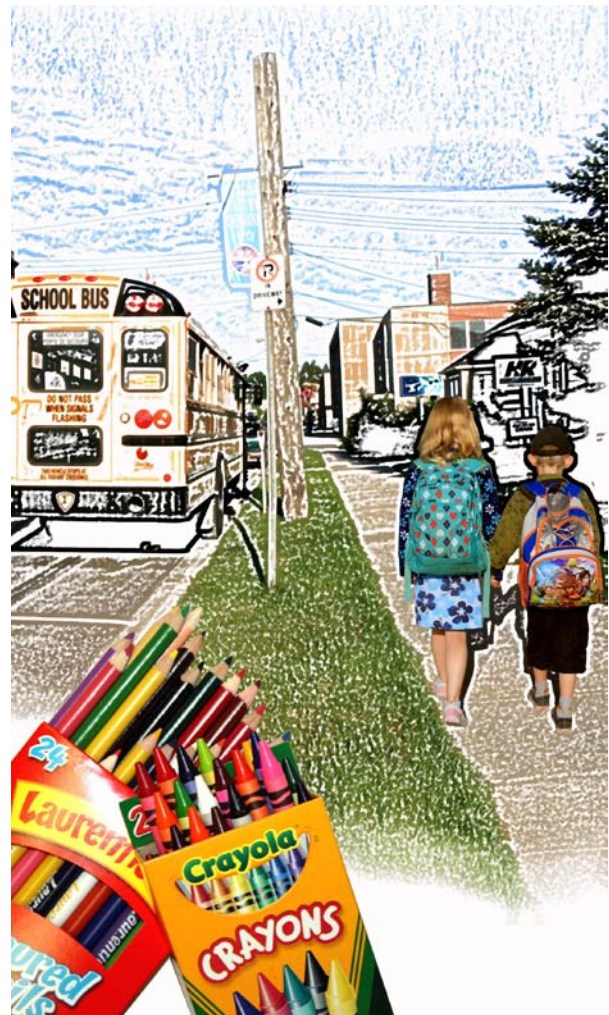


2010 United Way of Bruce Grey

# Backpack Program

Back to School Supply Collection Program



## The Children

Each year the list grows.

- 2005 – 250
- 2006 – 355
- 2007 – 544
- 2008 – 1 261
- 2009 – 1 703
- 2010 – 2 121



## Every child has a backpack – every backpack has a child

This is the cornerstone philosophy behind the United Way’s annual Backpack Program. The United Way wants school to be a positive experience for all children, regardless of their economic situation. By providing school supplies to low income children, we are providing the tools needed to start off the year on the right foot.

Teachers have remarked to us how this program has taken the bullying out of their classroom.



...and you thought it was just for carrying crayons...

## **The United Way creates the list of children through two approaches.**

### **Community**

The community approach is direct from the families themselves. Either through word of mouth or the media, families hear of the program call and ask to be placed on the list.

In 2010 a slip was included in all Bruce and Grey Ontario Works (OW) and Ontario Disability (ODSP) recipient's June and July 1<sup>st</sup> cheque indicating they could call 211 to get on the list to receive a backpack.

For 2010 the families are directed to call 211 to register as individuals for a backpack. Utilizing the 211 service provider will free up United Way staff to focus on fulfilling the expressed need.

The list is completed on a first come first served basis, with a waiting list created after August 8th. With the tremendous support from the community the United Way has succeeded in filling the list each year, including the waiting list.


### **Role and support from 211**

211 received 153 referrals for backpacks, representing 356 children. The balance of the 'self referring' parents were through direct calls to the United Way, walk-ins, email inquiries or through social media.


In addition to providing the intake for the backpack program, 211 provided additional information and referrals to other agencies and organizations that the families could access for support.

#### Referred to agencies:

- Bruce Children are Special Foundation
- Bruce County Social Services, Ontario Works, Walkerton
- Canada Mortgage and Housing Corporation. Toronto Office,
- Residential Rehabilitation Assistance Programs
- Computers for Kids
- Family Law Information Centre, Walkerton
- Grey County Social Services, Ontario Works, Owen Sound
- Mental Health and Addiction Services of Simcoe County, Collingwood
- Ontario Drug Benefit Program
- Ontario Works, Owen Sound
- Partners Physiotherapy Services and Associates
- Salvation Army Hanover Family Services
- Salvation Army, Food Bank, Owen Sound
- Salvation Army, Thrift Store, Owen Sound
- Tobermory Benevolent Fund (rent, utility arrears)
- Utility Assistance, Bruce County
- YMCA Housing Support Program - Owen Sound



**Does Your Child Need a New Backpack and School Supplies to Return to Classes in September??**  
 In 2009, the United Way of Bruce Grey gave away over 1700 backpacks and is once again, providing families with **FREE Backpacks and Basic School Supplies!!**  
 If you are interested, call 2-1-1 by July 31st.  
 You will be asked for your name, telephone number and the ages of children in your family.



