

Critic showers cold water on United Way 'optimism'

By DAVE ROWNEY
Herald Staff

Vic Bristow came to the meeting without a bucket of ice-water, but his message was clear despite the use of any props. Mr. Bristow told board members of the United Way in Halton Hills that he wanted to "throw cold water on your optimism."

Last Wednesday at the Optimist Hall, the United Way board of directors invited members of the public to an information meeting.

The directors wanted to tell people what they've accomplished, plus provide a forum for community feedback.

Mr. Bristow delivered the only negative comments of the evening, in which about 50 people attended.

A veteran campaigner for numerous charities in Acton, Mr. Bristow

said he has nothing against United Way because any organization that helps those less fortunate "has my support".

He said he had heard a lot of optimistic statements, but he had some concerns about what was said.

Having to pay 10 per cent of funds for administrative costs is a lot of money, he said.

"I can raise \$5,000 in Acton alone and spend less than \$100 to raise that money," Mr. Bristow said.

The United Way has to face the possibility they won't be able to raise the money they predicted. He felt there will be difficulties in raising money in both Georgetown and Acton because there is a "fine line between the two towns."

He also wondered out loud whether people will be able to give \$50 all at once for a United Way campaign. People are used to giving \$5 at a time to



Carolyn Marlin Merlia Kobsa

each different charity, he said. "People will say, 'I'll give you \$5, but not \$50,'" he said. "Some organizations will gain and some will lose - you must face that fact. I came here tonight to let people know

what they may face," he said. Optimism is great, Mr. Bristow said, but if "things get down, a volunteer can lose his spirit," he said.

Co-chairman Merlia Kobsa of Acton told Mr. Bristow charities joining the United Way will be bringing with them their campaign strategy and support.

He said it's up to each individual organization whether or not they join the United Way. The Canadian Cancer Society, the Ontario Heart Foundation and the Arthritis Society traditionally do not join, he said.

Board member Arlene Bruce thanked Mr. Bristow for "bringing the cold water", but that she feels the board is prepared for an uphill battle.

Mrs. Bruce said one reason she joined the United Way board was because she realized a lot of money that was going out of the community. With the United Way in Halton Hills, people working in Milton, Brampton or Toronto can designate their donations to the area in which they live, she said.

Mr. Bristow mentioned that the United Way may find trouble in recruiting canvassers for a door-to-door campaign. Initially a door-to-door campaign is needed to explain the benefits of a United Way program in the community, said Jarvis Sheridan, who is chairman of the Halton Council of United Ways.

However, many communities don't have door-to-door campaigns after they are established, he said. In Oakville a lot of money is being raised through corporate gifts, transfer payments from out-of-town workers and through payroll deduction plans, Mr. Sheridan said.

United Way will help fill in cracks

Directors of the newly formed United Way of Halton Hills had little trouble explaining the benefits of starting a campaign here for October '86.

"Many needs go unrecognized and many needs fall through the cracks unnoticed," said Arlene Bruce, chairman of the allocation and membership committee.

A United Way provides for local control of funding and people in Halton Hills know what's best for the community, she said. The United Way is a national organization that supports the local campaigns and there are benefits being affiliated with such a creditable organization, she said.

Mrs. Bruce explained that each review panel will meet several times and analyze budgets and programs of member organizations. The panel discusses all the pros and cons of the agency's programs and then gives a report to the committee, she said.

The United Way priority system is based on community needs. She asked for help from the audience to be a part of the review panel.

The goal of the campaign committee is to tap every available source for a contribution, said chairman Doreen Springle. The campaign will begin October '86, but the committee needs more help as the starting date nears, she said.

Bill Coor has developed a canvasser's kit. He said the two most important documents in it are a transfer form for computers, and a payroll deduction form. A payroll deduction form is better than door-to-door canvassing, said Doug Penrice, who is responsible for the business campaign.

Because businesses are in the midst of budgeting for 1986, a letter will be going out to firms to tell them about the United Way program, he said.

Finance chairman Ann Lawlor said the Halton Hills United Way will be looking for "seed money" to get started. The Council of United Ways representative Jarvis Sheridan presented a cheque that night for \$750. Ms. Lawlor said the United Way will also be approaching the Town of Halton Hills, Halton Region and the Trillium Foundation for additional start-up money.

The United Way hopes to see a "Lion's share" going back to the agencies, somewhere between 85-90 per cent of funds raised, she said.

The public relations committee suggested it might be possible to have rock groups publicize the campaign. A telethon on cable television has been discussed.

Need volunteers

There is one thing almost every United Way committee has in common.

They need volunteer help. Committees could use the expertise of community members to help with the introduction of a United Way. The first campaign will begin in October 1986.

If you would like to join up, call 877-3219.

Separate School Board

McCauley elected vice-chairman

By ANI PEDERIAN
Herald Staff

The north has done it again. The new Halton Separate School Board Vice-Chairman is Irene McCauley.

The veteran Halton Hills trustee was elected to the position Thursday night, beating out two others.

Trustee Bill Hawken of Burlington was voted chairman for the upcoming year. He was chairing the board's salary negotiations committee previously.

Trustees June Noonan and Rev. James Mihm, both of Oakville, ran against Mrs. McCauley. Trustee Noonan lost on the first ballot and Rev. Mihm on the second. Rev. Mihm has chaired the board for the past three years.

The informal voting took place Thursday night when the newly elected and acclaimed councillors met for their first gathering. Their decision is expected to be ratified at their inaugural meeting Tuesday night, as The Herald went to press.

Mrs. McCauley was asked why she ran for the executive position on the 16-member board this time.



Irene McCauley

"I just thought I had the experience now and had learned a lot," the new vice-chairman said. "I thought this would be a good thing for the people in the north."

This is Mrs. McCauley's first time running for the position, or for any chairmanship, she said.

As vice-chairman she will have signing powers for the board, will chair any meetings that the chairman isn't able to attend and will be working closely with chairman Hawken on board issues.

"Oh yes, I think it will be a lot of

extra work," Mrs. McCauley said. She said she will be working hard to bring about the new high school for the board in Milton. Right now, the board is waiting for Ministry of Education funding for the project to go ahead.

Mrs. McCauley noted that other than problems with placing Halton Hills students in high school programs

out of the community, Catholic students are well served in town.

"We're not doing too badly up here, other than our high schools," Mrs. McCauley said. "Hopefully we'll be putting the bricks for the high school in Milton within this term. It will be such a relief for the parents and kids, to have a high school only 10 to 15 minutes away. It will be wonderful."

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