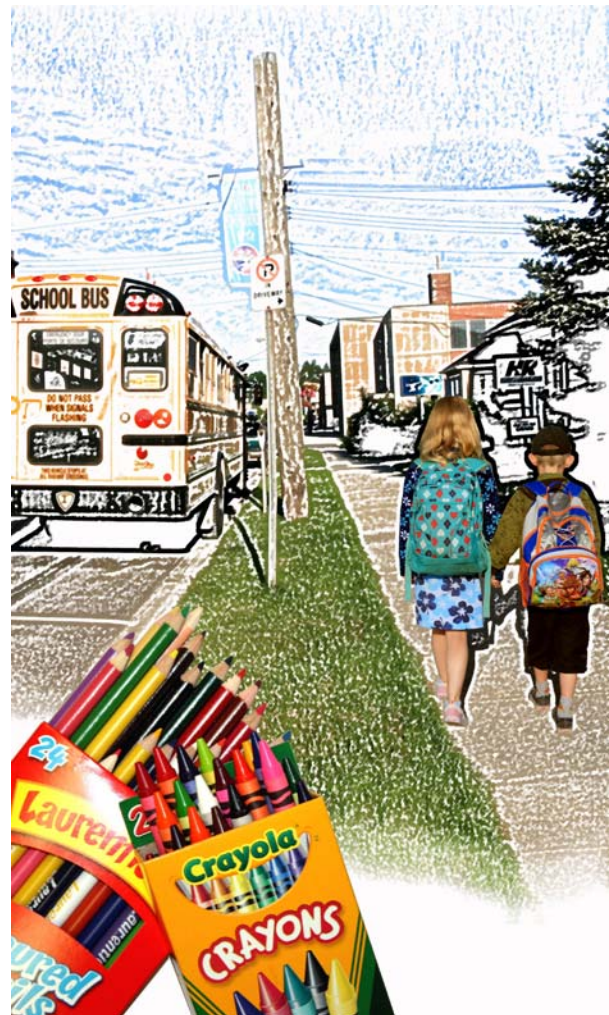


2011 United Way of Bruce Grey

Backpack Program

Back to School Supply Collection Program



The Children

Each year the list grows.

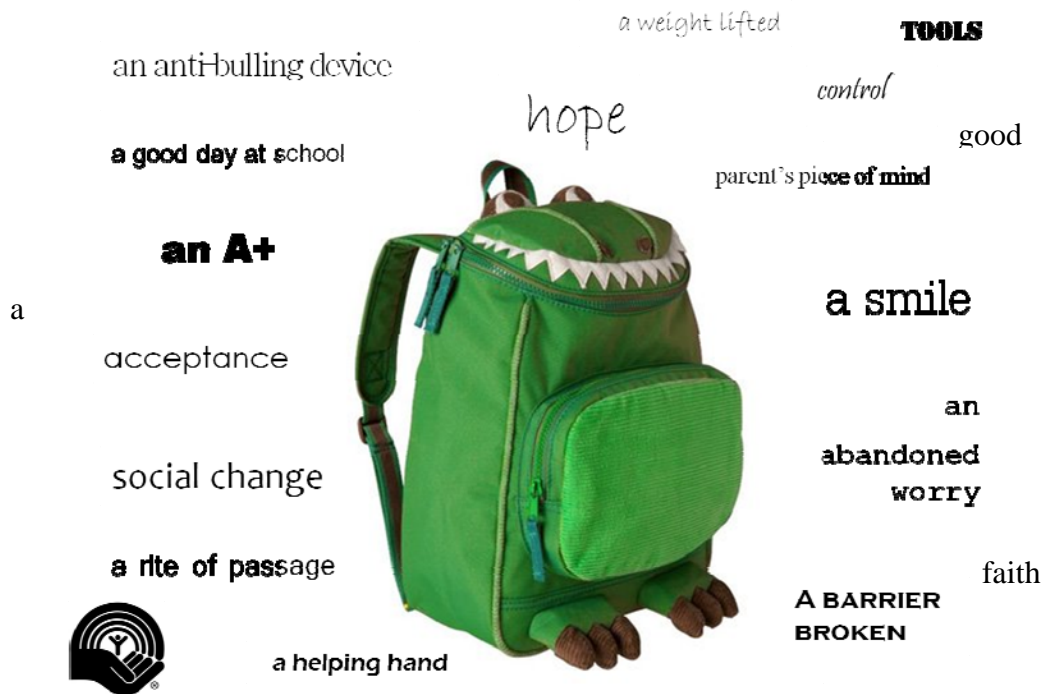
2005 – 250
2006 – 355
2007 – 544
2008 – 1 261
2009 – 1 703
2010 – 2 121
2011 – 2 544* (see page 11)



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...

