



United Way
Perth-Huron

VOLUNTEER HANDBOOK

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The #UNIGNORABLE Issues

The most pressing issues facing our communities can be tough to see and even tougher to solve. It can be hard to slow down and easy to ignore the people, and problems, around us. But these problems don't go away by ignoring them. When left unattended, they grow until they become too large to ignore. Let's face these issues head on instead of turning a blind eye.

Dig into the pressing issues facing our community to discover what United Way – with the support of people like you – is doing to tackle them in the place we call home.



The #UNIGNORABLE issues

United Way Perth-Huron is committed to addressing the #UNIGNORABLE issues affecting our region, uniting individuals, and organizations from all walks of life to offer a way forward for our vulnerable population.

- Poverty
- Homelessness
- Mental Health
- Domestic Violence
- Food Insecurity
- Social Isolation

Read More: perthhuron.unitedway.ca/unignorable-issues/

United Way Perth-Huron helps here in the community you care about, tackling #UNIGNORABLE issues including homelessness, mental health and access to services. We work on short- and long-term solutions to pressing challenges through innovative initiatives and partnerships such as:

- the Urgent Needs Fund [Read More](#)
- Access Centres
- Connection Centres
- Mental health supports
- Community developers and
- Living wage advocacy [Read More](#)

When you show your #LocalLove by donating or volunteering, you're helping people in your own community improve their lives.

United Way Basics

Mission

Improve lives and build community by engaging individuals and mobilizing collective action.

Vision

A better life for everyone in our communities.

Read More: perthuron.unitedway.ca/about-us/



The Rainbow overhead, emerging from the hand to shelter the figure, represents hope for a better tomorrow.



The center image, based on the universal symbol for humanity, is cradled by the helping hand. It indicates that United Way cares about people everywhere.



The helping hand represents support services and programs supporting local communities.

National History

In 1887, a Denver woman, a priest, two ministers and a rabbi got together... it sounds like the beginning of a joke. They had an idea that became the nation's first united campaign, helping ten area health and welfare agencies, raising \$21,700 for this greater good. Today, United Way is a global movement, a network of nearly 1,800 community-based United Ways in 45 countries and territories. Fun fact: The single largest United Way is in Toronto.

United Way Centraide has a long history in Canada, dating back to 1917. Over the years we have been known by many names – among them Community Chest, United Appeal and Red Feather. We are proud that our organizations have brought together diverse and caring people in our communities.

Our national office was created in 1939, as a program division of the Canadian Welfare Council led by Charlotte Whitton, an influential feminist, municipal leader, and companion of the Order of Canada.

In 1972 prominent designer Saul Bass created the iconic United Way logo, depicting the helping hand cradling humankind and surrounded by a rainbow symbolizing hope. We still use it today and United Way made into Forbes® top 50 valuable brands list.

Canada's national office officially became known as United Way of Canada – Centraide Canada in 1976, recognizing the bilingual nature of Canada's culture and language. In 2003 we adopted a new Canada-wide mission, which we call for short our Community Impact Mission. In 2011, we introduced a new brand enabling United Ways Centraides across Canada to speak with one voice and show with consistency how we stand for lasting, measurable change. As part of this process, we clarified three priority areas of focus:

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

Today, there are over 100 United Ways Centraides across Canada. Each one is an autonomous non-profit organization governed by a volunteer-led local Board of Directors. Each raises money locally and distributes funds locally to support its community. With support provided by numerous volunteers and staff, United Way Centraides create opportunities for a better life for everyone in our communities.

United Way Perth-Huron (originally United Way Stratford & Area) was founded in 1959. It merged with United Way Huron in 2010 to serve both Huron and Perth counties.

Local History

History – Perth-Huron

United Way of Perth County and Huron United Way formally merged in January 2010. This came after the Huron Board of Directors approached United Way of Perth County to merge.

In March 2010, the newly merged United Way of Perth-Huron was able to announce that together the campaigns for Perth and Huron Counties surpassed \$1 million.

History - Perth

Our local United Way has gone by the following past names:

- The Community Chest (Before 1960)
- Stratford United Appeal (1960)
- Stratford United Way (1973)
- United Way of Stratford-Perth (1984)
- United Way of Perth County (2009)
- United Way of Perth Huron (2010)

The Community Chest formed in Stratford in 1958 under the leadership of president, C. A. Bryan. The logo at the time was The Red Feather.

