



Our theme in 2010 was LIVE UNITED. Our goal was to have communities participate in the campaign in a big way. You were asked to Give, Advocate and Volunteer.

Thanks to the generous spirit of individuals, workplace campaigns, company matches and labour, you gave \$1,356,875 dollars – a new record. These funds support 38 Community Partners by investing in close to 100 programs.

You spoke to your friends about the work we do and asked for our newsletter to keep you informed.

You enriched our region through Community Impact programs such as Days of Caring, CASI Osoyoos, TELUS Youth Grants, Success By 6, GenNext and Emergency Transportation Programs. All of these programs require volunteers like you who truly care about their community.

By working together to improve the health, happiness and stability of people in the Central and South Okanagan Similkameen we can change what we see in our world. When we reach out a hand to one, we influence the condition of all. That's what it means to Live United.

Harry Grossmith  
CEO

Bob Brown  
Board Chair

**LIVE UNITED**  
GIVE. ADVOCATE. VOLUNTEER.

## 2010 COMMUNITY IMPACT

### Success By 6

Helping all children succeed for life.

Success By 6® supports preventative health and development programs for children six years of age or less. It is a unique partnership with Credit Unions, the BC Government, and local leaders.

#### This year we:

- Developed the Funding Really Early Development (FRED) Funders Table and Sandbox Project to enhance Family Resource Programs.
- Made services more accessible to those who will receive the greatest benefits.
- Invested \$168,000 to ensure young families are connected to central places.

#### Did you know?

If we invest \$1 in early childhood development, a community will save at least \$7 in the future.



Our strategic investment in young children this year will save up to **\$6.7 million** dollars!



**CASI Osoyoos** helps seniors live independently longer in their own homes. In Spring 2010 United Way brought together a steering committee of Osoyoos leaders to develop services for seniors. The group found that transportation most hampered seniors ability to live independently. By November 2010, the Osoyoos Seniors Centre took over lead of this project and opened the door of its new van. This was made possible with a \$144,000 grant from the Province of BC and United Way of the Lower Mainland.



**gennext**  
fill the gap

GenNext members are motivated young professionals who work together to make an impact in their communities. There are GenNext groups in Penticton and Kelowna.

GenNext provides volunteer, networking and leadership opportunities for members.

2010 was the launch of the TELUS Youth Grants, allowing 10 teams of youth to develop and implement social projects in their communities.

GenNext members were instrumental in promoting the youth grants, making the funding decisions and mentoring the youth teams.

### Day of CARING

Days of Caring are community-wide expressions of the power of team volunteering. This program connect groups of volunteers with projects to benefit non-profit organizations.

In 2010, we expanded the program so that **"ANY DAY can be a Day of Caring"** and we also began building a new partnership with Kelowna Capital News to raise awareness about how people can get involved.

These projects generated close to \$30,000 of voluntary service for our community!

UNITED WAY PROVIDES FUNDING FOR **38**

COMMUNITY PARTNERS

**15%**

OF FUNDS MOVE PEOPLE FROM POVERTY TO POSSIBILITY

**40%**

SUPPORTS HEALTHY PEOPLE AND STRONG COMMUNITIES

**45%**

HELPS CHILDREN BE ALL THAT THEY CAN BE



United Way invests where it matters the most.

2010

**CAMPAIGN ACHIEVEMENTS**

ANNUAL CAMPAIGN  
**\$1.36 Million**

Thank you to all the individuals, businesses, organizations, unions and employees who supported the 2010 Live United Campaign. Our communities demonstrated how to GIVE, ADVOCATE and VOLUNTEER.

**Leadership Giving**

Leadership donors are committed to building our communities and improving lives. Leader Donors contribute \$1000 or more to the annual campaign.



Leadership Giving represented over \$400,000 in donations and 30% of the 2010 campaign total. Leadership Giving is the fastest growing area of the campaign.

**Workplace Campaigns**

Over 150 workplaces and thousands of contributors participated in the 2010 LIVE UNITED Campaign, raising over \$800,000. Enthusiastic employees make the workplace campaigns fun,



incorporating special events, volunteering and payroll pledges. They build teamwork AND community, and everyone wins!

**Sponsored Representative**

Chelsea Horncastle joined our team as a sponsored representative for the 2010 Campaign, thanks to generous support from ICBC!

**Spirit Awards**

The United Way is proud to recognize supporters at our **Community Spirit Awards** held in both the Central and South Okanagan. Workplaces are recognized for their level of contribution, participation and team spirit throughout the campaign.

**Community Events**

The United Way Signature Events create awareness, raise funds, and engage the community in a fun and meaningful way.



In 2010 United Way Signature Events raised over \$220,000 with thousands participating.

Thank you to the sponsors, committees, volunteers, participants and donors who made these events successful.

Back by popular demand close to 1500 people participated in the **Maxine DeHart Drive Thru Breakfast** at the Ramada Hotel & Conference Centre that raised over \$40,000.

The **Dinner of Distinction** honoured former Kelowna Mayor Jim Stuart, the founder of the charity golf tournament which celebrated its 20<sup>th</sup> year in June at Okanagan Golf Club.

The South Okanagan participated in a night of glamour at the sold-out **Vintage & Vogue Fashion Show**.

2010 launched the **Plane Pull Challenge** at Kelowna Flightcraft. Teams of 12 pulled a plane across the MacKay Chartered Accountants Finish Line for fun, bragging rights and great prizes!



**Media Partners**

The United Way relies on our caring media partners to share our message with the community through our campaign and signature events.

2010

**VOLUNTEERS**

Volunteers are the heart of the United Way movement for social change.

**Thank you to all the 2010 volunteers:**

**2010 Executive and Board of Directors**

**Central Okanagan Campaign Chair:**  
**Dennis Gabelhouse**

**South Okanagan Campaign Chair:**  
**Dan Albas**

**Central Okanagan Leadership Chair:**  
**Gladys Fraser**

**Central and South Okanagan Cabinets**

**Central & South Allocations Committees**

**United Way Signature Event Committees**

**Employee Campaign Coordinators**

**Event Volunteers**



For more information including our Leadership Honour Roll, Community Impact Report and our audited financial statements please visit our website

[www.unitedwaycso.com](http://www.unitedwaycso.com)



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United Way of the Central and South Okanagan Similkameen



**2010 Year in Review**

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.