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.

Items utilized

Backpacks	2544
Glue sticks or glue	2544
Ruler	2544
Pencil case	2544
Erasers	2544
Notebook paper	2340
Three-ring binders	2148
Spiral notebooks	2352
Number 2 pencils pkg	1764
pencil crayons	1560
Duo-tang	1572
Ink pens pkg	1272
Primary notebooks	984
Crayons	984
Safety scissors	984

Average consumer cost of backpacks:

Primary:	\$30.70
Intermediate:	\$44.50
Senior:	\$60.00
High School:	\$110.00




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 learn of the program and call 211 to be placed on the list.

In 2011 a slip was included in all Bruce and Grey Ontario Works (OW) and Ontario Disability (ODSP) recipient's June and July 1st cheque indicating they could call 211 to get on the list to receive a backpack.




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.



For 2011 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 the tremendous support from the community the United Way has succeeded in filling the list each year.



Backpacks are bundled up for delivery into Bruce and Grey communities.

Volunteer drivers made many trips, alleviating the need for the recipients to come to Owen Sound.

Role and support from 211

211 received 219 calls 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 County Housing, Rent Assistance
Canadian Tire Jump Start charity
Georgian Family Dentistry Owen Sound
Grey Bruce Good Food Box Program, Durham
Grey Bruce Health Unit
Keystone Child Youth and Family Services
Keystone Child Youth and Family Services, Prevention Programs
River Side West Family Dental Centre Owen Sound
Salvation Army, Hanover, Family Services
Simcoe County United Way for LEAP, Hydro One arrears
Tim Hortons Camp
YMCA - Owen Sound and Area Family Y, Housing Support Program
Youth Outdoor Club. Bruce Peninsula



In December of 2010 the United Way placed an order for 2 200 backpacks directly from Holiday Luggage. This bulk purchase brought the average price of the backpack from \$10 each to less than \$7.50, saving the United Way over \$6 000.

Holiday Luggage stored the backpacks until June and Barry's Construction allowed the United Way to utilize one of their empty retail locations as storage throughout the campaign.

Local Agencies

Local agencies, 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.

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.

Receiving Agencies in 2011

219	Bruce CAS
194	Keystone Child, Youth & family Services
185	Community Living Walkerton & District
172	Grey CAS
101	Big Brother Big Sisters of Hanover
61	Women's House Serving Bruce and Grey
50	Ontario Early Years
46	Durham Food Bank
44	South Bruce Grey Literacy Council
43	Native Child Welfare - Cape Croker
41	Big Brother Big Sisters of Kincardine
37	Golden Town Outreach (Meaford Food Bank)
29	Women's Centre Grey and Bruce
23	M'Wkwedong Native Cultural Resource Center
21	Arran-Tara Elementary School
17	YMCA
16	Bruce Peninsula District School (Tobermory)
12	Pine Hill

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:

276	Owen Sound
207	Walkerton
101	Hanover
96	Durham
69	Markdale
56	Kincardine
49	Hanover
43	Cape Croker
37	Meaford
31	Wiarton
27	Meaford
26	Chesley
24	Tara
22	Port Elgin
22	Dundalk
21	Flesherton
17	YMCA
16	Tobermory
9	Lucknow
7	Lions Head
6	Mildmay
4	Southampton
4	Holstein
4	Hepworth
4	Dobbinton
4	Allenford
3	Tiverton
3	Teeswater
3	Shallow Lake
2	Williamsford
2	Inverhuron
2	Desboro
2	Bognor
2	Berkeley
1	Walters Falls
1	Maxwell

Support

The United Way collects both monetary and product donations. Due to the sheer volume of need, bulk ordering of supplies was undertaken in 2011 to ensure what was needed was available to be purchased.

The 2011 fundraising effort was started with Awards Night at the Movies, a special screening of the Academy Awards at the Galaxy Cinemas Owen Sound in February of 2011. This event raised almost \$2 000.



