

A Better Winnipeg Together



LOOKING BACK 2015-16 ANNUAL REPORT

Vision

A thriving community where everyone can realize their potential

Mission

To improve lives and build community by engaging individuals and mobilizing collective action

Values

CONVICTION
through visionary leadership, passion, and a commitment to excellence

COMPASSION
through empathy, understanding, and caring

COURAGE
through inquisitive exploration, innovation, and risk-taking

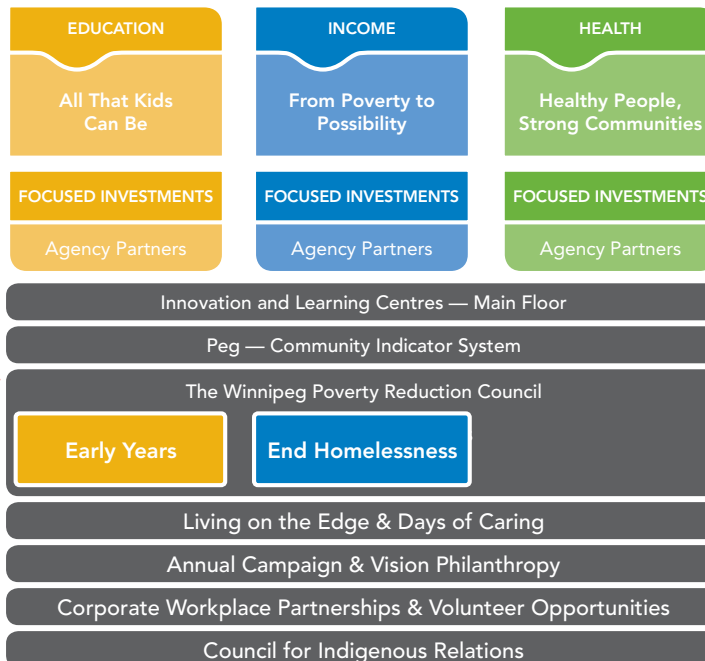
CONNECTEDNESS
through relationships, community engagement, inclusion, and empowerment

CREDIBILITY
through effective stewardship, fiscal prudence, self-assessment, and transparency

Promise

Creating Opportunities for a Better Life for All by Focusing on:

Focus Areas



EFFICIENT AND EFFECTIVE ORGANIZATION

UNITED WAY WINNIPEG'S COMMUNITY IMPACT FRAMEWORK

In 2012, United Way's Board of Trustees approved a Community Impact Framework that guides our work towards real and lasting change in Winnipeg.

United Way takes a collaborative, researched approach to making a difference, focusing on four community impact strategies to ensure progress in three focus areas.

Our Community Impact Framework is a formula for achieving a shared vision of a thriving city where everyone can realize their potential. We all win when our community is stronger and safer, people are happier and healthier and all kids in our community can thrive.

For more information about our Board of Trustees, along with the list of all Board of Trustee members, please visit UnitedWayWinnipeg.ca.



ON THE COVER: All across our city, people come together through United Way to help each other.

A Better Winnipeg Together

LOOKING BACK
ANNUAL REPORT 2015–16

The stories in this year's annual report represent just a sample of the amazing things we are accomplishing together. For more information on United Way Winnipeg, and for listings of partners and volunteers, please visit UnitedWayWinnipeg.ca.



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MESSAGE FROM THE BOARD CHAIR & PRESIDENT



A handwritten signature in black ink, appearing to read 'Herb Peters'.

Herb Peters
Chair, Board of Trustees

A handwritten signature in black ink, appearing to read 'Connie Walker'.

Connie Walker
President & CEO

United Way's 50th anniversary year has been a remarkable one — a year of celebration, reflection and important work.

We kicked off this milestone year at Portage and Main in May, and in June introduced four “Winnipeg Wednesdays” to celebrate and promote the spirit of this city. Thank you for getting so involved.

The first Winnipeg Wednesday was all about kindness — pure and simple. Countless Winnipeggers reached out to neighbours and strangers to brighten days and lend helping hands. Our second Winnipeg Wednesday saw Red Table meals hosted across our city where more than 600 Winnipeggers shared their ideas for a better city, informing our new strategic plan. Our third Winnipeg Wednesday brought Winnipeggers together in action, making 18 much-needed projects happen in 18 neighbourhood family centres, making life a little bit easier for countless kids and their families. And our final Winnipeg Wednesday saw thousands out to celebrate our great city at a free concert featuring amazing local talent. It was a month of spirit and pride, and it didn't stop there.

Through the fall, thousands of volunteers talked with thousands of Winnipeggers and together, raised more money than ever before for our community: \$20.4 million is a remarkable achievement. Together we again confirmed that this brilliant notion of a community fund — where gifts of all sizes come together — is one of our community's most critical building blocks toward a better Winnipeg. Through this unparalleled collective effort, non-profit organizations received stable, multi-year funding again this year allowing committed, hard-working agency volunteers and staff to provide much needed support to kids and families across our entire city, every day. And on this stable base of support, this year we also continued to innovate and together began to tackle some of our most pressing issues.

The entire year has been about both looking back and looking ahead. We are so, so grateful to the many, many volunteers who have made United Way the organization it is today. As a result of volunteer inspiration, vision, commitment and hard work, United Way has continuously evolved over 50 years to reflect our changing city. And while much has changed, United Way remains true to its founding premise — when it comes to caring about our fellow citizens and creating a community that is truly better for all of us, we can do way more together than we ever can alone.

The pages ahead reflect only a snapshot of why this city is so great. We have accomplished so much and as we continue to come together, the possibilities really are endless.

Our foundation is strong and so is our future. Thank you for being a part of this.



Campaign Chair Kelvin Shepherd, a.k.a. Captain Community, blasts through a brick wall in superhero style to kick off the 2015 United Way Campaign.

50 Years of Generosity

United Way's 50th anniversary campaign began with 2015 Campaign Chair Kelvin Shepherd, a.k.a. Captain Community, bursting through a brick wall in super hero attire.

"United Way is all of us. It's about Winnipeggers. It's us being there for one another. At its core it's about the kindness we all have inside us," Kelvin told the crowd gathered for the 12th annual United Way Campaign Kickoff & Plane Pull last September.

A record 64 teams of plane pullers cheered Kelvin's words before bending their backs to pull, fueled by perogies and coffee, either a Boeing 727 or the new kid — a C-130 Hercules.

The weeks following saw incredible spirit and generosity from many of these same people and thousands more across Winnipeg. Campaign volunteers gave their passion and time at hundreds of workplaces — sharing the wonderful work United Way agency partners are doing in our city each and every day and providing co-workers the opportunity to help.

Together they raised a record \$20.4 million to ensure an

essential network of hundreds of programs, partnerships, and services remains ready and available when our friends, family, co-workers, and even ourselves, are in need.

"More hope, more help, and more opportunity for our friends and neighbours when they need it most," Kelvin said at a gathering in January to mark and celebrate this amazing achievement.

