

June 9, 2010



OTTAWA CITIZEN

Opinion

Re: Give unto others, June 7.

I represent an agency that currently benefits from United Way funding, and we are in favour of the new direction, even though it may mean that our current funded programs are not supported going forward.

As with other agencies, we have been aware for some time of the pending changes and continue to be consulted as implementation nears. This is much more than a rebranding exercise, it is about better connecting inputs to outputs, which is essential for donor confidence.

We believe that charitable giving is about supporting positive change, not the budgets of agencies. The new direction of the United Way of Ottawa will make it easier for donors to understand how their contributions are being directed and to see how that help is resulting in measurable outcomes in their community. It can only make our community stronger if donors and volunteers associated with the United Way (as well as those who are not currently engaged) can see how the work of the agency is making Ottawa a better place to live.

Keenan Wellar,

Ottawa

CEO, LiveWorkPlay.ca

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