★ Phillips, Dr. Kenneth
★ Pickering, Verna
★ Pidhaichuk, Carrol
★ Podger, Jackie
★ Povarchook, Les
★ Prime, Randall
★ Pullein, Benjamin
★ Reed, Tawna
★ Reynolds, A.
★ Reynolds, William

Discoverers

Continued

Ridgeway, Randy
Roberts, Mike
Robertson, Andrea
Robinson, Carole
Ronmark, Shawn
Rooke, Wendy
Ross, Angela
Rourke, Mark
Russell, Bruce
Sacht, Jane
Sanfacon, Helene
Schatz, Carolyn
Schultz, Rodney
Scott, Vicki
Scott, Richard
Sheldon, Ken
Sinclair, Donald
Smith, Victoria
Smith, Kenneth
Smith, Robin
Sol, John
Solmer, Ronald
Sorestad, Mark
St. Jean, Wayne
Sterry, Lee
Stewart, Richard
Stiell, Rosemary
Stringer, Judith
Swallow, Shawn
Thesen, Sharon
Thomas, Gareth
Thurnheer, Laura
Van Ingen, Raymond
Vass, Dan
Vernon, Norm
Vernon, Alanna
Vidal, Susan
Waldek-Peters, Cynthia
Walker, Melanie
Wall, Dr. Mary
Walsh, William
Walsh, Pearse
Walton, Peter
Wardrop, Terry
Watson, Stacey
Wheeler, Janet
Whitton, Judy
Wiebe, J.
Wilkinson, Jerome

★ Willers, Geoffrey
★ Williams, Debbie
★ Willmott, Adina
★ Wilson, Craig
★ Winter, Robert
★ Wood, Sydney
★ Woods, John
★ Woodward, Marion
★ Yee, Kelly
★ Zehner, Holly

Leaders

(\$1,000 to \$2,499)

★ Abernethy, John
★ Abrahamson, Do
★ Arkle, Nicholas
★ Baac, Amit
★ Barnes, Roy
★ Barnes, Glenn
★ Basso, Dan
★ Bennett, Steve
★ Berg, Darren
★ Bernier, Kris
★ Bilawchuk, Wayne
★ Borring-Olsen, Karen
★ Boule, Julie
★ Bracken, Rusty
★ Braun, John
★ Brown, Bob
★ Burnett, Clarke
★ Burton, Melody
★ Bye, Murray
★ Campbell, Peter
★ Carr, Andrew
★ Cattani, Edward
★ Chamberlain, Dr. Grant
★ Church, Lloyd
★ Corbett, Bill
★ Cosentino, Leitha
★ Coyle, Allan
★ Craig, Dr. David
★ Crosby, Gerald
★ Currie, Aletha
★ Dadds, Theresa
★ Darnell, Sue
★ DeHart, Maxine
★ Dickie, Mark
★ Dickinson, Ron
★ Eisenhut, Gary
★ Elliott, Allan

★ Embury, Elaine
★ Erickson, Karen
★ Fabris, Mary
★ Fast, Frank
★ Fawcett, Wesley
★ Fine, Robert
★ Flett, Marjorie
★ Fort, David
★ Fraser, Gladys
★ Gabelhouse, Dennis
★ Gazso, Michael
★ Gilchrist, Kate
★ Givens, Cynthia
★ Goldberg, Dr. David
★ Gorman, Ron
★ Gorman, Ross
★ Gothe, Ron
★ Graham, Karen
★ Graham, Gwen
★ Gray, Theresa
★ Grossmith, Harry
★ Guidolin, John
★ Hall-Szyszkiewicz, Melanie
★ Hamilton, Jim
★ Harper, Terry
★ Harrington, Joanne
★ Hatt, Dr. Linda
★ Heaney, Sidney
★ Hiebert, Gordon
★ Hobson, Robert
★ Hobson, W. David
★ Hsieh, Sherry
★ Hubber, Mike
★ Hughes, Dr. Colin and
★ Dr. Gillian Rychjohn Inc.
★ Huttram, Laura
★ Johnson, Paul
★ Kellert, Barbara
★ Kelly, Susan
★ King, Christopher
★ Kippan, Duncan
★ Kirkpatrick, Anne
★ Knapp, David
★ Knickle, Pammylyn
★ Konnert, Joanne
★ Kotler, Mr. Mel
★ Krank, Marvin
★ Lade, Gordon
★ Laing, Miles
★ Langford, Ross
★ Lobdell, Penny