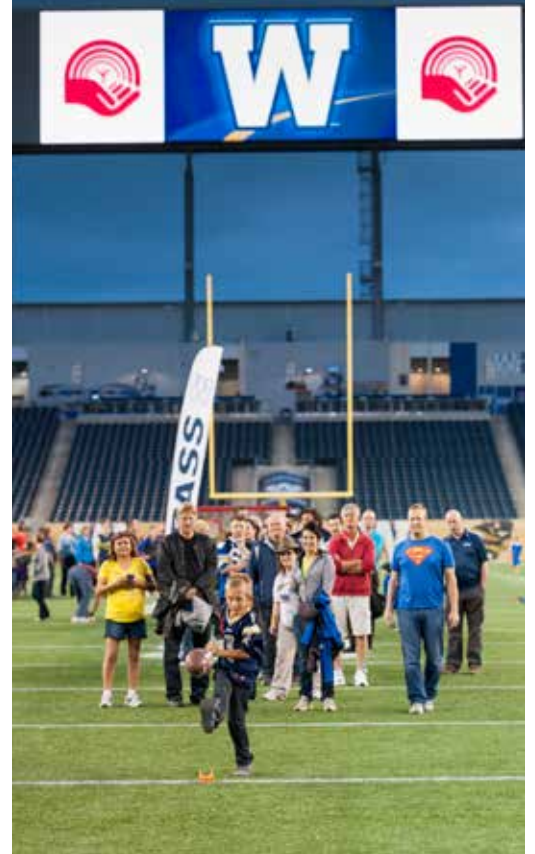
"Over the past year, Winnipeggers have been celebrating 50 years of caring and compassion through United Way."

Kelvin gave thanks to the thousands of generous Winnipeggers who made Campaign 2015 a success, including campaign volunteers, "whose kindness and generosity of spirit inspire us all," United Way agency partner staff, "for literally opening doors to opportunity and helping Winnipeggers change their lives," and Sponsored Executives, who "reach out to hundreds of workplaces and thousands of Winnipeggers — making it possible for more people to make a difference in our community."

"Thank you all for making it possible."

Campaign 2015-2016





"It changes your life."

For 14 weeks a group of amazing people become critical to the success of United Way's annual campaign.

Sponsored Executives — 37 of them during Campaign 2015 — arrived at United Way's 580 Main Street building in August and began reaching out to workplaces around the city. The relationships they form with the people in these workplaces, and with each other, are lasting and very special.

In early December our treasured Sponsored Executives were honoured at a campaign gathering where they held up placards reading 215,000 — the number of Winnipeggers helped by the dollars they had raised to that point.

Ward Keith of MPI told them the work they do changes lives.

"Not just the lives of people United Way helps, but it changes your life, so I hope you get joy from that."

MaryAnn Kempe of Birchwood Automotive Group and co-chair and champion for United Way's Leadership Development Program thanked the sponsoring organizations "for giving us your best."

"Our 37 Sponsored Executives are passionate, energetic, and creative. They unleash the kindness and generosity of Winnipeggers."

Sponsored Executive Zoran Vicovac of the Workers Compensation Board was chosen to be the 2015 SE Valedictorian.

Growing up in the North End, Zoran credits his mother and late father for instilling in him a desire to give back to his community.

"Last year we helped about 250,000 people, and we'd like to touch even more lives this year. We know there are kids and families counting on us."

Thank you to our Class of 2015 Sponsored Executives, and to all the generous organizations that make it possible for them to join United Way's campaign.

*Without you there absolutely
would be no way!*



Growing with our city

As an opportunity for up-and-coming leaders in Winnipeg to engage with the work of United Way and our community, GenNext continues to grow. In the past year the membership, led by a volunteer GenNext Council of 14, doubled to almost 500.

In January GenNexters organized a Drive-thru Boot Drive in United Way's parking lot. Generous Winnipeggers showed up with enough boots to warm 1630 little toes and donated \$300 for Koats for Kids.

GenNexters were invited guests at the Meet Me at the Bell Tower gathering this spring where they came together with community members working for a better future.

The GenNext movement has expanded in various workplaces, with the new GenNext Workplace Ambassador Program, giving opportunities to Winnipeggers to take leadership roles within their workplaces. Members at National Leasing and Richardson International have led the way in this.

United Way sees the future leaders of GenNext as integral to a strong Winnipeg, and our United Way Campaign Cabinet has invited GenNext members to attend meetings to help form strategies for strengthening positive relationships throughout our community.



GenNext council members speaking at Meet Me at The Bell Tower.

GENNEXT
Moving forward, giving back.

Because they care

United Way's Day of Caring continues to be a rewarding and unique way for employees, students, and other groups to give back to our community through meaningful volunteer projects at local community organizations. A little bit of help can make a profound difference for agencies and for the people they serve.

Last year a record 222 projects were completed by over 120 volunteer groups. More than 1500 volunteers put in over 5700 hours of volunteer time!

A Day of Caring matches United Way agency partners and local non-profit organizations with employee, student and other volunteer groups who are looking for meaningful opportunities to make a difference in our community. Community organizations contact United Way when they are in need of volunteers to help with various projects. Projects are diverse and range from gardening to serving food at a community breakfast. A Day of Caring allows volunteer groups to partner with organizations to help complete much needed projects that contribute to local community development, renewal and pride.



Nadi Design brightened up the Fort Garry Women's Resource Centre space for children who are healing from trauma.


DAY OF CARING

Meeting Essential Needs

After funding 27 high-need projects for United Way agencies in 2014, the Richardson Foundation was once again there for our community with funding for 31 additional projects in 2015!

The Essential Needs Fund helps agencies with small-scale capital projects that they otherwise could not afford. Improvements like roof repairs, flooring, appliances, and furniture upgrades allow agencies to keep their doors open for Winnipeggers.

Cynthia Drebot, Executive Director of the North End Women's Centre (NEWC), which provides healing and recovery programs and counselling to women, says the Essential Needs Fund literally filled cracks that were causing her agency to cancel programming.

Problems with NEWC's building on Selkirk Avenue brought basement flooding during spring and heavy rains. Last summer, the entire basement leaked four times, causing property loss, program cancellations, and requiring valuable staff time to clean up.

"Which is just crazy because they're supposed to be working with women on their recovery and counselling," says Cynthia.

The Fund allowed them to dig down, find and repair the foundation cracks, and landscape to keep water flowing away from the building. And now they are staying dry!

"United Way and Richardson Foundation, recognizing essential needs so not-for-profits can continue with their mission and vision is huge. We're not funded for those kinds of things."

"Richardson Foundation and United Way, recognizing essential needs so not-for-profits can continue with their mission and vision is huge."

— Cynthia Drebot



Cynthia Drebot, Executive Director of North End Women's Centre, says Essential Needs Fund has allowed her staff to focus on women and children instead of cleaning up after basement flooding.



RICHARDSON
FOUNDATION



*For 50 years
United Way and Labour
have demonstrated that
we are very much stronger
together, now and for future
generations.*



Members of the Winnipeg Labour Council team show their strength at the 2015 Plane Pull.

Labour and United Way pull together

United Way Winnipeg and the Winnipeg's Labour community are family. The relationship reaches back to 1965, when the Winnipeg Labour Council and the Winnipeg Chamber of Commerce came together to create United Way.

In January this 50-year partnership in practice was formalized with the signing of an official agreement — a framework to enhance and grow our shared goals and values.

Among many shared principles and commitments is the following — the first on the list:

"Both parties are committed to the idea that strong, active, safe and respectful communities can result from the collective involvement of community members."

A milestone on the green

The 23rd Annual United Way Golf Tournament swung into the history books as the one to cross the \$1 million mark for total dollars raised on the links by generous Winnipeggers.

Rain did not dampen any spirits as 132 golfers at Bel Acres Golf & Country Club holed a record amount of just over \$130,000. That a total of \$1.1 million in the combined 23 years the tournament has run.

"That is an incredible milestone and so significant and life-changing," 2015 Golf Tournament Chair Tim Prokipchuk told guests and golfers relaxing after their 18 holes.

A past participant of the Rock It Out Summer Band Camp for teens shared her story of being helped for depression at the camp. The camp — a United Way-supported program run by the Mood Disorders Association of Manitoba — allows teens at risk or affected by mood disorders to experience a sense of community and develop peer relationships.

Thank you volunteers and golfers!



SUPPORTING AN ESSENTIAL NETWORK

all that kids can be

Children and youth are the future of Winnipeg. As a community, we can ensure kids are set up to succeed from their earliest years, laying the groundwork for them to begin school ready to learn, and finish school ready to take on the world.