**Local Agencies**

The other approach is through local agencies, who review their client lists and send the United Way a bulk request for supplies.

A caseworker with a Big Brothers Big Sisters might request 8 boys primary, 4 girl primary, 5 boys intermediate and 7 girls intermediate etc.

This enables us to plan for the large numbers and have a distribution system to get the backpacks to the children.

**What is the role of agencies in this program?**

The United Way utilizes local agencies to provide the list of children needing supplies.

In 2010 the following agencies, day cares and schools requested 1520 backpacks:

**Agencies**

- 217 Keystone Family Children and Youth Services
- 175 CAS Grey County
- 152 Community Living Walkerton & District
- 127 CAS Bruce County
- 120 BBBS Hanover
- 75 Women's Centre of Bruce Grey
- 62 Anishnabek Child & Youth Prevention Services
- 54 Durham Food Bank 519 369 6860
- 50 Ontario Early Years Markdale
- 34 Golden Town Outreach Meaford
- 34 South Grey Bruce Youth Literacy
- 34 Women's House Serving Bruce and Grey
- 33 BBBS Kincardine
- 18 M'Wikwedong Cultural Resource Centre
- 17 YMCA Housing Support
- 13 Great Lakes Métis Council
- 12 Pine Hill Youth Residence
- 11 Grey Bruce Credit Counselling
- 8 Grey Bruce Health Unit
- 7 Bruce County Social Services



## Schools

6	Dundalk Community School
2	Saugeen Central School
18	Hepworth Central School
10	Derby Public School
7	Ripley Huron Community School
40	Cape Croker Elementary School
14	St Anthony's School
19	St Basils School

## Day Care Centres

40	Kids n' Us Markdale
5	Kids n' Us Dundalk
28	Kids n' Us Paisley
23	Kids n' Us Durham
35	Kids n' Us Ayton
20	Kids n' Us Osprey

The backpacks are assembled and picked up by the agencies, and they distribute them to their clients. The United Way is passionate about respecting the individual's privacy with this program.

We simply ask the agencies to provide us with bulk numbers based on gender and grade level.



Agency backpacks are bundled into large clear bags and labeled with the relevant agency and caseworker's name, ready for pick up!

## Where is the greatest need? Where do the backpacks go?

Where possible we try to identify the location of those receiving backpacks. This list does not add up to the full total, because the agencies service all of Bruce and Grey and we cannot pinpoint destination clearly.

So based on what we know of the destination, these are the areas of request:

291	Owen Sound
192	Walkerton
189	Hanover
108	Markdale
102	Durham
63	Meaford
62	Saugeen First Nation
59	Kincardine
40	Cape Croker First Nation
37	Hepworth
35	Ayton
30	Chesley
30	Dundalk
30	Paisley
20	Maxwell
17	Chatsworth
17	Warton
16	Port Elgin
16	Ripley
15	Lions Head
15	Thornbury
11	Southampton
10	Flesherton
10	Mildmay
6	Mount Forest
6	Tara
5	Neustadt
3	Feversham
3	Wingham
2	Teeswater
2	Tobermory
1	Listowel
1	Sauble Beach

## Support

The United Way collects both monetary and product donations. Due to the sheer volume of need, bulk ordering of supplies was undertaken in 2010 to ensure what was needed was available to be purchased.

The 2010 fundraising effort was started with Awards Night at the Movies, a special screening of the Academy Awards at the Galaxy Cinemas Owen Sound in March of 2010. This event raised almost \$3 000.



Donations were also accepted at any of the 4 local Meridian Credit Union branches.

Nine days of 'stuff the bus' occurred in 2010

- ☺ Owen Sound Wal-Mart with 92.3 The Dock
- ☺ Kincardine supported by Bruce Power, Sobeys, Meridian Credit Union & MyFM
- ☺ Port Elgin supported by Bruce Power, Legaults Independent and 98 The beach
- ☺ Mix 1065 day at Storybook Park with Mix 106.5
- ☺ Owen Sound Staples with Mix 106.5

There was also a 2 week onsite campaign at Bruce Power, where every building had a donation box.