★ Loucks, Dr. Ellen
★ Lowell, Keith
★ MacDonald, Diane
★ MacPherson, Peter
★ May, Viki
★ McCormick, A
★ McCoubrey, Dr. Sharon
★ McEwan, Gary
★ McEwan, Rolfe
★ McIntosh, Dr. Jan
★ McLean, Tom
★ Metherell, Joni
★ Moore, L.
★ Moores, Daniel
★ Morimoto, Thomas
★ Nelson, Dr. Louise
★ Newby, Robert
★ Northan, Adele
★ Oliver, Richard
★ Owsram, Doug
★ Palmu, Kevin
★ Pasquale, Shirley
★ Paterson, Jim
★ Picard, Maurice
★ Picco, Elvia
★ Price, Joan
★ Pushor, Richard
★ Ramsay, James
★ Reiss, Lucy
★ Renkas, Cathy
★ Richmond, Cheree
★ Riva, Donald
★ Roche, Peter
★ Rootham, Adam
★ Scott, Rick
★ Seigel, Dr. Stuart
★ Shafer, Don
★ Shaw, William
★ Shepherd, Mayor
★ Silver, Christine
★ Simpson, Matt
★ Sockel, Jill
★ Speiser, Scot
★ St. Claire, Tracy
★ Stef, Carl
★ Tait, Shawn
★ Taitinger, Barry
★ Thompson, Donald
★ Thubron, Brian
★ Tracey, Doug
★ Trask, David

★ Van Kampen, Ron
★ Vanstone, Kevin
★ Ward, Kim
★ Watts, Sandra
★ Weisbeck, Dr. John
★ White, Chris
★ Wike, Brett
★ Williams, Norman
★ Woods, Elizabeth
★ Woodward, Peter
★ Zilm, Gwen
★ Zvonarich, Sheila

Pioneers

(\$2,500 to \$4,999)

★ Arsenault, Theresa
★ Bailey, Angela
★ Beames, Judge Alison
★ Harms, David
★ Ibbotson, J.
★ Kakoschke, Katherine
★ Laloge, Ken
★ Mitchell, Paul
★ Rea, Glen
★ Slykhuis, J.T.
★ Stevens, Dr. Holly
★ Turri, Don

Patrons

(\$5,000 to \$9,999)

★ Burns, Mr. & Mrs. Scott
★ Lovegrove, Gordon

Pathfinders

(\$10,000 to \$24,999)

★ Peverley, Rea

★ **Additional Leaders have chosen to remain anonymous.*

Central and South Okanagan Corporate Giving

Leaders

(\$1,000 to \$2,499)

McIntosh Properties Ltd.
Belvedere Development & Investment Group Ltd.
Kelowna Professional Firefighters
Charitable Society
Thom and Associates Financial Planners
Ledcor Construction Limited
Bylands Nurseries
Dynamic Funds
Main Street Group
Dominion Fairmile Construction
Kelowna Lincoln Mercury
South Okanagan Boundary Labour Council
Industrial Alliance Pacific
Farris, Vaughan, Wills & Murphy LLP
Kelowna Toyota
Ashland Canada Corp.
Nulla Bona Holdings

Pioneers

(\$2,500 to \$4,999)

Jacobsen Pontiac
Camberry House International
Farm Credit Canada
TD Canada Trust
Geoffrey W. White Law Corp.
Interior Savings Credit Union
Felsen Foundation
Manulife Financial
Merrill Lynch Canada
Enterprise Rent-A-Car

Patrons

(\$5,000 to \$9,999)

Heartwood Manufacturing Office Furniture
Your Dollar Store With More
Harmony Honda
BMO Bank of Montreal

Patrons

Continued

Great West Life Assurance
CAM-X
Scotiabank Group
RBC Royal Bank
CIBC

Pathfinders

(\$10,000 to \$24,999)

Gorman Bros. Lumber
PCL Constructors Westcoast Inc.
Costco Wholesale

Benefactors

(\$25,000 +)

Colin & Lois Pritchard Foundation

Our Community Priorities

United Way of the Central & South Okanagan/Similkameen areas of impact:

For 60 years United Way of the Central & South Okanagan/Similkameen has been helping the most vulnerable among us. We assist seniors to age with dignity and purpose, support people living with health conditions and special needs to live fuller lives, assist people struggling with poverty and with abuse, support children, youth and families to be strong and

healthy and assist with programs for the development of children 0-6 years.