39

agencies

(includes three time-limited investments)

41

out-of-school and summer programs

16

**leadership/mentoring
programs**

19

**grants for youth-led
projects**

10

counselling and crisis intervention programs

28,000

**estimated pieces of winter gear
distributed by Koats for Kids**

64,200

estimated number of program participants



Vinnie does some after-school learning in Homework Club with Ray Eskritt, assistant director at West Broadway Youth Outreach.

Everything changes

We know that Winnipegers are worried about the growing challenges many kids and families in our city are facing, and places like West Broadway Youth Outreach (WBYO) are helping us address these challenges.

Through after-school mentoring programs like their Homework Club and Cooking Club, WBYO provides a trusted, dependable and consistent presence for kids like Vinnie.

"Vinnie has really latched on to the cooking club. He lights up when he's cooking," says WBYO assistant director Ray Eskritt.

Parents of the kids attending WBYO, "may be on assistance, or they may be working two jobs to keep the roof over their heads; they don't always have somebody at home to cook for them."

With a team of volunteers that include nutrition students, the cooking club makes a nutritious meal that all the kids at WBYO can eat.

"We want the kids to be able to feed themselves, to go grocery shopping, to make stuff from scratch."

Ray says the security and stability of WBYO, with staff and

volunteers that care, can make all the difference in the lives of kids like Vinnie.

Kids feel "loved and cared for, and if you've lived your whole life without a security like that, everything changes," said Ray. "The grades go up, the skills go up, the social activity goes up. The financial support, the community support that we receive — the kids feel it. They know that somebody cares. They know that somebody's there to help them. They know that there's food available for them. They know they're not alone."



Volunteers and WBYO assistant director Ray Eskritt take a break from cooking a delicious meal with Vinnie.



Youth put their backs into it at the Youth Day of Caring in support of the Rainbow Community Gardens.

YOUTH UNITED

Connecting to Community

Youth have power over the present and future, and sharing ways for them to exercise that power makes the community a brighter place for everyone. Youth United — a youth council-led initiative for young people 16 to 24 to discover how to be changemakers in their community through United Way Winnipeg — is such a way.

More than 100 youth volunteered in a Youth Day of Caring in May that saw them give sweat equity to the Rainbow Community Gardens at the University of Manitoba — a community garden used by newcomer families.

In January Youth United volunteers engaged in cultural competency learning through a Blanket Exercise facilitated by the youth group Canadian Roots Exchange. At this year's Leadership Conference youth engaged in activities and workshops related to cultural, mental and environmental health, while a uConnect gathering hosted by the Youth United Grants Committee celebrated achievements including grants for 19 youth-led projects in Winnipeg and four \$500 Youth Leader in Action Scholarships.



Eman Tomas joined the Youth United Council in 2012. Since moving to Edmonton in November he has continued contributing via email.

"I would not be where I am today."

Eman Tomas says working with United Way's Youth United helped pave the way for his future.

"If it were not for the opportunities that Youth United provided me I would not be where I am today. The skill sets I developed during my time there, and the overwhelming support I've received from staff and fellow volunteers, are indescribable."

Eman joined the Youth United Council in 2012 and has continued contributing long-distance since he moved to Edmonton last November. Today he works for the Government of Canada as a calculation agent for Service Canada. He says it's a bit like being on the Youth United Grants Committee, "but instead of applying our grant criteria, I apply legislation."



Winnipeggers have warm hearts

Bev Goodchild with the wool hats she knitted for Koats for Kids this year. Bev has been knitting and donating for six years.

Winnipeggers again showed how warm their hearts are this year by supporting our 27th annual United Way Koats for Kids drive.

More than 6000 donated coats and thousands of hats, mitts, scarves and boots were distributed, with the help of over 400 volunteers contributing 1500+ hours to help sort, clean, mend and deliver donations.

Many children and school groups organized collection drives, while amazing people like Bev Goodchild — who has knitted hundreds of hats for Koats for Kids over the last six years — showed their caring through personal donations. Past and new supporters from the business community, including Carbone Coal Fired Pizza, Sobeys, and Buy Rite Business Furnishings, made wonderful contributions this year. And in November Koats for Kids received its largest ever single donation of 100 complete sets of winter gear from TruGreen Metal Recycling. The generosity shown by these individuals and organizations is emblematic of Winnipeg's kindness and caring spirit.

It has always been the goal of Koats for Kids to keep all children safe and warm during Winnipeg's frigid winters, and since 1989 more than **178,000** winter gear items have been distributed to Winnipeg infants, children and youth. Without the generosity of thousands of Winnipeggers each year it would not be possible. **Thank you so much.**



Grades 5 & 6 students at Sister MacNamara School helped kick off the Koats for Kids program last September.



TruGreen Metal Recycling president Miguel Catellier with some of his company's Koats for Kids donation — the largest single donation ever!

178,000
ITEMS SINCE 1989

All children deserve warm winter gear so they can go to school and play outside with their friends without risk to their health.

SUPPORTING AN ESSENTIAL NETWORK

from poverty to possibility

A thriving community is one where everyone has an opportunity to earn a living, support a family, and live with a sense of pride, confidence, dignity and achievement. It's difficult to plan a brighter future when every day is a struggle for basic needs like food and shelter. When we help people support themselves and maintain stability for their families we lift our entire community to a better place.

26

agencies

13

asset building, money management
and financial inclusion programs

16

life and employment skills/
social enterprise programs

20,200

estimated number of program participants

Full Circle

Olga Rusnak stopped going to school after Grade 9 in Winnipeg's Point Douglas neighbourhood.

"I was needed at home more than going to school, so I couldn't finish my education. I come from a big family and I looked after my younger brothers and sisters."

She always regretted not graduating, and worked in retail most of her adult life.

"I was working, but I wasn't getting very much money. I lived from paycheck to paycheck."

Olga wanted more. She dreamed of a career working with children and told her husband John she needed an education to make it happen.

"He gave me the support and said, 'In your heart if you really want to do this I will support you.'"

Olga followed her heart to Urban Circle Training Centre. In 2009 she graduated Grade 12, and in 2010 earned her Education Assistant certificate.

Today she works at Makoonsag Intergenerational Children's Centre — Urban Circle's on-site childcare for students — and is working towards her Early Childhood Education certificate through Red River College.

"It all started at Urban Circle. Getting my education, the support, the encouragement. I'm so proud of where I am."

Haven Stumpf, Urban Circle's Director of Operations and a 1996 graduate, says their graduation rates over the last 25 years average around 80% with more than 90% of graduates securing employment. The traditional teachings of the Elders are at the heart of students' success, Haven says, while job-skills training, résumé and interview skills, asset building programs and money management training contribute to positive outcomes.

Haven says students and grads like Olga, "where there's this incredible courage to keep going," create a shared success. "We form a family within the Circle of Life. We all come to the Circle of Learning with life knowledge and we learn from one another."

"They talk about the culture and healing processes and I needed that — to heal from growing up and the anxieties that I had in me. I had no faith in myself."

— Olga Rusnak

Bridging Change

Ending homelessness remains a priority for the Winnipeg Poverty Reduction Council (WPRC). A key milestone was achieved in 2015 with the launch of the End Homelessness Winnipeg (EHW) Organization — a partnership between the City of Winnipeg, Province of Manitoba, Winnipeg Regional Health Authority, and United Way — to lead and support the collaborative community efforts needed to implement The Plan to End Homelessness in Winnipeg.

In November of 2015 the EHW Board hired Louis Sorin, a man with more than 25 years of leadership experience in healthcare and social services, as EHW's President and CEO. With Louis' leadership, and solid support from our community, EHW expects to meet the goal of ending homelessness in Winnipeg within the next 10 years.