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

Nine days of 'stuff the bus' occurred in 2011

- ☺ Owen Sound Giant Tiger 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
- ☺ Hanover Wal-Mart supported by 101.7 The One
- ☺ Owen Sound Staples with Mix 106.5

There was also a 2 week onsite campaign at Bruce Power.

New in 2011

Stuff the “boat”

At the Owen Sound Salmon Spectacular the United Way was invited to set up a booth with Bell Canada and funded agencies The Friends and Neighbours Club. Provided with a “canoe” the United Way encouraged visitors to the Salmon Spectacular to bring school supplies to help stuff “the boat”, this was an additional opportunity to speak to people about the program.

TD Canada Trust

The Owen Sound and Hanover TD Canada Trust branches held fundraisers along with customer appreciation events throughout August to support the Backpack Program

Kia

Kia Canada celebrated its first *Drive Change Day* on August 21. The day was the first of this annual event, which promotes working together to make positive changes in communities across Canada. One of the initiatives included stuffing 30 school backpacks for the United Way Bruce Grey at the Owen Sound Kia dealership.

The Kingdom Project

Bruce-Grey Catholic District School Board

The Kingdom Project is based around the parable of the talents (Matthew 25:14-30), where three servants are given sums of money to invest for their overseer.

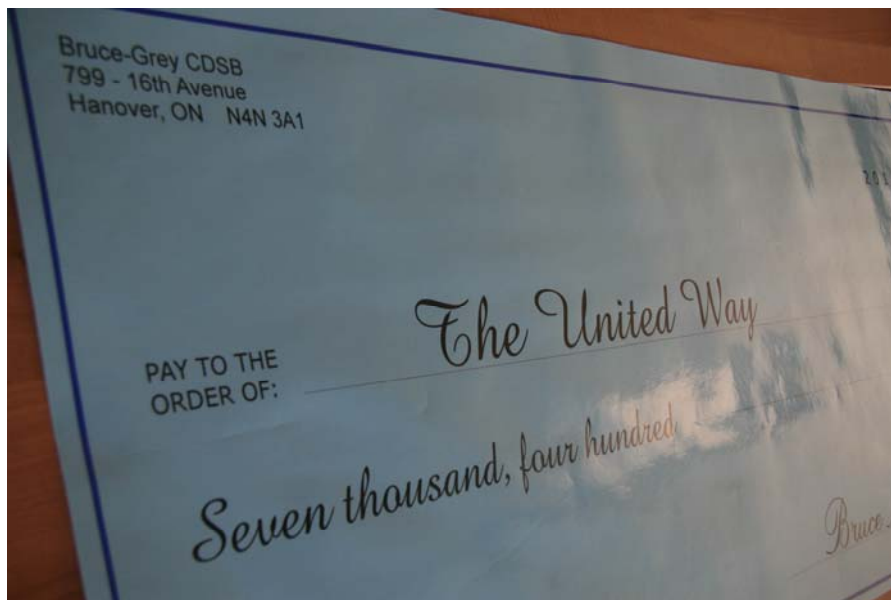
The first servant takes his "talent" and invests it and it is multiplied fivefold. The second also is able to increase his talent two fold, while the third buries the money in fear of losing it, and returns just the original sum to his overseer. The message from this parable is to share talents rather than hoarding them.

The Kingdom Project follows the example set in this parable, and involves a presentation of \$100 to each school, asking the schools to go forward and generate funds.

All 13 schools accepted the challenge, and over a few months engaged in many different fundraising efforts, using their \$100 as seed money. Activities included spaghetti dinners, a medieval lunch, raffles, dances, a cook book, Mardi Gras celebrations, and Candy-grams.

Student representatives from each school attended the March 22 2011 Bruce-Grey Catholic District School Board board meeting to make the official presentation. A cheque for \$7,400.00 representing the combined efforts of all 13 schools, was presented to the United Way in support of the Backpack program.

Thank you students and staff for "Letting Your Light Shine"!



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.