Research and community consultation tells us that by focusing on the following key social issues, we can help prevent problems, like those mentioned, in a way that will benefit us all:

Assisting seniors to age with dignity and purpose

Approximately 20% of Central & South Okanagan residents are seniors aged 65 years and over. That number will grow to 31% of the Central & South Okanagan population by 2031.

United Way raises awareness and funds for programs which provide vital services for an increasingly aging population by promoting wellness through information and referral, education and programs focused on strengthening independence and emotional well being, free equipment lending programs, opportunities for social engagement and local hospice services.

Who We Fund:

Central Okanagan

Canadian Red Cross
Central Okanagan Hospice Society
Westside Health Network
Peachland Wellness Centre
Pets and People Visiting Society
Seniors Outreach Services Society

South Okanagan

Neighbour Link
Meals on Wheels



Supporting Youth and Families

At United Way of the Central & South Okanagan/Similkameen we know that healthy, strong families help to ensure our community's bright future.

Kids who feel disconnected often have low self-esteem and may spend too much time home alone. As a result, they run the risk of injury, bullying, suicide, crime and gang violence. United Way of the Central & South Okanagan/Similkameen supports innovative initiatives that are helping children develop the capacity to make wise future choices. By helping kids get the best possible start in life, United Way sets them on the right path, helping to prevent future problems such as school drop-out and crime.

United Way of the Central & South Okanagan/Similkameen funds programs to encourage parents to spend time with their young children and give parents the necessary skills to improve on their parenting practices. Programs include educational and support groups, playschool, family playtime, music, arts and crafts and sports. Licensed daycare as well as counseling for parents and youth are also funded.

Who We Fund:

Central Okanagan

Central Okanagan Child Development Association
Kelowna Community Resources
Westside Boys & Girls Club
Reach Out Youth Counseling

Kelowna Child Care Society
Kelowna Family Centre
Building Healthy Families Society
St. John Ambulance

South Okanagan

*Penticton & District Community Resources (also 0-6)
*Okanagan Boys & Girls Club (also 0-6)
Summerland Asset Development



Supporting People Living with Health Conditions and Special Needs

The facts are that 20% of Canadians will experience a mental illness in their lifetime, up to 14,000 BC residents acquire new brain injuries each year and 15% of BC residents live with a physical disability.

At United Way of the Central & South Okanagan/Similkameen we recognize that programs that allow all individuals to live healthy, productive lives benefit everyone in our community. That's why we fund programs that educate and create awareness, focus on issues such as counseling for family members, housing and employment services, recreation and leisure programs, support groups, and build skills and self-esteem in individuals living with health conditions and special needs.

Who we fund:

Central Okanagan

Arthritis Society
BRAINTRUST
Canadian Mental Health Association
CNIB
Kelowna & District Society for
Community Living
People in Motion
Project Literacy
Community Recreational Initiatives
Society (CRIS)

South Okanagan

Agur Lake
Arthritis
Canadian Mental Health Association
Canadian Red Cross
Dragonfly Pond Family Society
Brain Injury Society



Assisting People Struggling With Poverty and With Abuse

We know that British Columbia has the highest number of millionaires per capita of any province in Canada. However, we also have the highest rate of poverty. In 2006, BC reported the highest before-tax child poverty rate in the country at 21.9%, representing 181,000 low-income children in our province. This was the fifth year in a row that BC had the highest poverty rate.

Research also tells us that the 2001 Canadian Centre for Justice Statistics report on Family Violence in Canada found that children who are exposed to physical violence in their homes are more than twice as likely to be physically aggressive as those who have not had such exposure, more likely to commit delinquent acts against property and more likely to display emotional disorders and hyperactivity.

At United Way of the Central & South Okanagan/Similkameen we believe that the way to address these issues in our community is to educate our community about them and to facilitate change at the core of these issues by supporting individual and group therapy sessions, providing information on how to access community information and to provide programs to assist children so that they are able to overcome their early experiences.

Who we fund:

Central Okanagan

Central Okanagan Elizabeth Fry Society
Kelowna Women's Shelter
John Howard Society
Kelowna & District Share Society

South Okanagan

Desert Sun
SO Victim
Assistance Society



Lessons from the Sandbox

By Sue Manzuik - Touchpoint Marketing for Social Change

Remember when you were a child? Playing in the sandbox, building indestructible castles...that is until your playmates knocked them over. Those early childhood experiences provide many life skills that we draw upon in our day-to-day lives. Collaboration, cooperation, communication and creativity in thinking are just some of those lessons.



