

LEADERS^{OF}THE WAY

2017



United Way
Thunder Bay

WWW.UWAYTBAY.CA



YOU HAVE THE POWER TO EFFECT CHANGE...

Fueled by your generosity, Leaders of the Way represents 1/3 of the annual campaign and forms the bedrock for our United Way's on-going work. Working together, we are able to make impacts and investments in our community by focusing on changing social conditions and creating opportunities for a better life for local individuals, families and neighbourhoods.

United Way of Thunder Bay has developed a community impact strategy around three (3) essential focus areas, guided by two (2) key strategies. These strategies are:

- Funding human service programs
- Expanding development of community collaborations and community projects

Applications for funding local human service programs are reviewed and evaluated by our Allocations Committee, to ensure that your gift is used responsibly and effectively in your community. Community collaborations and partnerships are developed to engage the community to work together to achieve a shared vision of a thriving community where everyone can realize their potential. All of this work is focused in three essential areas:

- All That Kids Can Be
- Strong Communities
- From Poverty to Possibility

Comprised of a cross-section of volunteer community leaders with knowledge of local needs and priorities, the United Way Community Impact Council's goal is to sharpen our focus thus ensuring that our work and investments achieve the best outcomes for our community.

By identifying the best investments to make, partners to collaborate with, and activities to be involved in that strengthen the overall care sector, the United Way is creating positive change and enhancing the quality of life of all.

Leadership is an expression of our commitment to a better Thunder Bay. The United Way's appreciation of your Leadership is recognized in our Report to the Community, our Leaders Brochure, on our website and at our fully sponsored Leaders Reception.

FOR MORE INFORMATION

Please call:

Carole Williams
Resource Development &
Individual Giving Coordinator
626-1756

Visit www.uwaytbay.ca for a full report to the community and the 2016 financial statements.

YOUR GIFT TO THE UNITED WAY OF THUNDER BAY IS AFFORDABLE CONSIDERING THE TAX SAVING

392

LEADERS OF THE WAY

=

\$853,200

TO BUILDING A BETTER COMMUNITY

LEADERS LEVELS

Bronze
Silver
Gold
Platinum

DONATION (Before Tax)

\$1,200
\$2,500
\$5,000
\$10,000 and up

ACTUAL COST TO DONOR (After Tax)

\$650 net cost
\$1,295 net cost
\$2,535 net cost
\$5,014 net cost

Based on max. tax rate as of April, 2017. Courtesy of BDO.

COMMUNITY FUND LEADER Special, additional recognition for donors giving \$1,200 or more to the United Way Community Fund.



YOUR GIFT IS GREATLY APPRECIATED...

2017 LEADERS STEP UP PROGRAM

In response to the national Leaders' entry level increasing to \$1,200 in 2015, the United Way of Thunder Bay instituted the **Leaders Step-Up Program** to encourage increased donations to the United Way Community Fund. Through the generous sponsorship of the **J. Armand Bombardier Foundation** together with **Bombardier Transportation Inc.**, Leaders of the Way who increased their donation to the Community Fund received a match for the first \$200 to a total of \$20,000 in each of the 2015 and 2016 campaigns.

255 Leaders participated in this program over the two year period, making it a great success! Thank you very much for providing this sponsorship and extra incentive during this period of transition! As a result of this success, J. R. Armand Bombardier Foundation is continuing this sponsorship in 2017.

2017 PRINT MATERIALS SPONSORS

The cost of the Leaders Brochure is very generously sponsored by **TD Canada Trust** this year, allowing the brochure to be produced without the use of donor dollars. Thank you very much for this support.

2017 LEADERS OF THE WAY RECEPTION SPONSORS

Each spring, a fully-sponsored Leaders of the Way Reception is held in honour and appreciation of your special support of the previous year's campaign. This event affords the United Way the single annual opportunity to address Leaders as a group to express our heart-felt gratitude of your generosity, to update you about the current direction of the organization,

and to provide first-hand information from a Funded Agency regarding your dollars at work in the community. In 2017, this event was held on June 1st in appreciation of your 2016 donations.

A first-hand account of "your dollars at work" was presented by Gladys Berringer, Executive Director of Our Kids Count. This front-line commentary was very moving and expressed from experience the difference you are making in the community, and the hope being created for a stronger future!

The event sponsors included:

- Best Western Plus NorWester Hotel and Conference Centre – Major Sponsor
- Performance Kia – Wine Sponsor
- CIBC Wood Gundy Robin Smith & Associates – Event and Music Sponsor
- BDO Canada LLP – Event Sponsor
- RBC Dominion Securities - Event Sponsor
- Don Skochinski, a Leaders Committee member and musician, donated his time and talent.