Al Wiebe was one of 300 volunteers talking to people as part of the Winnipeg Street Census in October.

Following the 2015 launch of EHW, the WPRC — a multi-sectoral roundtable of community leaders driven by the belief that together we can reduce poverty and its harmful effect on Winnipeggers — shifted its attention to developing an updated plan for action on poverty. The revamped *WPRC Framework For Action: 2015-2020* articulates ten “aspirations” for Winnipeg that will guide the Council’s work over the next five years.

WPRC’s first priority aspiration is achieving independence through income — a strategy that begins with cross-sector conversations and relationship-building between employers, trainers, post-secondary institutions and job-seekers to create clear pathways from poverty to good, sustainable employment.

Find the full WPRC Framework for Action online at www.wprc.ca/category/wprc



“Winnipeg is a caring community, and we have the resources and the will to address the housing, social, health and well-being needs of our most vulnerable citizens. We are also at a unique point in our story as a city when all levels of government, all sectors of care, our business community, and our community leaders and partners are wanting to collaborate and eradicate homelessness. To do so will benefit all of our citizens. And our children will thank us.”

— Louis Sorin,
President and CEO
End Homelessness Winnipeg
in Winnipeg Free Press



An eye-opening experience

One in ten Winnipeggers live in poverty. For children, the number rises to a shocking one in four.

Understanding what life in poverty can be like is an important step towards empathizing and deciding how we can act in our own lives to help others.

To this end, United Way launched Make The Month — Canada's first online poverty simulation — in November.

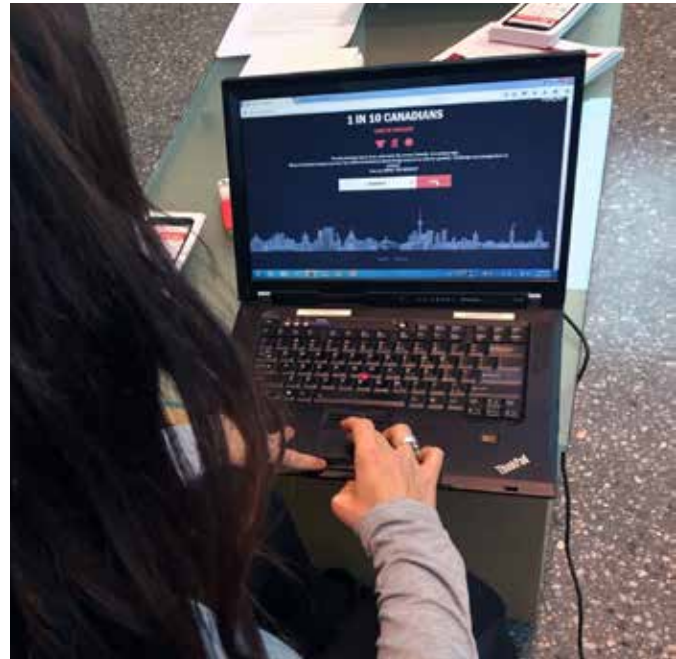
The Winnipeg-based simulation gives participants the challenge of living in poverty for a month while making a series of choices that can affect finances and well-being.

Register your child for hockey or not? Pay the utility bill? Get dental work done, or live with the consequences? Your child is sick — do you miss work, send your child to school, or leave your child alone?

Mary van Eerd-Cook spoke at the launch of Make The Month. The single mother of six faced financial and emotional hardship with the end of a 25-year marriage and onset of a severe tooth infection that proved to be life-threatening.

United Way-supported money management training and an asset-building program allowed her to get the infection treated and complete her education.

"I'm here because of it. I'm actually here because of it. That's how far gone the infection was."



The online Make The Month simulation challenges you to see if you can stay financially afloat for one month on a poverty-level income.

See if you can "Make The Month" in the online simulation at www.makethemonth.ca/winnipeg

LIVING ON THE EDGE The live poverty simulation reaches hundreds



Ann Reichert says United Way's Living on the Edge poverty simulation gives people an understanding of poverty.

Ann Reichert retired from a nursing career last June and in less than a year volunteered her time at more than a dozen United Way Living on the Edge (LOTE) poverty simulations.

In the past year, 37 LOTE simulations have helped 1908 participants get a better understanding of what life is like for someone living in poverty by assuming simulated roles within households and navigating the challenges of daily life for four 15-minute weeks.

"I think everyone should do it," Ann says, who acts as one of about 20 volunteers at each poverty simulation helping bring to life the utilities, social services, schools, police, medical centre and other agencies that participants deal with during the simulation.

"Seeing how hard it can be to survive — when you don't have money for the bus to go cash a cheque or pay a bill it really becomes clear — it's a new perspective."

SUPPORTING AN ESSENTIAL NETWORK

healthy people, strong communities

Vibrant, safe and friendly communities begin with personal wellness — making sure everyone can find the help they need to thrive, right where they live. By empowering individuals and families to improve their own lives, and those around them, they can contribute to a stronger, healthier, more connected Winnipeg.

57

agencies

9

neighbourhood safety
and community building
programs

32

community development
programs

22

leadership development
programs

60

counselling, wellness
and education programs

14

life skills and access to
resource programs

171,700

estimated people served

Keeping Faith



Amy, with her daughter Faith, found a home and essential support through a neighbourhood family centre.

Amy Linklater spent nine years during her childhood and youth in care and foster homes. She was determined not to let poverty place her own daughter, Faith, on the same path.

Amy was four months pregnant with Faith when she came to Winnipeg from a First Nation community in 2012. She didn't have a job or a place to live.

Homeless, she went on assistance and lived at a shelter.

A friend referred her to Pregnancy & Family Support Services (PFSS) — a United Way-supported neighbourhood family centre near her shelter.

"With help from the resource centre, I was able to find an apartment to call home. I also took their prenatal classes and went to counselling. It really helped to have someone to talk to. And when Faith was born, I relied on their emergency food and baby supplies."

Amy also took parenting classes at PFSS after her daughter Faith was born.

"I am absolutely a better parent for having gone through those programs."

She signed up to volunteer at PFSS, to give back, but instead they hired her as a resource assistant.

When Faith turned two Amy enrolled her in PFSS's daycare and returned to university. In December, 2016, she expects to graduate with a four-year degree in Conflict Resolution Studies.

"I couldn't imagine PFSS not being in my life. I don't think I would be where I am today. I needed someone to talk to, to listen to me and remind me that even though it's tough right now, it's going to be okay. That was a big part of helping me."

To Winnipeggers who have supported neighbourhood family centres like PFSS through United Way Amy says "You're giving hope to lost people. You're building on people's strengths...today the future is bright for me and Faith — **all because of kind and caring people like you.**"

For Every Family

A new vision and partnership for the future of families

A group of community volunteers and philanthropists in Winnipeg came together this past year to partner with United Way to create an innovative approach to providing more critically-needed support for families who are struggling.

They felt compelled to act based on the stark numbers that highlight the significant stress some families in Winnipeg are facing: more than 10,000 Manitoba children have been placed in care, only 50% of children in our poorest neighbourhoods are ready to learn when they enter kindergarten, and one in four of our children live in poverty.

Without real, positive change, the trends suggest more families will continue to struggle, and the mounting social and economic costs will place even more stress on our health, justice and social service sectors.

Consultation, research, and experience have identified a very practical way to make a difference — neighbourhood family centres. Vital to the well-being of families all across Winnipeg, these centres respond to the unique needs of the communities they serve, wrapping around families to provide essential programs and supports in a safe, welcoming and nurturing environment close to home.