United Way's Success By 6 initiative has taken these lessons to heart and has brought together a compassionate group called FRED, Funding Really Early Development, a sandbox (or table) of investors, including foundations, business and government. This unique partnership fosters mutually beneficial funding partnerships for high impact early childhood development projects in the Central Okanagan.

It's a win-win for all involved. Funders are pooling their time, energy and resources to maximize their impact. Projects are jointly implemented by non-profits, and jointly evaluated by Success By 6, the non-profits and the investment partners. Through collaboration at all levels – funders, agencies and families, the goal is to get at the root cause of why 25% of children are not ready to succeed in school by the time they enter Kindergarten.

FRED's first project is to promote community building and collaboration among the Sandbox Development Group, a group of non-profit agencies providing much needed and under-funded family resource programs. The agencies involved in delivering these programs include; Kelowna Child Care Society, Okanagan Boys and Girls Clubs, The Bridge Youth and Family Services and Westbank First Nation – Community Services.

The family resource programs will run throughout the Central Okanagan. In some instances the support from FRED will enhance existing programs such as increasing the number of days the program will run, and in other instances it will allow the creation of new programs in neighbourhoods that are not currently being serviced.

Specifics around these enhancements were announced at the Success By 6 Milk and Cookie events held from April 6 – 14 in seven neighbourhoods from Lake Country to Peachland.

For more information contact Carol Ellison, United Way Success By 6 Coordinator, 250 – 718 - 4044, email carol.ellison@shaw.ca or go to www.unitedwaycso.com.

Success By 6 is an initiative that supports the work of community participants in achieving community led, community driven priorities so that children ages six years or less have access to programs and services that support their healthy growth and development. Success By 6 Central Okanagan local initiatives focus on programs and services surrounding literacy, nutrition, child play, and parent and family support. Success By 6 works with each ECD serving organization, because every child deserves to be a Success By 6.

Funding Really Early Development Partners:



Day of CARING

Central Okanagan

Day of Caring is a community building project that helps link caring companies and individuals in our community with non-profit organizations and individuals in need of assistance.

On April 3rd, 2009 close to 30 volunteers from various organizations joined together to complete projects at 9 different non-profit organizations in Kelowna and West Kelowna. Employees who typically work in banking, insurance, retail and manufacturing instead spent the day working on projects such as gardening, spring clean up, painting, framing and hiking. Thank you to Interior Savings & Okanagan College for their sponsorship and to all the organizations and volunteers who supported this rewarding day in our community.



"RBC believes strongly in supporting United Way nationally through our employee giving campaign. Day of Caring is a way of allowing our employees the opportunity to give back on a more personal level and experience the actual needs within our community firsthand."



South Okanagan

Thanks to volunteer efforts coordinated through the United Way Day of Caring, the Penticton Safety Village got a facelift. United Way of the Central and South Okanagan-Similkameen partnered with the Penticton Safety Village Society, Cantex Okanagan Construction and its employees, as well as other local businesses and volunteers to rejuvenate the Safety Village. Volunteers replaced asphalt, re-painted buildings, replaced windows, re-laid bricks and removed unsafe play equipment.

The total value of the project exceeded \$38,000 and brought many more years of bike, walk and fire safety to children in the South Okanagan and Similkameen Valleys.

Making An Impact

United Way Programs:

At the United Way we recognize that it will take more than money to build a strong, healthy community. In 2009, the United Way continued to step forward in our mission to extend beyond fundraising to include being a catalyst for community building.



Allocations Impact Teams

What do you get when you combine 24 motivated volunteers, life changing issues that touch one in three people in the community and over \$700,000 donated dollars to do something about it? You create opportunities for change. That's what the United Way Allocation Impact Teams in the Central and South Okanagan/Similkameen are all about.

Working with community volunteers, the United Way is able to address social needs that if left untended will only

weaken the ties that bind us together. Our Impact Team volunteers meet with 39 Community Partners to learn how we can effectively provide resources to meet the needs of their clients. To do so requires empathy, a willingness to learn, compassion and of equal importance, a desire to stretch limited resources in an efficient and caring fashion.

Our volunteers know the value of connecting the community together. They Make Hope Real.

Seeing is Believing Bus Tour 2009

The best way to understand what the United Way does in our communities is to meet our Community Partners face-to-face. Local politicians, employee campaign coordinators, board members, and media had the opportunity to do just that in both the Central & South Okanagan in 2009 when they boarded the Seeing is Believing bus tours. The buses stopped at numerous organizations where staff and clients relayed their personal experiences and explained the impact donations of funds and time had on their lives and the lives of their families.