THANK YOU TO EACH OF OUR SPONSORS FOR YOUR GENEROUS SUPPORT WHICH ENABLES THE UNITED WAY TO CONTINUE THIS RECOGNITION PROGRAM, TO PROVIDE AN ADDITIONAL INCENTIVE FOR INCREASING DONATIONS, TO INFORM THESE SPECIAL DONORS, TO EXPRESS OUR GRATITUDE, AND CELEBRATE DONORS' GENEROSITY. THESE SPONSORSHIPS ARE ESSENTIAL TO LEADERS OF THE WAY.

THE LEADERS STEP UP PROGRAM

STARTING IN 2015,
THE ENTRY LEVEL TO BE
RECOGNIZED AS A
LEADER OF THE WAY

=

\$1,200



TOGETHER WE ARE POSSIBILITY...



Thank you 2016 Leaders of the Way!

We sincerely appreciate your compassion and commitment to helping people of our community – your friends, your neighbours, your co-workers, your family – when they find themselves in difficult circumstances. Together, we accomplish what none of us can individually! Together 392 individuals and couples contributed \$853,200 or 33% to the 2016 United Way Campaign!

Thank you also to our fabulous team of Leaders Volunteers whose dedication and generosity are essential for success, and to our staunch staff support from Carole Williams and Jered Zieroth. All members of the team are Leaders of the Way.

Each Leaders sponsorship is highly valued by the United Way and empowers the organization to demonstrate its respect and gratitude for Leaders' generous backing of the work of the United Way. Each sponsor is home to Leaders' donors and members of the Leaders' Committee. Thank you for your on-going support!

The Leaders Step-up program has been extremely well received. Special thanks to J. Armand Bombardier Foundation together with Bombardier Transportation Inc. for this generous sponsorship in this transition period to the new national Leaders entry level of \$1200.

Donors, sponsors, volunteers and staff share the commitment and wish for a stronger, healthier community in which all of us live, work and play!

Shirley Rigato
2016 Chair Leaders of the Way

LEADERS OF THE WAY COMMITTEE MEMBERS 2016

Shirley Rigato, Chair	Wayne Fletcher	Eric Long	Dr. Andrew Siren
Glenn Brassard	Yves Fricot	Hannes Maepea	Mike Siska
Rosy Brizi	Cliff Friesen	Robert Matchett	Don Skochinski
Colin Bruce	Michael Gallagher	Bruno Niederer	Ian Smith
Patric Buske	Clint Harris	Michael Nitz	Robin T. Smith
Dr. Lori Chambers	Dane Hatton	Kevin Paradis	Jules Tupker
Bill Dickerson	Susan Jones	Linda Pauluik	Murray Walberg
Walter Flaszka	Nathan Lawrence	Roberta Sawchyn	

STAFF



Jered Zieroth
Executive Director



Carole Williams
Resource Development &
Individual Giving Coordinator

LEADERS OF THE WAY 2016

PLATINUM DONORS

\$10,000 and up

Abraham & Jennifer Drost

Cliff J. Friesen & Susan Jones*
Kriss & Sharon Knutsen*
Wayne & Kelly Maunula*
Mark Moulson
Sam Romeo*
Robin T. Smith*

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\$5,000 to \$9,999

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Anonymous* (3)

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\$2,500 to \$4,999

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Dr. Michael B. Wilson & Ms. Janice Piper
Jack & Barbara Witoluk
Jeff & Karen Witoluk
Jered & Christine Zieroth*
Anonymous* (1)
Anonymous* (2)
Anonymous (2)

BRONZE DONORS

\$1,200 to \$2,499

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Sandra Albertson
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Iain Angus*
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David J. Facca
Maureen L. Fenlon & Dave McColl*
Monica Flegel*
Nancy Fleming
Jason Flint*
Tom Forsythe

(* indicates Community Fund Leaders (\$1,200 or more directed to the United Way Community Fund to assist our Funded Agencies) 2016 New Leaders are bolded



“As Leaders of the Way, we appreciate the simplicity and effectiveness of giving annually to the United Way of Thunder Bay. We know their rigorous funding allocation process ensures our donations flow where they will do the most good... to 59 essential charitable programs delivered by 29 charities throughout Thunder Bay. Our family is working together to support the United Way in helping to improve the lives of many children, adults and families in our community.”