In 1960, The United Appeal raised \$52,000 – 102% of its goal - in a two-week campaign. The Board of Directors at the time consisted of an honorary chair, a president, six vice-presidents, a publicity chair and 12 directors. By 1961, this number had grown to 33.

The popular Red Feather Football Game between Central and Northwestern Schools started in 1966. This event, including the crowning of Miss United Way at an evening dance, continued for 20 years.

From 1960 to 1983, agency requests were reviewed by a Budget Committee made up of five to seven accountants.

The Program Review and Allocation Committee (PRAC) was formulated in 1984 to function as a liaison with the agencies and to perform “Citizens’ Review” of the funding applications.

In 2001, the Board officially adopted the name United Way of Perth County to reflect more accurately the county-wide nature of both the fundraising campaigns and the agency allocations and grants.

In 2004, over 275 workplaces took part in United Way’s Annual Campaign, raising funds through corporate donations, employee payroll deductions and special events.

History – Huron

In April 1991, the United Way of Sarnia/Lambton applied for a grant from the federal government to research the base of volunteer social agencies in Huron County and assess the need for funding for local agencies. The result of this research was the development of a Steering Committee who worked with United Way of Sarnia-Lambton to apply for charitable status and receipt for donations in its first year of start-up.

Later in 1991, a Board of Directors was appointed for Huron United Way under the leadership of president, Bill Thompson. In this first year of operation, the Huron United Way had an impressive 17 Board members.

The first office was in Clinton and the slogan at that time was “We are here for you!”

Huron United Way was given charitable status in 1992.

The first Huron United Way Campaign Chair was Hockey Hall of Famer – Paul Henderson.

Huron United Way took part in the OTF funded Community Matters initiative and formed vital partnerships with the County of Huron, The Huron Business Development Centre and HRDC. Over the two years of the project Huron United Way managed approx. 20 Job Creation Partnerships, which were placed in County and agency workplaces and the United Way office. This was an extraordinary project with multiple community consultations, which resulted in significant work being done around the county within areas, like economic development, an area previously not touched by the charitable sector. Huron was the smallest United Way participating in the project with the most significant results.

The famous Champion Road Machinery (later Volvo Motor Graders) Grader Pull, gained international recognition, and was published in the global newsletter for the company. The Grader Pull hosted the Canadian Bluewater Tug of War team in the inaugural event.

In 2009 Huron United Way Board members approached United Way Centraide Canada and neighbouring United Way of Perth County to amalgamate.

What United Way is Now

United Way Perth-Huron has continued to evolve over the last few years. United Way Perth-Huron is much more than the federated fundraising organization it once was. It is now an important driver of social change through a variety of internal and external programs and projects as well as our partner agencies.

United Way Perth-Huron can be described as:

Funder: Each year, United Way Perth Huron raises money and distributes it where needed most.

Researcher: The Social Research & Planning Council is an internal Supported Partner of UWPH, providing research and recommendations on various social issues through reports. **Read Reports:** perthhuron.unitedway.ca/research/

Planner: With recommendations for change comes the need to move the community toward action. Where appropriate, UWPH and/or the Social Research & Planning Council, mobilizes stakeholders to ensure change happens.

Incubator: By adopting emerging social programs as internal Supported Partners, UWPH supports a fledgling idea and its volunteers with our infrastructure with the goal of aiding sustainability—and ultimately graduation—from our organization.

Shared Service Provider: Recognizing that agencies may need more than money, UWPH provides bookkeeping and services related to tenancy in our building. Rent or service fees are negotiated on a needs basis.

Advocate: By providing solutions to complex problems and collaborating with municipalities and other community parties, UWPH advocates for social change.

Collaborator: By collaborating with other local organizations, UWPH aims to improve services and collaboration in our community. Striving for improved service coordination and informed decisions.



Our Regional Approach

United Way is 100% local. Always.

You love where you live, and we do too. We tackle issues on a local level to best serve our communities.

Every area has unique needs, requiring unique solutions. United Way is committed to listening to each community and finding out what matters most so the right programs and services are in place to help people in times of need.

Dream: Collaborate with community members

Define: Begin to understand the needs and problems

Explore: Seek solutions with help from social service leaders

Fundraise: Strategize and build partnerships

Deploy: New program opens and starts to serve clients

Support: Continue fundraising campaigns to sustain the cost of the program. Volunteer opportunities are often created.

Advocate: United Way invests in 211 to increase awareness.



Read More: perthuron.unitedway.ca/your-impact/

Staff Organization

