



United Way Historical Highlights

Submitted by Heather Hamilton

The following is a capsule outline of historical highlights of the United Way of Colchester County:

1974: the movement was re-branded as United Way of Canada

1975: the iconic Helping Hand logo was designed by Saul Bass

1989: the annual campaign raised \$194,000 and 11 agencies were supported including the Boys and Girls Club and the Victoria Order of Nurses - who are both partner agencies to this day

1993: The United Ways in Nova Scotia launched the first Dream Home fundraiser, with tickets selling for \$100 each. The Truro project was led by Jim Stanley, while local construction coordinators Ben Robichaud and Leo Rovers oversaw the recruitment of trades people and organ-

ized a schedule of over 70 volunteers. The goal was to complete the construction of the home in 15 hours, but a rainy, muddy day caused some understandable delays. The home was won by Ken Eisner and Dave Scammel.

1997/98: Jack Glassey, a former United Way Chair and Mayor of Truro, was awarded an Honorary Lifetime Membership

SIDE NOTE: in early 1954, with an eye to working towards a work/life balance well ahead of his time, Mayor Glassey announced that the Town of Truro was immediately establishing a 5-day work week, followed by his prediction that most large Truro firms would follow suit by mid-summer

Heather Hamilton is United Way's Office and Community Engagement Coordinator and can be reached at coordinator@colchester.unitedway.ca

Corporate Donations Key To Success

Since starting in 1954, corporate donations have been very important component to the many successes of what is now known as United Way of Colchester. In today's world of CoVid-19 pandemic the needs of Colchester continues to increase.

Even though the economy has been severely impacted, it is even more important for many more companies consider helping the United Way of Colchester in its upcoming annual campaign. This can be done with corporations contributing directly, or for the company and employees partnering to help raise even more money.

Many local businesses have made generous corporate donations and/or supported employee workplace campaigns. The following list are some of the top contributors over the years:

- Best Western Glengarry
- Burchell MacDougall LLP
- CIBC / CIBC Wood Gundy
- Community Credit Union
- Dalhousie University;
- Agricultural Campus
- Home Hardware Eastern
- Distribution Centre
- Inglis Jewellers
- Intertape Polymer Group
- Kohltech Windows and
- Entrance Systems
- Lafarge Canada Inc.
- Nova Scotia Health Authority
- Province of Nova Scotia;
- various departments
- RBC/RBC Dominion Securities
- Scotiabank (Truro)
- Stanfield's Limited

Need is Greater Now

By Heather Hamilton

In 1954 a community need was recognized and the goal to make positive change was put into action. This need has not diminished, and now, in 2020, it's greater than ever. Last year over 6,000 individuals - children and families, single parents, seniors and youth - were able to access much needed programs, initiatives and services that improved their personal circum-

stances. And in this time of the COVID-19 pandemic, it has become abundantly clear that these same people - and many more - have been adversely affected and need their community's support more than ever.

The United Way's Mission Statement is to improve lives and build community by engaging individuals and mobilizing collective action. This has never changed and continues to be the driving force behind all United Way initiatives and partnerships.

Last year the United Way

campaign focussed on a series of unignorable issues. They are even harder to ignore today. As we move forward, we encourage our neighbours, friends and colleagues to join with us as we address these vital needs. These last six months have demonstrated even more than we already knew, that there is great power in partnerships, and together, we can accomplish great things.

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Board of Trade Led United Way Start-Up

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Back in 1954, a group of concerned citizens, under the leadership of the Truro Board of Trade, recognized the need to unite local resources to support social agencies working in the area. This initiative became the United Way movement, and over the next 66 years, we've never slowed in our commitment to our community. Although the name changed a few times over the years - from The Community Chest, to The United Appeal, to The Truro & District United Way and finally, the United Way of Colchester County - the goal never did. From the first day, the organization has been supporting the social agencies of Colchester County who offer programs and services that help create stronger and healthier individuals, families and communities.

The first official campaign ran for ten days in 1955, with a goal of raising \$17,000 on behalf of four partner agencies: The Victorian Order of Nurses, Colchester Boy Scouts Association, The Children's Aid Society and the Canadian National Institute for the Blind.



Volunteers went door-to-door canvassing for donations, until, in the late fifties, the Community Chest Movement suggested a scale for

payroll giving of 15 minutes of pay weekly for annual incomes under \$6,000. Executives were asked to give \$134 for every \$10,000 and \$2,500 on \$50,000. This initiative eventually became what is now the backbone of United Way fundraising. United Appeal campaigns were developed in local businesses whose executives gave a corporate donation, while their employees designated a specific amount from each pay to the work of the United Way.

With no government funding, the money raised through the annual workplace campaigns, along with the donations of many generous individuals, is still the only way the United Way can celebrate and support Local Love through the work of over a dozen Colchester agencies. All campaign donations stay right here in Colchester County, and support local agencies through a variety of funding programs. Eligible organizations, who meet stringent application criteria, are encouraged to apply for support for their own programs and services.

For many local agencies, the annual United Way campaign, and the funding it provides, is the only way they can offer important programs and services that are accessed by thousands of people throughout Colchester County.

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