In January our community gathered in United Way's atrium to announce the initiative with partners including the Province of Manitoba and neighbourhood family centres themselves. The initiative, named For Every Family, has a five-year goal to strengthen 24 of Winnipeg's neighbourhood family centres that are doing essential, grassroots work in our city.

The Province announced its plan to match donations to a dedicated For Every Family fundraising drive, up to \$1.5 million per year for each of the next five years.

This investment will bring invaluable support for families including expanded hours for the essential network of neighbourhood family centres, early childhood development programming, food and nutrition, parent coaches and counselling, literacy and opportunities for volunteering and employment.

"There is no better agency in the province, probably in Canada, to administer this than United Way Winnipeg," said Bob Silver, President of Western Glove Works and co-chair of the Premier's Economic Advisory Council.

"They know the community, they know how to bring it together, and they know how to stretch every dollar."



Signe Knutson says her neighbourhood family centre is "essential to our well-being." Increased hours and enhanced programs under the For Every Family initiative will bring more help to families like hers.

Silver said the help families get from neighbourhood family centres prevents issues and costs down the road. He likened the investment to changing the oil in a car rather than waiting to change the engine.

"The everyday magic created by neighbourhood family centres is something felt by thousands of families around Winnipeg in very real ways."

That magic is felt by Signe Knutson, a young mother who says her neighbourhood family centre is essential to our well-being.

"I'm a single mom with three boys. It raises the quality of life," she says.

"It makes it so having a low income isn't so bad. You can make sure that your kids all eat well and have clean clothes and a good place to play."

For Every Family volunteer working group

Ruth Chipman

Susan Glass

Dave Johnston

Nick Logan

Anne Mahon

Craig McIntosh



A BOLD Partnership for Kids and Families

The Winnipeg Boldness Project was established to increase the number of children in the Point Douglas community who are ready to learn when they begin school and to strengthen those children's families.

Over the last year, the project has continued to work with the Point Douglas community to develop and test a number of social innovations which the community identified as important to enhancing school readiness. These initiatives include:

- Working with partners to increase community members' access to the Canada Learning Bond. Building on this work, there is now commitment from the Mayor of Winnipeg to champion large scale efforts across our city.
- Developing a *Hub of Strength* for providing local leadership training related to early learning.
- Testing approaches to supporting fathers in their relationships with their children.
- Conducting groundwork on addressing transportation needs that affect family well-being.

The Winnipeg Boldness Project was founded by a partnership between The J.W. McConnell Family Foundation, the Province of Manitoba, and United Way Winnipeg. Additional funders include The Winnipeg Foundation, Investors Group, the Richardson Foundation, the Public Health Agency of Canada, and an anonymous donor.



Leah McGuinness says, "The neighbourhood family centre near us saved my life."



United Way Winnipeg's Council for Indigenous Relations (from left): Sarah Cook (co-chair), Shania Pruden, Reid Hartry, Andrew Spence, Darrell Brown, Angie Hutchinson (co-chair). Missing: Christine Cyr, Michael Redhead Champagne, Ron Richard, Cathy Woods, Stephanie Zamora.

Growing our Relations

Council for Indigenous Relations

United Way Winnipeg's Council for Indigenous Relations has been walking alongside us for ten years. These dedicated volunteers are the stewards of our Indigenous Relations Strategy, created to grow knowledge and understanding and strengthen relationships in the community. Over the summer the council gathered with friends and neighbours at the Circle of Life Thunderbird House to celebrate and take a look back at the first 10 years of this journey. Looking forward, the council has a vision for mobilizing Indigenous leadership towards a thriving community.

All My Relations Indigenous Philanthropy Gathering

We recognize there are valuable lessons to be found in diverse perspectives. Our resource development staff along with members of the Council for Indigenous Relations attended an innovative gathering hosted by the Circle on Philanthropy and Aboriginal Peoples in Canada. The "All My Relations: Innovation Emerging from Tradition" conference welcomed 250 people to Winnipeg from across Canada to explore traditional Indigenous reciprocity and its value in innovation and philanthropic endeavours. "All My Relations" expresses the acknowledgement that we are all connected, that we all depend on each other.

Racial Inclusion Summits

As part of our commitment to collective action, volunteers and staff participated in the Mayor's National Summit on Racial Inclusion to share experiences of bringing the community together for the benefit of all and to help generate ideas around inclusion for all. Our volunteers also joined in OUR Summit, an alternative discussion forum carried out at the same time. United Way Winnipeg has been convening diverse members of the community throughout our history and we appreciate the lessons that may be found in differing points of view.

A copy of The Philanthropic Community's Declaration of Action gifted to United Way by the Circle on Philanthropy and Aboriginal Peoples in Canada sits alongside a medicine bag given by Angie Hutchinson. Also shown are a talking stick created and gifted to United Way by former Council for Indigenous Relations chair Christine Cyr and volumes of the Truth and Reconciliation Commission report.



Understanding our True History

We are committed to creating spaces for sharing knowledge, especially to fill the longstanding gaps in Canada's shared history. In the fall we partnered with the Circle on Philanthropy and Aboriginal Peoples in Canada to offer the "Understanding Our True History" learning event which involved senior leaders in business, government and philanthropy. We also offered cultural awareness opportunities to staff and various volunteer groups. Together with the Manitoba Inuit Association we exhibited "We Were So Far Away: The Inuit Experience of Residential Schools" in our public atrium. The exhibit gave visitors insight into the realities of an often overlooked part of Winnipeg's population.

TRC Declaration of Action and the Journey of Reconciliation

United Way signed on to the Philanthropic Community's Declaration of Action to work towards reconciliation and the implementation of the spirit, intent, and content of the Truth and Reconciliation Commission's (TRC) recommendations, and to ensure that the philanthropic community is engaged in the work of reconciliation. We recognize the journey of reconciliation will require new vision from all of us and especially the courage to have conversations outside of our comfort zones.

As United Way's Council for Indigenous Relations co-chair Angie Hutchinson said, reconciliation is "not an action, or an end-goal that we're working towards. We're working in the spirit and intent of reconciliation in all that we do."

50 years united

This past year was a time to celebrate the love for our city that has powered United Way Winnipeg for 50 years. It was a chance to pause and reflect on what we have achieved together — and where we will go next.

In 1965, leaders from the business and labour communities came together to form United Way Winnipeg, believing it would bring a sense of hope, community spirit and pride to our city. Indeed, after raising more money than ever expected that first year (\$2.8 million), W. L. Palk, Vice President Campaign and Public Relations, wrote in our first annual report:

“We proved there is no limit to the generosity of the people who live in this great city. Winnipeg today stands tall and proud because our citizens have said, “We are our brothers’ [and sisters’] keepers.”

The generosity of Winnipeggers W.L. Palk recognized — and the vision of a community fund to grow and support an essential network of services — is stronger than ever today, as is the unyielding support of our founding partners at Great-West Life, James Richardson & Sons, and Winnipeg Free Press.

Fifty years to the day United Way was formed, on May 11, 2016, we gathered at Portage and Main to share the message of a strong community and collective action. The sentiment expressed by Hartley Richardson, President & CEO of James Richardson & Sons, perfectly captured the vision behind United Way Winnipeg:

“The power of the people is an unstoppable force.”

These words kicked off a celebration of what we have achieved together over the past 50 years — the community spirit, generosity, and volunteer leadership that has strengthened the fabric of our city.

Over the last year the “power of the people” not only came through again in a record-setting 2015 campaign, but it was shared with us by thoughtful Winnipeggers engaged in reflection and conversation about a vision for our future.

They offered us their ideas for moving towards the kind of Winnipeg we want for our kids and grandkids. They helped form the priorities that will guide our work in the form of a new three year plan, looking always towards a better Winnipeg.

We especially celebrate and give thanks to the ongoing volunteer leadership that guides and stewards United Way — board members and chairs, committee and cabinet members of past, present and future. You keep our vision strong and moving forward.

