



## Family Services Perth-Huron

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*"Our community strengthened one person, one family at a time"*

To Whom It May concern,

My name is Susan Melkert and I work for Family Services Perth-Huron, a Supported Partner of United Way Perth-Huron. I'm here to tell you that without the United Way, we wouldn't be able to offer counselling for individuals, families and seniors within our community as well as financial literacy.

These programs have a direct impact on the quality of life of participants and their families. It's so true that our community is strengthened, "one person, one family at a time". The ripple-effect of strengthening individuals and families is the strengthening of our entire community. A few examples,

- a family provided counselling to build their confidence, now better copes with challenges that would intimidate most parents, and prevents a youth from becoming homeless,
- a senior makes connections to peers and breaks free of being socially isolated, now shares her knowledge and skills by mentoring other seniors struggling with isolation within our community,
- a young couple facing the hardships of unemployment for the first time and the resulting strain on their relationship, improve their communication skills and self-esteem, giving them the needed confidence to develop a plan from which to together move forward towards stability,
- a woman who has experienced domestic and financial abuse learns how to manage the family finances with the help of a skilled counsellor,

Our evaluations show that thousands of people from all walks of life have benefited through counselling and support. We could not help the people we do without the help of United Way.

Despite what sometimes is shared on social media, United Way is very responsible with the donations received. They are accountable to United Way of Canada, the Canada Revenue Agency, a Finance and Audit Committee of committed local volunteer private citizens, and are annually audited by an outside auditor. Each year, approximately 15% is spent on fundraising/admin costs (less than it would cost our organization to fundraise on our own). Without that 15% the 85% that is invested into our community annually would be almost impossible to do.

There are added benefits of being a United Way partner:

- United Way is a proven, effective and economical method of raising funds. Doing our own fundraising takes workers away from the front-line where we are needed most.
- Agencies benefit from the increased awareness United Way brings. They have the capacity to communicate on a much greater scale with national businesses, as well as partnering with over 200 workplaces in Perth and Huron County. United Way supports its supported partners to get the word out about much needed services offered within the community in multiple ways including Facebook, website, Twitter, newsletters, media releases, speaking engagements, printed material, etc.
- United Way invests and enables local social research that sheds light on root causes and unique issues in Perth and Huron; data that as partners we can use to advocate for our cause and use while applying for other funding sources.
- As United Way Supported Partners, we work together in a hub of collective efforts sharing needed items and resources, participate in training and refer clients to other partner services.

As a leader of an agency that has been able to offer community services as a result of your contribution, I can attest to the fact that many of the individuals that we have helped, have in turn helped others in need within our community, once in a position to do so. This is how valued and meaningful these services have been to them. United Way is 100% locally focussed and unless you designate your gift otherwise, it stays in our community to help those in need, creating a better place for all of us to live.

So, please help spread the good news! United Way is a great organization and our charity depends on their help every year. For more information, visit <http://perthhuron.unitedway.ca/about/faq/>.

Sincerely,

A handwritten signature in blue ink that reads "Susan Melkert". The signature is fluid and cursive, with a prominent loop at the end of the last name.

**Susan Melkert,  
Executive Director**