Transit Assistance Program

In partnership with the Regional District and the City of Kelowna, the United Way distributes bus tickets to meet the needs of individuals needing access to essential services. In 2009, the United Way distributed 8400 transit

tickets to front-line non-profit organizations who in turn made them available to their clients for medical appointments, job interviews, education and training and important services.

Working Together

Building Capacity

One of United Way's goals is to build the capacity of non-profit organizations in the communities we serve. Non-profits that are healthy and sustainable mean a stronger and more versatile community. It also means we can stretch our limited resources to assist emerging groups that are working to resolve other challenges.

To that end, we have partnered with Kelowna Community Resources, the Central Okanagan Foundation and the City of Kelowna to provide semi-annual workshops at an affordable cost. This past year we offered workshops on Grant Writing in March 09 and Board

Development in November 09. In both instances we capped attendance at fifty participants from the non-profit sector to ensure that learning opportunities were available in comfort.

In addition, we partnered with the Women's Enterprise Centre in January 2010. This allowed us to offer a very timely workshop on Bridging the Generation Divide – Working with Gen Y.

By working together with other community partners we are able to provide affordable training that participants can apply directly to their daily work.



Engaging Young Leaders

In an effort to engage the next generation of young leaders in our community, the United Way established a GenNext council. GenNext is a group of young adults in their 20's and 30's who want to make a difference in the Okanagan Community in alignment with the United Way's mission and values. Their mission is to "promote and engage the next generation of young leaders to utilize their talents and strengthen our community." They promote awareness, develop leadership skills, raise funds and encourage volunteerism.



2010 United Way Community Spirit Awards Nominees and Winners

Central Okanagan

★ In-Kind Award

Presented to the organization that contributed most generously in-kind towards the growth of the 2009 United Way campaign.

Nominees:
Coast Capri Hotel
Postnet

Winner:
Spincaster Productions

★ Media Recognition Award

Presented to the media organization that contributed most generously towards the growth of the 2009 United Way campaign.

Nominees:
Astral Media Radio
Daily Courier
Capital News
Shaw Communications

Winner:
CHBC News

★ Anita Tozer Volunteer of the Year Award

Presented to the individual who gave most generously of his or her time and spirit to the community through the United Way in 2009.

Winner: **Harry Brust, Quest For Success**

★ Sponsored Representative Appreciation Award (I)

Presented in honour of the contribution made to the United Way through sponsorship of an employee for the duration of the 2009 campaign.

Winner: **Scotiabank**

★ Sponsored Representative Appreciation Award (II)

Presented in appreciation of the hard work and commitment to the United Way shown throughout the 2009 fundraising campaign.

Winner: **Jaime Cram**

★ First-Time Employee Campaign Award

Presented to the organization that ran the most exceptional first-time United Way campaign in 2009.

Nominees:
Dominion Fairmile Construction
HSBC, West Kelowna
Byland's Nurseries

Winner:
District of West Kelowna

★ Quantum Leap Participation Award

Presented to the organization that achieved the most extraordinary increase in employee participation in the 2009 campaign.

Nominees:
London Drugs
Scotia McLeod
Costco Wholesale

Winner:
PCL Constructors Westcoast

★ Leadership Campaign of the Year Award

Presented to the team of workplace volunteers that ran the most exceptional Leadership campaign.

Nominees:
Gorman Bros. Lumber
RBC Royal Bank
MacKay LLP

Winner:
UBC Okanagan

★ Quantum Leap Giving Award

Presented to the organization that most dramatically increased employee giving over the 2009 United Way campaign year.

Nominees:
Burnco Rock Products
Environment Canada
Regional District of Central Okanagan

Winner:
**London Drugs
West Kelowna**

★ Team Spirit Award

Presented to the organization that continuously demonstrated great amounts of enthusiasm, spirit and determination to meet its goals during the 2009 United Way campaign.

Nominees:
London Drugs
Farris, Vaughan, Wills & Murphy LLP

Winner:
City of Kelowna

★ Campaign of the Year

Presented to the workplace that ran the most exceptional United Way campaign in 2009.

Nominees:
Gorman Bros. Lumber
UBC Okanagan

Winner:
Costco Wholesale

2010 United Way Community Spirit Awards Nominees and Winners

South Okanagan/ Similkameen

★ First-Time Employee Campaign Award

Presented to the organization that ran the most exceptional first-time United Way campaign in 2009.