We also have deep gratitude to all the friends across the city that show support in so many ways — donating, volunteering, sharing.

You are the true spirit of Winnipeg and our United Way.

*“The power
of the people
is an
unstoppable
force.”*



A BETTER WINNIPEG TOGETHER
1965 2015 2065

**Thank you to our founding partners
for their ongoing commitment to our city and our shared future!**



JAMES RICHARDSON & SONS, LIMITED
ESTABLISHED 1857
AND AFFILIATED COMPANIES

Winnipeg Free Press



"We honour and celebrate labour's foundational role in the formation of United Way Winnipeg 50 years ago. Since then, the labour community — shop stewards, union leaders, and thousands of union members — has been a steadfast supporter of United Way's work in the wider community, transforming thousands of lives each year."

— David Sauer
President
Winnipeg Labour Council



"Winnipeg's business community is proud of our history with United Way and the past 50 years supporting our city. Hundreds of annual workplace campaigns continue to show that support and commitment to keeping essential programs and agencies ready to serve our friends, families and neighbours for generations to come."

— David Angus
President and CEO
Winnipeg Chamber of Commerce

*Thank you to the
Province of Manitoba.
Our historic partnership
since 1978 —
unique in Canada —
means every single
dollar donated returns
to our community to
make our city better
for us all.*





1965 United Way Winnipeg is incorporated on May 11, 1965 with 50 agency partners. Today there are **hundreds of programs, partnerships and services.**



1975 Leaders of the Way are recognized — 61 Winnipeggers who make an extraordinary contribution to the campaign. **Today there are more than 2600 generous Leaders** who last year gave over **\$9 million.**

1977 United Way's endowment, eventually named the Tomorrow Fund, receives its first gift. Today Winnipeggers have earmarked nearly \$13 million for Winnipeg's future.

1964 **1965** 1966 1967 1968 1969 **1970** 1971 1972 1973 1974 **1975** 1976 1977

1964 Winnipeg Labour Council and Winnipeg Chamber of Commerce envision a single organization **to bring Winnipeg together** in supporting "all major health, welfare, and character-building agencies."

1966 Agency tours program launches to give Winnipeggers the opportunity to visit and learn about United Way agencies and the important work they do. **Today more than 400 agency visits** happen each year!

1971 Ted Paterson begins a 14-year journey as Executive Director after having been a United Way volunteer.

1972 World renowned designer Saul Bass creates the iconic United Way logo.





1978 An historic partnership with the Province of Manitoba creates a grant to make sure **every single dollar donated goes back into the community.** This unique, innovative partnership continues today — the only one of its kind in Canada.



1985 Susan Lewis, OC, OM, appointed Executive Director, the first female United Way Director in Canada. She served as an inspiring leader for the next 30 years.



1982 The Winnipeg Flying Club takes the 1982 Campaign Kickoff, and a few lucky Campaign volunteers, soaring above Winnipeg.



1989 Koats for Kids launches to ensure children have proper winter wear. Today, the partnership with CTV, the Winnipeg Sun, Winnipeg Fire Paramedic Service, AMJ Campbell Van Lines, Modular Storage, Perth's Drycleaners, Motel 6, 103.1 Virgin Radio and 99.9 BOB FM has collected and distributed more than 178,000 items to Winnipeg infants, children and youth.



For four Wednesdays in June, Winnipeggers helped celebrate 50 years of our

Conscious Kindness

JUNE 3 Winnipeggers came together to pledge and perform **acts of kindness**, showing once again how amazing and exceptional this city is!



Red tables.

JUNE 10 More than 600 Winnipeggers shared a meal and their **ideas for a better Winnipeg** — ideas that help guide United Way's priorities for a new 2016-2019 strategic plan.



1995 United Way launches Day of Caring program to match volunteer groups with hands-on projects at local nonprofit organizations. Last year more than 1500 volunteers gave almost **6000 hours of caring**.



1999 Journey Forward initiative engages Winnipeggers and creates the foundation for United Way to be a community-connected, community-directed organization.

2004 The Aboriginal Task Group releases *Eagle's Eye View*, the first ever environmental scan of the Indigenous communities in Winnipeg. A staff position dedicated to Indigenous Relations is created.

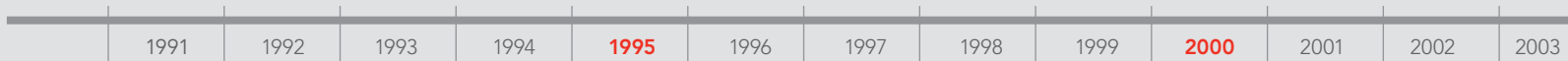


1991 United Way Winnipeg, the Winnipeg Foundation, the Province of Manitoba and the Government of Canada review programs and services serving Winnipeg's inner-city youth.



1998 Winnipeggers cross a **historic milestone**, raising more than \$10 million in a single campaign year.

2001 An Aboriginal Task Group gathers and establishes United Way's Aboriginal Relations Strategy.



United Way together with kindness, conversation, generosity and music!

JUNE 17 Winnipeggers came together to support Make It Happen, a crowdfunding campaign in support of **18 projects at 18 neighbourhood family centres** — places where families in all forms gather and connect and find the simple essentials they need to keep moving forward.

make it Happen.



JUNE 24 The joyful culmination of our June anniversary events saw hundreds of Winnipeggers come out and **celebrate together** with an amazing free concert at The Forks where Winnipeg's hottest bands and hidden gems put on an incredible performance.

one night for Winnipeg



2005 The Aboriginal Relations Council (now the Council for Indigenous Relations) is formed. Today the Council provides guidance and advice on ways to weave Indigenous ways of knowing and being into our collective efforts to the betterment of all.

2010 Peg, Winnipeg's first community indicator system, launches in partnership with IISD to track and report on data revealing the health and well-being of Winnipeg.

2012 *Living on the Edge* poverty simulation launches as a unique group experience designed to provide a glimpse into what life might be like for families living in low-income situations.

2014 The Plan to End Homelessness in Winnipeg is launched. Today, *End Homelessness Winnipeg* is putting the plan into action.

2015 *For Every Family*, an innovative partnership with Government and the private sector, launches to make a **substantial difference in the lives of families** through a matching funds initiative to expand hours and services at 24 United Way-supported neighbourhood family centres.



2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

2015

2004 First Plane Pull held at Stevenson Aviation and Aerospace. Today over 60 workplaces & 1200 people take part in the annual event.

2006 Youth Connections group (now Youth United) celebrates 100 grants awarded. To date Youth United has granted **over \$200,000 to youth to create meaningful social impact.**

2010 United Way relocates to 580 Main St.

2011 United Way, one of the first organizations accredited by Imagine Canada, adopts a rigorous set of 73 standards that cement effective, accountable, and ethical practices in all areas of governance and management.

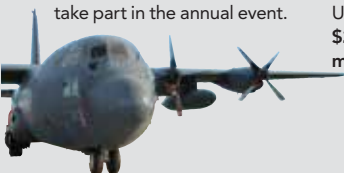
2013 Together with the Province of Manitoba, United Way's Winnipeg Poverty Reduction Council co-hosts an Early Childhood Development Summit and announces a new Innovation Fund.

2015 United Way Winnipeg's 50th anniversary



2013 Campaign crosses \$20 million mark.

2014 With Susan Lewis' retirement, Connie Walker becomes United Way's President and CEO.





MyPeg.ca has updated its look and functionality, including an animated portal for accessing Peg's indicators and stories that shed light on the health and well-being of Winnipeg.

"Caring is important — but it's not enough. We need to measure to know how we're doing. When we know how we're doing, we can celebrate our progress and inspire change in the places where we need to do better."