## The role of media

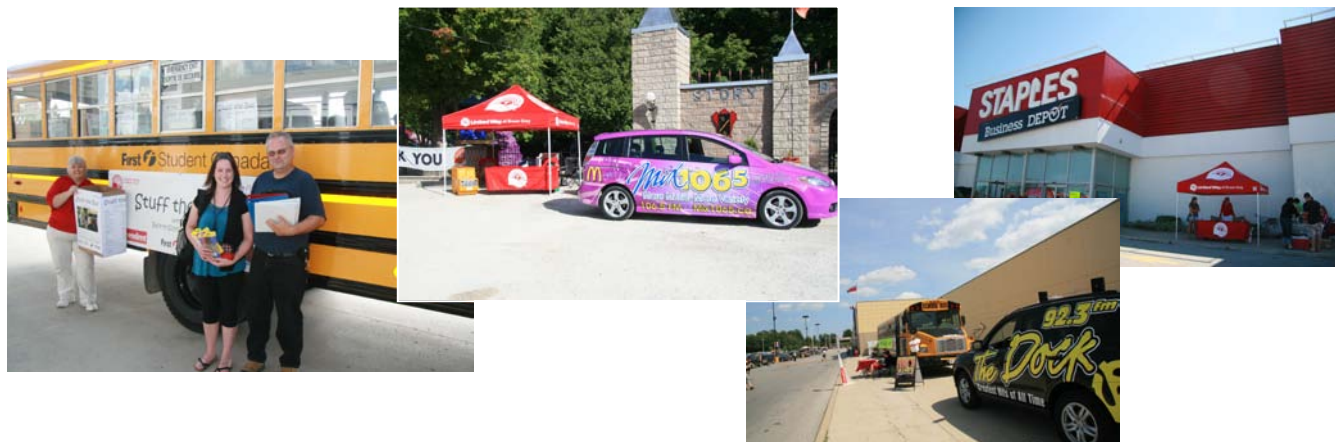
The Backpack Program is supported by most of the radio stations throughout Bruce and Grey Counties.

Radio support came from:



The Owen Sound Sun Times ran two stories on the backpack program. This media tells the story of the impact and struggle of the families the United Way is trying to help.

Without this support it would be more challenging for the community to truly understand the struggle of the parents we are trying to help.



### Donors to the program

There are many other donors to the program, but we only list organizations and companies to protect the privacy of our donors.

- |   |                                    |
|---|------------------------------------|
| Bruce Power                                     | Staples Owen Sound                 |
| Power Workers Union Local 1000                  | Society of Energy Professionals    |
| Galaxy Cinemas Owen Sound                       | Hobart Food Equipment              |
| Construction Workers Charity Fund (Bruce Power) | Community Foundation Grey Bruce    |
| Kiwanis Club of Owen Sound                      | Warton Rotary Club                 |
| Legaults Independent Port Elgin                 | Wal-Mart                           |
| OPSEU Local 260                                 | Rotary Shallow Lake                |
| Bell Alliant Team                               | Knox United Church                 |
| Sobeys Kincardine                               | Grey Bruce Labour Council          |
| Port Elgin Rotary Club                          | Storybook Park                     |
| ReMax - Brian Wardell                           | The Co-operators                   |
| Scotia Bank Owen Sound                          | Mary Dales Restaurant Lions Head   |
| Kingwolfe Holdings Inc                          | Harold Sutherland Construction Ltd |
| Key Lime Creative                               |                                    |



## What was needed and what was purchased?

The United Way creates the backpacks on two factors; gender and grade level.

Boys do not get pink or purple unless they request it, and girls can avoid pink and purple if they request it. Four grade levels are created to ensure that the right supplies are provided for the right age group.

### Primary – 859 filled

Notebooks	2
Crayons	1
Number 2 pencils	5
Erasers	1
Pencil case	1
Glue sticks or glue	1
Ruler	1
Safety scissors	1
Ink pens	1

### Intermediate – 567 filled

Three-ring binders	1
Notebook paper	1
Pencil crayons	1
Pencil case	1
Number 2 pencils	10
Erasers	1
Glue sticks or glue	1
Ruler	1
Ink pens	5
Pencil case	1

### Senior – 310 filled

Three-ring binders	1
Duo tang	2
Spiral notebooks	1
Notebook paper	1
Number 2 pencils	10
Erasers	1
Glue sticks or glue	1
Ruler	1
Ink pens	10
Pencil case	1
Pencil crayons	1

### High School – 385 filled

Three-ring binders	2
duo-tang	6
Spiral notebooks	2
Notebook paper	1
Number 2 pencils	10
pencil crayons	1
Glue sticks or glue	1
Ruler	1
Math set	1
Scientific Calculator	1
Erasers	1

### Total supplies required for 2010

<b>Backpack</b>	<b>2121</b>
<b>Safety scissors</b>	<b>859</b>
<b>Crayons</b>	<b>859</b>
<b>Ink pens</b>	<b>979</b>
<b>Duo-tang</b>	<b>1080</b>
<b>Three-ring binders</b>	<b>1080</b>
<b>Notebook paper</b>	<b>1262</b>
<b>Pencil crayons</b>	<b>1262</b>
<b>Spiral notebooks</b>	<b>1390</b>
<b>Ruler</b>	<b>2121</b>
<b>Pencil case</b>	<b>2121</b>
<b>Number 2 pencils</b>	<b>2121</b>
<b>Erasers</b>	<b>2121</b>
<b>Glue sticks or glue</b>	<b>2121</b>

WILLY WATERTON The Sun Times

United Way Bruce Grey summer student Devon Yakabuski, left and volunteer Mark Henry move some of the nine hundred backpacks filled with basic school supplies the Way has collected for their annual Backpack Campaign. Over two thousand are needed to fill the demand.



