



A YEAR IN OUR NEIGHBOURHOOD

The Hamilton Spectator and the community

We are one big neighbourhood. And it was a busy neighbourhood in 2013. Our neighbours and community partners are the reason for everything we do. The Hamilton Spectator provides award-winning journalism to our neighbourhoods, and is committed to making a substantial contribution to our community. This is done through sponsorship, partnerships, in-kind advertising and ongoing support of the area's numerous community initiatives.

SpecKids Unlimited is the primary vehicle for The Hamilton Spectator's philanthropy, partnerships and community capacity-building, and includes the Spec's work with the Spectator Summer Camp Fund, the Jeff Dickins Memorial Fund, the Change Challenge and employee-driven community outreach, such as working with local high-needs schools. The SpecKids Unlimited mandate is a simple one: to improve the lives of children and youth in the community.

Hamilton Spectator Community Partnerships

Speckids.ca

thespec.com/community-static/2508648-the-spec-community-partnerships

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Did you know?

- The Hamilton Spectator and the City of Hamilton were 'born' in the same year: 1846.
- In 2013, the Spec's community partnerships department worked with over 100 community partners and provided more than 200 pages of advertising support.
- The Hamilton Spectator has a weekly segment on the Hamilton Life show, shown on Cable 14.
- The newly-opened West 5th campus of St. Joseph's Hospital has The Hamilton Spectator Waiting Room in the Medical Outpatient Services Area. A welcoming place for our neighbours to access important services.
- The average cost of one week of camp (through the Summer Camp Fund) for a child living in poverty is \$175.
- There is a colourful playground equipment installation at Jackie Washington Rotary Park, courtesy of SpecKids Unlimited and Spec employees.
- More than 500 tweets were sent out in 2013 from the Spectator's Community Partnerships Twitter feed.

YMCA Wanakita



Summer camp for neighbourhood children

Through The Hamilton Spectator Summer Camp Fund – in partnership with the Hamilton Community Foundation – local children in need are given the opportunity to attend a fun-filled week at summer camp, eating regularly and overcoming some of their daily challenges. Self-confidence and personal development increased for 67 per cent of campers – showing that experiences at camp can foster distinct changes in this vital area in a relatively short time frame (The Canadian Summer Camp Research Project, University of Waterloo, 2012; YMCA Hamilton/Burlington/Brantford Wanakita 60th Anniversary).

The Summer Camp Fund has been part of The Hamilton Spectator since the late 1800s and has generated approximately \$3 million in donations. Now, as then, every year the Summer Camp Fund assists hundreds of children in Hamilton and Burlington who are living close to or below the poverty line. Funds are distributed primarily to day camps and some overnight camps in and around our community. To donate, visit www.speckids.ca.



Change is the word

The Change Challenge is about one thought: the simplest idea can change a child's life forever. The Hamilton Spectator's SpecKids Unlimited offered a grant of up to \$25,000 to a person or organization with an outstanding project to improve the lives of children in our community. Dozens of submissions were received, finalists were chosen and Spectator readers voted on the final winner. Five finalists and 54,740 votes later, Peoples Community Sports was the winner of the SpecKids Unlimited Change Challenge 2013 and received a grant of \$25,000. This unique program provides FREE sports leagues for kids aged five to 13 to assist low-income families. Congratulations to the other finalists: WAVE After School Program; Reads and Seeds; Sir Winston Churchill Student Success Mentoring; Mission Services' Mission Control: Taking Care of Me.

Start spreading the news

Twenty-two 'campers' from 13 local nonprofit and community groups got together for the 2013 Media Relations Summer Camp offered free of charge at the Hamilton Spectator in June. With coaching from seven public relations professionals, the campers polished, practiced and then pitched their best story ideas to a panel of editors and reporters. Campers also got a primer in social media courtesy of Kitestring Creative Branding Studio; video training via Mohawk College; and a crash course in writing letters to the editor and op-eds from The Spectator's Editorial Writer and Letters Editor. The Media Relations Summer Camp is a joint project of Mohawk College and The Hamilton Spectator...for our nonprofit and charitable neighbours.