- Kelly & Mike Gallagher, 2017 Campaign Chairs and Leaders since 2005

Kevin French*
 Cindy & John Friday
Dave and Tracey Gagnon
 Marcel & Karen Gagnon*
 Norm & Michelle Gale*
 Bev Gamble*
 Jamie & Jill Glover
 Amy & Alain Gosselin*
 Shelley & Steve Gosselin*
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 Drs. Laurie & James Hayes
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 Bunker Hill*
 Mary Louise Hill*
 William Hodgson*
 James Holliger*
 In Memory of Trevor Holmquist*
 Shirley & Greg Hookham
 Kelvin Jankowski*
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 Jennifer Whelan & Antonio Romeo*

Ken Whent In Memory of Sharon Whent*
 Carole, Kyle, Brennan &
 Brooklynn Williams
 Bill & Dorothy Wright*
 The Hon. John & Mrs. Elaine Wright
 Mandy Wright
Dwayne Ziebarth*
Anonymous* (11)
Anonymous (1)
 Anonymous* (26)
 Anonymous (15)

"We are fortunate to raise our family in Thunder Bay. As the needs of our community increase, we feel confident that our donation to the United Way will be responsibly distributed to quality programs and services throughout our city".

- Dane & Leslie Hatton Leaders since 2011



LEADERS AT WORK

We gratefully acknowledge the following organizations that were home to two or more Leaders of the Way in 2016.

Lakehead University (24)
 Provincial Government (20)
 Ministry of Attorney General (4)
 Ministry of Environment &
 Climate Change (2)
 Ministry of Labour (2)
 Ministry of Advanced Education &
 Skills Development (2)
 Ministry of Transportation (2)
 OLG Casino Thunder Bay (2)
 Federal Government (17)
 Canada Revenue Agency (6)
 Federal Judicial Affairs (3)
 Canada Border Services (2)
 Indigenous & Northern
 Affairs Canada (2)
 Confederation College (13)
 RBC Royal Bank (13)
 City of Thunder Bay (11)
 Grant Thornton LLP (11)
 TD Bank Group (10)
 BDO Canada LLP (8)
 WSP Canada Inc. (8)
 Enterprise (7)
 Richardson International Ltd. (7)
 St. Joseph's Care Group (7)
 Tbaytel (7)

CIBC (6)
 Lakehead District
 School Board (6)
 Superior North EMS (6)
 Thunder Bay Regional Health
 Sciences Centre (6)
 Dougall Media (5)
 MNP LLP (5)
 BMO Nestbitt Burns (4)
 RBC Dominion Securities (4)
 The United Way of Thunder Bay (4)
 Children's Centre Thunder Bay (3)
 Intercity Industrial Supply Limited (3)
 Manulife Securities
 Balmoral Commons (3)
 Port Arthur Health Centre (3)
 Toromont CAT (3)
 Balmoral Park Acura/
 Thunder Bay Mitsubishi (2)
 Bombardier Transportation Inc. (2)
 Burmet Northern Ltd. (2)
 Canadian Mental Health Association (2)
 Central Canada Industries Inc. (2)
 Cheadles LLP (2)
 Children's Aid Society of the
 District of Thunder Bay (2)
 Clara Industrial Services Ltd. (2)
 Copperfin Credit Union (2)

Curans Heart Centre (2)
 Current Dental Health Services Ltd. (2)
 ESLB Enterprises (2)
 Family Law Office -
 Legal Aid Ontario (2)
 Fort William Family Health Team (2)
 Half-Way Motors Nissan Limited (2)
 Harbourview Optometry Centre (2)
 Lakehead Social Planning Council (2)
 Lake Superior Visits (2)
 Ontario Power Generation (2)
 Options Northwest (2)
 Performance Kia (2)
 Remax First Choice
 Realty Ltd. Brokerage (2)
 RML Contracting (2)
 Royal Lepage Lannon Realty Limited (2)
 Sun Life Financial (2)
 Taranis Contracting Group Ltd. (2)
 Teleco Supply Co. Ltd. (2)
 The Chronicle-Journal (2)
 The Framing Post (2)
 Thunder Bay District Health Unit (2)
 Thunder Bay District Social Services
 Administration Board (2)
 Thunder Bay Hydro (2)
 Union Gas (2)
 Vauthier, Paivalainen (2)

Every effort has been made to ensure the accuracy of the list. We apologize for any omissions. Please advise us of any mistakes or changes.



United Way Thunder Bay



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