## United Way backpack demand grows again

Owen Sound Sun Times – August 12 2010

By Denis Langlois

Francesca Dobbyn says the importance of sending a child back to school in September with a backpack and basic school supplies is "immeasurable."

The executive director of the United Way of Bruce Grey said students who go without can fall victim to bullying or teasing, or can feel left out.

"The kids that we're helping out, it's not like there's another option. They would go without," Dobbyn said Tuesday in an interview.

The local United Way is struggling to fill more school supply orders than ever for local elementary and high school students in low-income families.

As of Tuesday, the agency had received requests for 1,704 backpacks with basic school supplies.

Dobbyn said she expects the number of requests to hit the 2,000 mark by Labour Day.

About 900 back-to-school packages have been assembled to date. Roughly 290 requests are for high school students.

The United Way is appealing to the public for help.

They need supplies such as pencils, pens, rulers, scissors, glue sticks, paper and backpacks.

Four "Stuff the Bus" drives are planned for the area over the next two weeks to collect school supplies for the program.

Financial donations are also welcome, Dobbyn said. The program will cost roughly \$55,000 this year.

Dobbyn said the United Way has been looking for children in need of back-to-school supplies. The organization also takes referrals from agencies such as the Children's Aid Society, and has inserted a flyer about the program in Ontario Works and Ontario Disability Support Program notices.

Dobbyn said the number of requests is closing in on the number of children identified, through census data, as living in poverty in Grey-Bruce. That number now sits at 2,400.

She said the agency has "worked hard to raise awareness" about the backpack program, since there is "no need to turn a blind eye" to the community need.

School supplies can be dropped off at the United Way office in Owen Sound. Stuff the Bus drives are being held Wednesday at Sobeys and Meridian Credit Union in Kincardine, Thursday at The Independent in Port Elgin and Thursday, Friday and Saturday at Wal-Mart in Owen Sound.

A drive is also scheduled for Aug. 17 at Storybook Park and Aug. 19-21 at Staples in Owen Sound.

The United Way is also seeking volunteers to assemble the back-to-school packages and deliver backpacks to communities in Grey-Bruce.

## **Demand hits 2,000**

Owen Sound Sun Times – August 20 2010

By Denis Langlois

Requests received by the local United Way for backpacks, stuffed with back-to-school supplies, for children living in poverty hit the 2,000 mark Thursday.

Executive director Francesca Dobbyn said the number — which is unprecedented — is a "little overwhelming," but not unexpected.

"There's a determination around our office that we're going to make it happen," she said in an interview.

The United Way of Bruce-Grey knew, through census data, that 2,400 children are living in poverty in Grey-Bruce.

The agency hired a summer student to help with the campaign and set up several Stuff the Bus drives to bring in more supplies.

The school bus will be parked outside of Staples in Owen Sound Friday and Saturday. Volunteers will be accepting donations of school supplies to fill the bus.

The United Way backpack program began in 2005 in Grey-Bruce. That first year, the agency received requests for 250 backpacks.

Demand continued to increase in 2006 and 2007 and skyrocketed in 2008 when 1,241 back-to-school packages were requested.

The United Way handed out 1,690 backpacks last year.

Dobbyn said the United Way has been proactively looking for children in need of back-to-school supplies.

Besides calling the United Way directly to request a backpack, the organization takes referrals from its partner agencies in the community, such as the Children's Aid Society or Credit Counselling



## 211 is here!

**What is 211?** 211 is an easy to remember 3-digit phone number providing free, confidential, Multilingual access to information about the full range of community, social, health and government services. All 211 calls are answered by certified information specialists, who assess each caller's needs and link them to the best available services and programs, 24 hours a day, seven days a week.

**Who would use 211?** Obtaining vital information or services is a frustrating experience for many people. 211 offers a single point of access for anyone seeking information about non-emergency social, health or human services. Individuals, families, people facing barriers due to language, poverty or personal difficulty, as well as professionals in government, business or community agencies will benefit from this service.

For example, people call 211 to locate:

- Home care support for an aging parent.
- Post-natal care or a child care program.
- Social and recreational activities, or volunteer opportunities.
- Language training and employment resources.

For presentations on the new 211 service, please contact the United Way of Bruce Grey at 519 376 1560