Staples Owen Sound	\$	6 062.69
Grey Bruce Water Company Inc.	\$	1,000.00
Kiwanis Club of Meaford	\$	1,000.00
Kiwanis Club of Owen Sound	\$	1,000.00
Community Foundation of Grey Bruce	\$	500.00
OPSEU Local 260	\$	500.00
TD Canada Trust	\$	335.00
Bell Aliant Regional Communications	\$	300.00
Optimist Club of Southampton Port	\$	300.00
Knox United Church	\$	300.00
Rotary Club of Meaford Inc.	\$	250.00
Royal Canadian Legion Ripley Branch 440	\$	200.00
Royal Canadian Legion Br. 208	\$	100.00
Kincardine Baptist Women	\$	60.00



The role of media

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

Radio support came from:



Goderich Relief Effort

On Sunday August 21st an F3 tornado devastated the town of Goderich.

The United Way of Bruce Grey stepped up to support the efforts of the 211 Information and Referral line, by managing the social media response for 211. The United Way also supported the United Way of Perth Huron in whatever capacity was appropriate.

On Friday September 2nd the United Way of Bruce Grey, with support from the Bruce Grey District Catholic School Board brought a truck load of 500+ fully stocked backpacks to the residents of Goderich.



- Bruce MacPherson, Director of Education for the Bruce Grey Catholic District School Board, and United Way of Bruce Grey board member
- Francesca Dobbyn, Executive Director United Way of Bruce Grey
- Jacquelyn Massey Special Events Coordinator United Way of Perth Huron
- Ryan Erb, Executive Director, United Way of Perth Huron
- Elizabeth Anderson, Outreach Co-ordinator United Way of Perth Huron

Goderich residents and volunteers continued to hand out the backpacks at a community event on Saturday September 3rd.



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.

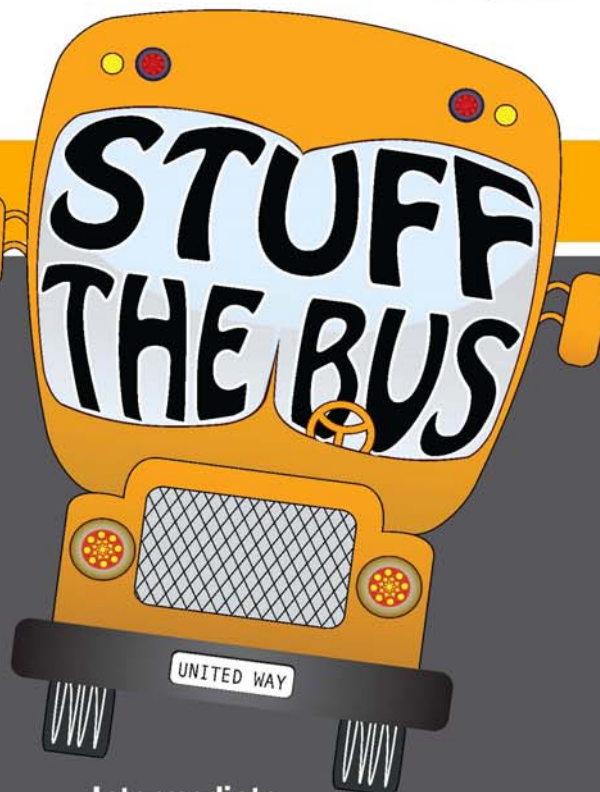
For presentations on the new 211 service, please contact the United Way of Bruce Grey at 519 376 1560



United Way
Bruce Grey

Bruce Power™

School Supplies



Highschool (grade 9-12)

- 1 pencil case
- 10/12 ink pens
- 2 spiral notebooks
- 10 pencils
- 1 eraser
- 1 glue stick or glue
- 1 pack of pencil crayons
- 1 ruler
- 2 three-ring binders
- 2 Duotangs
- notebook paper
- Optional if available:
 - 1 highlighter
 - 1 scientific calculator
 - 1 math set

Senior (grade 7-8)

- 1 pencil case
- 10 # 2 pencils
- 10/12 ink pens
- 1 pack of pencil crayons
- 1 eraser
- 1 glue stick or glue
- 1 ruler
- 2 three-ring binders
- 2 Duotangs
- 2 spiral notebooks
- notebook paper

Intermediate (grade 3-6)

- 1 three-ring binders
- notebook paper
- 5 # 2 pencils
- 2 ink pens
- 1 eraser
- 1 glue stick or glue
- 1 ruler
- 1 pack of pencil crayons
- 1 pencil case

Primary (JK, SK 1 & 2)

- 2 notebooks
- 5 # 2 Pencils
- 1 eraser
- 1 glue stick or glue
- 1 ruler
- 1 pack of crayons
- 1 pencil case
- 1 pair of safety scissors