Nominees:
District of Summerland

Winner:
**Dominion Radio
Astrophysical Observatory**

★ Leadership Campaign of the Year Award

Presented to the team of workplace volunteers that ran the most exceptional Leadership campaign.

Nominees:
Okanagan College
Pacific Agri-Food Research Centre

Winner:
London Drugs

★ Quantum Leap Giving Award

Presented to the organization that most dramatically increased employee giving over the 2009 United Way campaign year.

Nominees:
Valley First
Veteran Affairs Canada

Winner:
**Pacific Agri-Food
Research Centre**

★ Campaign Spirit Award

Presented to the workplace that ran the most spirited campaign in 2009.

Nominees:
London Drugs
Penticton & District Community Resources Society

Winner:
Canada Revenue Agency

★ Event of the Year Award

Events raise the profile of United Way and community partners and raise dollars.

Nominees:
Caroline's Lingerie Fashion Show
GIANT FM - Penticton Herald
Radio Auction
Marketplace IGA Pumpkin Sale

Winner:
**Luminis Beauty - Vintage
& Vogue Fashion Savoir Faire**

★ Volunteer of the Year Award

Volunteers are the heart of United Way, whether through Day of Caring work or campaign fundraising. All volunteers are thanked for their sincere commitment.

Winner: **Jennifer & Logan Frost – Dragonfly Pond Family Society**

“We can look back on many successes that the “Make Hope Real” campaign achieved from record donations to a new awareness level in our community of why supporting United Way is so important to the well being of so many.”

**Dennis Gabelhouse,
Central Okanagan Campaign Chair**



★ Media Recognition Award

Presented to the following media organizations for their generous contributions towards the growth of the 2009 United Way campaign.

Winners:

**Astral Media Radio
Penticton Herald**

**GIANT FM
Shaw Communications**

★ In-Kind Award

Presented to the following organizations for generous in-kind contributions towards the growth of the 2009 United Way campaign.

Winners:

**Cantex Okanagan Construction and its Employees
Morpheus Graphics
TD Canada Trust**

Community Events

The United Way Signature Events are an opportunity to create awareness and raise important funds, while engaging the community in a fun and meaningful way.

TELUS-United Way Charity Golf Classic

On Friday, June 19th, 2009 we hosted the 19th annual TELUS-United Way Charity Golf Classic at Okanagan Golf Club on the Quail Course. 200 golfers, sponsors and volunteers came together. With fun contests on the course and great prizes the goal of increasing the FUN FACTOR was met. Thank you to the key sponsors; TELUS, K96.3, Okanagan Golf Club, Paragon Pharmacies, as well as all the hole & donation sponsors, golfers & volunteers who helped raise \$52,000.



Kick-Off Breakfasts

The annual Fall Kick-Off Breakfasts in Kelowna- sponsored by Coast Capri Hotel, West Kelowna- sponsored by Gorman Bros. Lumber & Penticton – sponsored by Greyback Construction and Cannery Trade Centre launched the 2009 “Make Hope Real” Campaign in our communities. The breakfasts were inspiring and motivational with the launch of the SHAW videos encouraging participants to make a difference and bring hope to those in need in our communities through donations, sponsorship and volunteerism.



Dinner of Distinction

In November 2009, brothers, Glen & Ev Rea were honoured for their contributions to our community through their years at Capri Insurance. “It has been a wonderful ride for the past 34 years and I have been blessed being surrounded by great co-workers in addition to having a great family and friends.” Ev Rea “We have been extremely fortunate in coming to Kelowna with the all the support received from the citizens of the Okanagan and surrounding areas. THANK YOU!” Glen Rea. The dinner included a live auction and millionaire draw and raised over \$152,000 for the United Way Campaign. Thank you to all the sponsors, donors, participants and the dedication and commitment of the organizing committee. Long time humanitarians, Lois & Cliff Serwa were also honoured by United Way at this event.



Maxine DeHart's Drive-Thru

HOV lanes couldn't stop Maxine DeHart from presenting the 12th Annual Ramada Hotel-United Way Drive-Thru Breakfast. On Thursday, October 1st with both Sun FM & Silk FM broadcasting live, thousands of people drove through for their Industrial Alliance Pacific breakfast bag stuffed full of goodies and surprises. Thank you to all the sponsors and volunteers who helped Maxine raise \$42,000 for the United Way.