Pegging our community's well-being

Peg, Winnipeg's community indicator system, unveiled new interactive functionality this year. It's the first major refresh for the interactive online tool that tracks the health and well-being of Winnipeg since Peg was launched almost three years ago.

Peg's feature report for 2015, *Our City: A Peg Report on Health Equity*, was produced in partnership with the Winnipeg Regional Health Authority. It showed us the stark impact of poverty in Winnipeg, revealing that it triples the chances of dying before 75 while the highest and lowest incomes experience a life-expectancy gap of almost 20 years.

A collaboration of United Way Winnipeg and the International Institute for Sustainable Development, Peg published 11 individual indicator reports over the past year, generating more than 23 media stories.

Go to www.MyPeg.ca to see reports, explore the visual tools, and watch videos showing the stories behind the data that helps build knowledge and inspire action in our community.





In November, together with the Manitoba Inuit Association and the Legacy of Hope Foundation, United Way created space for Winnipeggers to gain a deeper understanding of our neighbours to the north through a public exhibition in our atrium called *We Were So Far Away: the Inuit Experience of Residential Schools*. The exhibit tells the stories of eight Inuit Residential School survivors. Pictured above: Fred Ford, President of the Manitoba Inuit Association, speaks at the exhibit opening.

The Community's Space

United Way welcomes about 900 visitors a month, most of whom make use of our main floor space including the atrium, Learning Centre, and Innovation Centre — spaces for sharing knowledge and experiences and celebrating successes in our community.

Last year the atrium saw three wonderful exhibits: The Canadian Muslim Leadership Institute exhibit; The Legacy of Hope Foundation *We Were So Far Away: the Inuit Experience of Residential Schools*; and the *Boldness Mosaic Community Art Piece*, which highlighted the work and experience of The Winnipeg Boldness Project.

United Way hosted **24 workshops** in the Learning Centre that saw almost **550 participants** engage in over **3000 learning hours** last year — learning that strengthened our non-profit sector through knowledge and capacity building for managers, front-line workers, and board leadership.

The Learning Centre meeting space rental is very affordable and open to everyone, and all fees support United Way's work in the community, while the Innovation Centre space provides shared office facilities to non-profit and for-profit organizations with a social purpose.

Together these spaces are growing the capacity of Winnipeg's non-profit sector and providing opportunity for people to come together to move us towards a better Winnipeg.



"We booked the United Way's Learning Centre space for *Reclaiming Cultural Connection — Reigniting Blood Memory Series* workshops because the room is large and comfortable, the location is known and convenient for our participants, costs are affordable and the facility is welcoming of smudge ceremony which is important to our work."

— Anish Corporation

"If you want to inspire social good, consider hosting your meeting at the United Way Learning Centre on Main Street. You'll get everything you need: free Wi-Fi, secure reception, full kitchen, free parking and AV systems. And you and your group get the warm, fuzzy feeling of knowing that all the proceeds of your session go directly back to the community."

— MTS Business Hub's *14 Incredible Meeting Spaces*

SUPPORTING AN ESSENTIAL NETWORK

efficient & effective, organization

A strong partnership made stronger

Since 1978, United Way Winnipeg and the Province of Manitoba have forged a strong partnership committed to working together towards a better Winnipeg.

This year saw a renewed funding agreement with the Province of Manitoba. The agreement provides an annual operating grant that offsets fundraising and administration expenses to ensure that every dollar Winnipeggers invest in United Way's annual campaign goes into the community.

It is a partnership unique in Canada, and lets donors know they are truly making a difference.

We are very grateful for the ongoing support and commitment of the Province of Manitoba.



95

agency liaison
volunteers

5

standing committees
of the board of trustees

2655

volunteer hours spent reviewing, assessing and
evaluating impacts and outcomes

30

members of the
board of trustees

8

councils & committees
of the board of trustees

30

cabinet members

200

campaign volunteers

Thousands

of workforce volunteers

Volunteers make it happen

"Volunteering is not a job, it's a journey within...if you're feeling low it fills you up, and for somebody to appreciate you is the biggest joy."

— Puneet Pannu



Puneet Pannu at United Way, where she began volunteering in February.

Most non-profits need volunteers to help them provide efficient and effective services. Without volunteers, agency programming would shrink as paid staff is diverted to fill the gap. Volunteers also bring a spirit and joy to organizations that make everything they do more effective.

Puneet Pannu is a wonderful example of volunteerism strengthening organizations, making our city better.

After arriving in Winnipeg from New Delhi for an extended visit with family, Puneet began volunteering for United Way Winnipeg — helping out the community involvement team — as well as at United Way agency partner Opportunities for Employment and the Global Welcome Centre, where she teaches English to immigrants. She has also helped at United Way's Living on the Edge poverty simulations to educate people about the challenge of living on a low income.

Puneet says volunteering helps her "bloom."

Making a Difference

It is critical for an efficient and effective non-profit organization to observe and measure outcomes. To this end we collaborate with our agency partners to report on results and ensure investments are addressing the issues Winnipeggers face.

The *Making a Difference: Measurable Change in Our Community 2014-2015* report shines a light on our goals, programs and investment strategies, and the impact of the work we are doing together. It is a valuable snapshot of the positive change flowing from the generosity of Winnipeggers.



Imagine Canada accreditation

Several years ago United Way Winnipeg became one of the first non-profit organizations to be accredited by Imagine Canada's Standards Program. The rigorous set of 73 standards cements effective, accountable, and ethical practices in all areas of non-profit governance and management.

Our agency partners receive these same performance and impact-enhancing standards through our Effective Organizations resource guide — a primary resource for United Way's Agency Liaison Volunteers as they work with our agencies to ensure community investment creates positive outcomes.



Treasurer's Report

In 2015-2016, United Way of Winnipeg continued to demonstrate prudent fiscal management and solid fundraising performance.

United Way of Winnipeg protects the resources entrusted to it by the community while generating maximum long-term sustainable revenue to create opportunities for a better life for everyone.

A set of core values drives our financial stewardship practices, including:

- Adherence to the highest standards of excellence;
- Accountability and impact;
- Prudent use of resources; and,
- Providing fair, accurate and honest disclosure of information.

In 2015-2016, the Board of Trustees with the support of the Finance & Administration Committee:

- Developed, implemented and closely monitored a financial plan to focus the investment of human, financial and in-kind resources required to achieve United Way of Winnipeg's organizational goals and strategies, and the desired outcomes for the community.
 - In 2015-16 United Way reported revenues of \$28.0 million which will be invested in our community to help create opportunities for a better life for everyone.
 - Thanks to an annual grant for fundraising and administrative expenses from the Province of Manitoba, every dollar raised in the Annual Campaign goes directly into the community. United Way's work, investments and partnerships are focused on providing tools and supports that help kids be all they can be, help people move from poverty to possibility, and support strong communities and healthy people.
 - United Way invested \$17.4 million in 100 community organizations that support our areas of focus and \$3.4 million in United Way community programs and partnerships.
- Managed the investment of funds with a balanced approach and a long-term focus.
 - During 2015-2016, investments yielded returns of 0.78%. This return resulted in United Way's fund outperforming 83% of the managers in the country for the fiscal year ending March 31, 2016.
 - The Board of Trustees approved a 4.5% expenditure of investment income based on the average results over the previous five years. In accordance with policy, in any year where the investment returns are higher/lower than the budgeted amount, the excess/shortfall will serve as an increase/decrease to the Stabilization Fund. The lower than budgeted investment return resulted in a decrease of the Stabilization Fund of approximately \$1.555 million for 2015/16, after allocations made as approved in the 2015/16 budget.

United Way's prudently-managed fiscal resources are demonstrating positive performance, both financially and in terms of better lives for all Winnipeggers.



