

## The Butterfly Effect

When a butterfly flutters its wings, this small act has the potential to trigger a storm. Called the Butterfly Effect, it occurs when a single small action leads to far-reaching changes.

**A single small action on your part** can lead to profound changes in others' lives.



Make that first step.

# Be the change!

**KW**  
*Counselling*  
SERVICES



**“A simple act on your part can create profound change in your neighbours’ lives.”**

## A welcome from Mac Voisin:

Spring is here – a season of transition. It reminds us that change is always part of our lives. This past year brought extreme changes in our economy, and in many homes these new hardships have added stress and strained relationships. Now more than ever, we need to keep our community strong.

K-W Counselling Services lives this reality week-in and week-out. We are the front-line community resource that provides professional assistance where it is needed most, one-on-one, renewing confidence and hope within individuals and families.

The need continues to grow: Last year, our Walk-in Counselling Clinic experienced a 20% increase in new referrals; among them, women who have been abused and children who have witnessed it, and those who have been deeply effected by trauma and abandonment.

With your help, K-W Counselling Services will continue its important work. You hold the potential to create far-reaching change. A simple act – making a donation – can spark a cascade of positive change and improvement in your neighbours’ lives, change that will ripple through our community for years to come.

Please donate today.

Thank you for your generosity,

A handwritten signature in black ink that reads 'Mac Voisin'.

Mac Voisin, CAMPAIGN CHAIR

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## The Butterfly Effect

# How change happens:



**Your donation** could help Ashok, who struggles with behaviour and school attendance.



He participates in STEAM, an emotions management group offered by KWCS at his school.



Ashok learns to manage his feelings. His behaviour improves at school and at home. His marks improve. He graduates and attends college\*



Ashok's mother, Nina, is no longer worried for her son. She mentors new immigrants in a community women's group.



Ashok is successful in his relationships and career. He is a caring husband, father and son.

**Make that first step.**

# Be the change!

**Donate today.**

\*Longitudinal studies have demonstrated that STEAM participants have improved academics, less conflict in school and home, and greater engagement in school.

**Your donation  
begins  
here!**



# Your gift is an Investment in Change.

Your donation can be used in many ways to provide programs and counselling for people in our community.

Your donation can be set to work in a myriad of ways to help individuals and families. Here are examples of how your gift can help create change and improve lives.

Thank you for your kind gift to KWCS. You can be assured that it will make a world of difference in many lives.

\$200

\$200 allows a parent who is a newcomer to learn about parenting in two cultures at a Parenting with Passion course.

\$500

\$500 allows a youth to learn to manage their feelings when they attend a STEAM group at school.

\$1,000

\$1,000 allows a family to attend counselling sessions where they will be empowered to better communicate their love and care for one another.

\$5,000

\$5,000 allows us to open our door for one day of the Walk-In Counselling Clinic to 40 individuals, couples and families in the community.

## Planned Giving and Bequests

Besides cash donations, you can support K-W Counselling Services while taking advantage of considerable tax breaks.

### Securities

Stocks, bonds or mutual funds of public companies whose value has increased can be donated, and you are not required to pay any taxes on accrued capital gains. Securities that have depreciated in value can also be gifted, and you receive both the capital loss and charitable income tax deduction.

### Insurance Policies

When you purchase a new policy or transfer an existing policy with KWCS as your beneficiary/owner, you are eligible for an income tax receipt for the cash surrender value and any future premiums paid.

### Bequests

Bequests allow you to turn taxable income into tax-free income during retirement with the use of a Charitable Gift Annuity. Capital is transferred to KWCS, in return for a guarantee of income payments for life. Annuity income payments are largely tax-free for older donors and you will receive a tax receipt equal to the gift portion.

### Minimize Death Taxes

You can minimize taxes on your passing by making a specific bequest to KWCS in your will. As opposed to the usual 75% donation limit, your donation will be 100% tax deductible to your estate against net income in that year with any unused portions being able to be applied to the previous tax year.

For more information call: 519-884-0000

Design courtesy of Copp Communications

### I would like to Invest in Change with a gift of:

\$50  \$100  \$200  \$500  \$1,000  \$5,000

Other \$ \_\_\_\_\_

I would like to make a multi-year contribution of:

\$ \_\_\_\_\_ x \_\_\_\_\_ years for a total of \$ \_\_\_\_\_

My cheque is enclosed payable to: K-W Counselling Services

Charge my donation to:  VISA  MasterCard  AMEX

Card number \_\_\_\_\_

Cardholder \_\_\_\_\_

Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

**All Donors:** Please provide information for tax receiving purposes:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

### Pre-Authorized Payment:

Automatic deduction from your bank account on the 15th of each month.

Please attach a void cheque and complete the following:

I/We hereby authorize Kitchener-Waterloo Counselling Services

Incorporated to debit my/our account for payments to K-W

Counselling Services in the amount of:

\$ \_\_\_\_\_

Signature \_\_\_\_\_

Please start my donation on \_\_\_\_\_ (month, year)

and continue it until \_\_\_\_\_ (month, year)

for a total of \_\_\_\_\_ months and a total gift of \$ \_\_\_\_\_

**Online donations can be made at: [www.kwcounselling.com](http://www.kwcounselling.com)**

A receipt for income tax purposes will be issued for your gift.

For e-information, please provide E-mail address \_\_\_\_\_

It is our pleasure to recognize our donors on our website.

Donations above \$5,000 will receive special recognition.

I do not want my name published in any K-W Counselling Services Incorporated's publications until further notice.