2009 GIANT FM-Penticton Herald Radio Auction

Sixty-five bid lots went on the block starting at 6am on November 21 as part of the 2009 GIANT FM-Penticton Herald radio auction. The bidding was intense as the results were broadcast over the GIANT FM airwaves. In the end, over \$7,500 was raised for United Way in the South Okanagan Similkameen and our community partners. Local businesses generously provided bid items for this 7th annual event.



Caroline's Lingerie & Sleepwear Fashion Show

Caroline Parker, owner of Caroline's Lingerie & Sleepwear, hosted a lingerie fashion show a couple of weeks later. The show, originally dubbed as "gentlemen only", was popular as ever and raised \$650 each for United Way and SPCA.

Luminus Beauty - Vintage & Vogue Fashion Savoir Faire

Fashion dominated fundraising efforts in the South Okanagan Similkameen. Local retailers, Kerry Younie from Vintage & Vogue and Andrea Hill of Luminus Beauty Bar hosted a Fashion Savoir Faire at the Barking Parrot in November, with proceeds going to United Way and our community partner, Penticton & District Community Resources Society. The sold-out show brought a night of glamour to hundreds who attended the event and \$2,800 for United Way.

Annual Campaign Financial Highlights

Annual Campaign - \$1,301,699

Central Okanagan Total - \$1,171,515

South Okanagan Total - \$130,184

2009 was a milestone year for the community and United Way of the Central & South Okanagan/Similkameen as it marked the largest campaign total in the history of this United Way. Local businesses, individual donors, volunteers and unions rallied to make a difference in the lives of our communities' most vulnerable residents by contributing over \$1.3 million in donations, over \$200,000 in gifts in-kind and several hundred volunteer hours to the campaign. Every donation raised in this region will stay in the Central & South Okanagan/Similkameen to work toward making a difference in the communities in which we all live and work.

Special Events

Thank you to the hundreds of volunteers, sponsors & participants of the 2009 United Way Signature Events

- Dinner of Distinction honouring Glen & Ev Rea of Capri Insurance - \$152,000
- Maxine DeHart's - Ramada Hotel Drive Thru Breakfast - \$42,000
- TELUS Golf Classic at Okanagan Golf Club - \$52,000
- Penticton Radio Auction - \$7,375
- Fashion Savoir Faire - \$2,800
- Penticton Marketplace IGA Pumpkin Sale - \$1,642

Sponsored Representative Program 2009



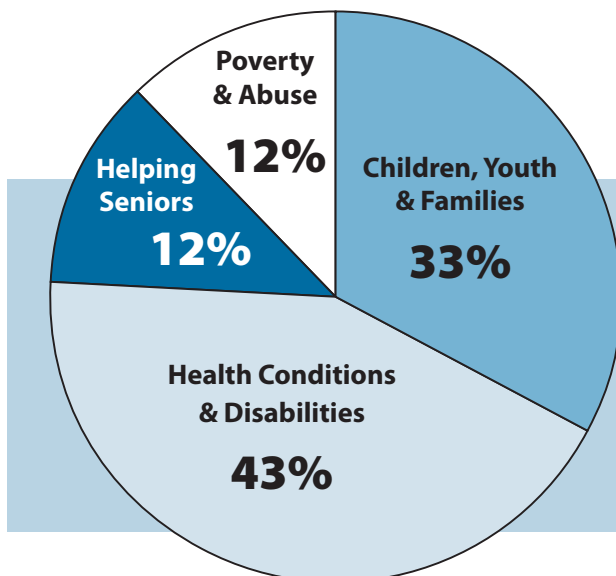
Thank you to Scotiabank Group who sponsored Jaime Cram for the 2009 Campaign

Investing in Your Community in 2009

United Way Community Funds Allocated for 2009 – \$700,000

United Way Community Impact Programs – \$117,201

At United Way we recognize that it will take more than money to build a strong, healthy community. In 2009 United Way stepped forward to engage individuals beyond fundraising through various impact programs including; Day of Caring, Transportation Assistance Programs, GenNext – Young Leaders Cabinet, Seeing is Believing Bus Tour and Capacity Building Workshop Series for Non-Profit Organizations. All of these programs are designed to meet specific needs in our community.



- Poverty & Abuse 12%
- Helping Seniors 12%
- Children, Youth & Families 33%
- Health Conditions & Disabilities 43%

Knowing our Community

United Way CSO fosters an organizational culture that supports learning and sharing with our community. In 2009 United Way CSO in partnership with UBCO conducted the Your Community Your Voice Survey that gave our community the opportunity to voice their thoughts and inform United Way of the greatest social needs in our community. This information helps United Way to set priorities in partnership with the community at large.



Impact Fund - \$35,000

Recognizing that emerging needs in the community can occur quickly the United Way Board has allocated a portion of campaign funds to address this situation on a case by case basis. Opportunities may include, funding collaborations that address poverty, supporting youth projects, granting to organizations with unique and/or original proposals that have a potentially significant impact in the community. Decision making is the responsibility of informed United Way volunteers.

Reserve Fund - \$10,000

This fund allows the board to address unmet needs that may occur in the Central & South Okanagan over the year.

Unaudited financial data. For a full set of audited financial statements please visit www.unitedwaycso.com or contact United Way.

"I enjoy running a workplace campaign because it is a great way to interact with people within my organization that I would not normally work with. It makes me feel good about my company knowing it supports the United Way. It also gives me great pleasure to know I am doing a part in helping the community in which I live; and it is very fun!!"

Cam Draney,
PCL Constructors Westcoast Inc.
Winners of 2009 Quantum Leap
Participation Award

"Our employees here at Costco in Kelowna always amaze me. There is always genuine concern and awareness about what we as a company and as individual employees can do to help the community. The United Way is by far the most efficient method of getting those needed funds to the groups or individuals who need it the most."

Brian Thubron,
Costco Wholesale
Winner of the 2009 Campaign of the
Year Award.

"We learned that our donations actually reached our own community which made it more personal for us. It is easier to get people involved if they know it will benefit people locally."

Cheryl,
Canada Post in Keremeos



Board of Directors List 2009

Peter MacPherson – Board Chair
 Bob Brown – Vice Chair & Allocations Chair
 Liz Woods – Past Chair
 Blair Gronlund – Treasurer
 Danny Moores – Director
 Carole Gordon – Director
 Don Shafer – Director
 Myrna Park – Director
 Shannon Jones – Director
 Alison Moscrop – Director
 Tom Wilson – Director
 Brigid Kemp – Director
 Bruce Olsen – Director
 Lee Sterry – Director
 Karen Erickson – Director
 Kevin Craig – Director

Standing Subcommittee

Executive & Finance

Peter MacPherson, Chair
 Elizabeth Woods, Past Chair
 Bob Brown, Vice Chair
 Blair Gronlund, Treasurer
 Alison Moscrop, Director
 Harry Grossmith, CEO (non-voting)

Allocations Committee

Central Okanagan

Bob Brown, Chair
 Harry Grossmith, CEO (non-voting)
 Alison Moscrop
 Bruce Olsen
 Lisa Laing
 Carol Ellison
 Janet Lawrence
 Laura Thurnheer

Allocations Committee

South Okanagan

Tracy St.Claire, Staff (non-voting)
 Marion Woodward
 Aaron McRann
 Anne Kirkpatrick
 Harry Grossmith, CEO (non-voting)
 Brad Haugli

Campaign Chairs

Dennis Gabelhouse – *CO Campaign Chair*
 Cliff Bristow – *SO Campaign Chair*

Leadership Chairs

Gladys Fraser – *CO Campaign Chair*
 Lee Sterry – *SO Campaign Chair*

Staff List 2009

Harry Grossmith, CEO
 Leitha Cosentino, Campaign Manager
 Judy Doucette, Finance / Office Manager
 Tracy St. Claire, Campaign Coordinator,
 South Okanagan
 Karen Graham,
 Community Development Coordinator
 Erika Robinson, Administrative Support
 Jaime Cram,
 Sponsored Representative (Scotiabank)
 Colin Kirkpatrick, Summer Student



United Way

of the Central and South Okanagan / Similkameen



Gorman Bros. Lumber – 2nd largest campaign



Okanagan College Halloween Barbecue for United Way



Lois & Cliff Serwa receive the 2009 United Way Humanitarian Award, presented by Mel & Dina Kotler



Mike Roberts, United Way Honourary Chair introduces the 2009 United Way Good News Bear.



Bob Brown Vice-Chair of United Way presents Brian Thubron of Costco Wholesale with the Campaign of the Year Award.



UBCO – 3rd largest campaign

What the United Way logo means:



★ **HAND**

Helping Hand – symbolized the service and programs sponsored by the United Way. It cradles the figure of a person.



★ **IMAGE**

The symbol of Mankind – shows that people are uplifted by the United Way and represents the donor who makes it all possible.



★ **RAINBOW**

The Rainbow – symbolizes the hope for a better life for us all through the United Way.

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United Way

of the Central and South
Okanagan / Similkameen

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