Stefan Kristjansson, Treasurer

Financial Statements

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Members, United Way of Winnipeg

The accompanying summary financial statements, which comprise the summarized balance sheet as at March 31, 2016 and the summarized statement of community and operating activities and changes in fund balances for the year then ended, are derived from the audited financial statements of United Way of Winnipeg (the "Organization") for the year ended March 31, 2016. We expressed an unmodified audit opinion on the financial statements in our report dated May 30, 2016. The financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of the Organization.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard 810, Engagements to Report on Summary Financial Statements.

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of the Organization for the year ended March 31, 2016 are consistent, in all material respects, with the financial statements, in accordance with the Canadian Auditing Standard 810, Engagements to Report on Summary Financial Statements.

Chartered Accountants

Deloitte **UP**

Winnipeg, Manitoba
June 1, 2016

BALANCE SHEET

March 31, 2016

	2016	2015
ASSETS		
Cash and Investments	\$31,624,076	\$31,984,104
Pledges Receivable	10,769,972	10,885,424
Capital Assets	8,988,005	9,137,109
	\$51,382,053	\$52,006,637
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$1,280,525	\$1,394,025
Mortgage Payable	1,550,870	1,714,347
Deferred Contributions	1,375,305	1,006,945
Other Liabilities	1,684,508	1,561,661
	\$5,891,208	\$5,676,978
FUND BALANCES		
Community Fund	\$20,918,180	\$20,637,545
Operating Fund	325,836	364,268
Capital Assets Fund	7,134,989	7,284,093
Tomorrow Fund	12,866,381	12,268,005
Stabilization Fund	4,080,459	5,635,748
Building Fund	165,000	140,000
	45,490,845	46,329,659
	\$51,382,053	\$52,006,637

Approved on Behalf of the Board of Trustees



Herb Peters, Chairperson



Stefan Kristjanson, Treasurer

STATEMENT OF

Community & Operating Activities

& CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2016

	COMMUNITY FUND	OPERATING FUND	CAPITAL ASSETS FUND	2016 TOMORROW FUND	STABILIZATION FUND	BUILDING FUND	TOTAL	2015 TOTAL
REVENUE								
Net campaign contributions:								
Donations	\$19,641,184						\$19,641,184	\$19,480,225
Donor directed	1,142,540						1,142,540	934,701
Donor directed fees		12,501					12,501	34,188
Recoveries from the campaigns of prior years	218,085						218,085	171,841
Province of Manitoba		4,274,803					4,274,803	4,189,888
Legacy giving				430,823			430,823	359,398
Sponsorships, grants and other income	556,690	432,781					989,471	797,320
Funding partners and special initiatives	40,637						40,637	83,437
50th Anniversary Revenue		144,278					144,278	–
50th Anniversary–Crowd Funding Revenue	28,586						28,586	–
Boldness Project Revenue	984,496						984,496	712,925
Investment income					88,351		88,351	2,652,808
	22,612,218	4,864,363	–	430,823	88,351	–	27,995,755	29,416,731
COMMUNITY INVESTMENT								
Funding to agencies	17,411,589						17,411,589	16,702,488
Donor directed	1,142,540						1,142,540	934,701
Programs and activities	3,350,776						3,350,776	3,359,414
Boldness Project Expenses	984,496						984,496	712,925
50th Anniversary–Crowd Funding Expense	28,586						28,586	–
Management and administration		491,362					491,362	520,905
United Way of Canada		246,157					246,157	215,720
	22,917,987	737,519	–	–	–	–	23,655,506	22,446,153
OPERATIONS								
Resource development		4,295,228					4,295,228	4,174,421
Business Development		97,587					97,587	65,071
Organizational development initiatives		26,952					26,952	35,311
Amortization of capital assets			410,965				410,965	424,939
	–	4,419,767	410,965	–	–	–	4,830,732	4,699,742
One–Time Special Initiatives	–	348,331	–	–	–	–	348,331	165,351
Net funds before transfers	(305,769)	(641,254)	(410,965)	430,823	88,351	–	(838,814)	2,105,485
Interfund transfers	586,404	602,822	261,861	167,553	(1,643,640)	25,000	–	–
Opening fund balance	20,637,545	364,268	7,284,093	12,268,005	5,635,748	140,000	46,329,659	44,224,174
Closing fund balance	\$20,918,180	\$325,836	\$7,134,989	\$12,866,381	\$4,080,459	\$165,000	\$45,490,845	\$46,329,659

Financial Statements

MARCH 31, 2016

The summarized financial information is extracted from the annual financial statements audited by Deloitte LLP. A copy of the complete audited financial statements is available by request to uway@unitedwaywinnipeg.mb.ca. The summarized financial information has been prepared in accordance with criteria developed by management. These criteria require management to ensure: 1) the summarized financial information agree with, or can be recalculated from the annual audited financial statements; 2) the summarized financial information contains the necessary information and is at an appropriate level of aggregation, so as not to be misleading to the users of this information, and; 3) adequate disclosure of this criteria.

NATURE OF FUND BALANCES

Community Fund

The source of the Community Fund is all resources dedicated or directed to supporting investments in the community including: donations to the annual campaign, program sponsorships, government and non-government grants, gifts-in-kind, and investment income allocated through the annual budgeting process. These resources may contain restrictions imposed by the donor or provider (i.e. allocation to a particular agency or investment in a particular program, initiative or area of service) or they may be unrestricted.

The purpose of the Community Fund is the investment of unrestricted resources in the community through funding in accordance with partnership agreements and expenditures for community services, programs and/or initiatives which support sustainable community solutions to pressing social issues. Restricted resources will be allocated or expended in accordance with the directions of the donor.

The revenues presented in the 2016 Statement of Community and Operating Activities and Changes in Fund Balances include the proceeds of the 2015 Annual Campaign. In April of each year, the Organization's Board of Trustees approves the expenditure of these proceeds to support vital community services in Winnipeg. As a result, the associated community investment expense will be recorded in the year that will end on March 31, 2017.

Operating Fund

The source of the Operating Fund is the accumulation of resources dedicated or directed to cover the operating and development costs of United Way of Winnipeg including: Provincial funding, sponsorships, other government and non-government grants, special events, gifts-in-kind, and investment income allocated through the annual budgeting process.

The purpose of the Operating Fund is expenditures on: resource development, management and administration, marketing and communication, administration of community investments, research and development and purchase of capital assets for operating purposes.

Capital Assets Fund

The Capital Assets Fund was established to record the investment in capital assets. The purchase price of operating capital assets is funded through transfers from the Operating Fund. The purchase price of the new building was funded by the Federal and Provincial Government, private capital contributions and the balance being mortgage financed. On an annual basis, amortization expense is charged to the Capital Assets Fund.

Tomorrow Fund

The source of the Tomorrow Fund is permanent capital gifts made by donors to provide ongoing benefit to the community and a portion of the investment income earned on the fund. These gifts may contain restrictions imposed by the donor (i.e. governing the use of investment income) or they may be unrestricted. Separate capital records are maintained for each capital gift to ensure that the directions of the donor are implemented accurately.

In order to preserve the purchasing power of the Tomorrow Fund, the portion of the annual investment income equal to the Consumer Price Index is capitalized to the Fund on an annual basis.

Stabilization Fund

The purpose of the Stabilization Fund is to support community service levels and United Way of Winnipeg operations in special circumstances and to manage the use of investment income in order to provide a stable flow of resources for community investment and operations. Accordingly, changes in the market value of investment funds are reflected as income or loss from investments in the Stabilization Fund. On an annual basis, the Board of Trustees approves an allocation of investment income from the Stabilization Fund to the Community and Operating Funds. The amount of the allocation is based on the rate of return on investments experienced over the past five years. In addition, in accordance with policy, in any year where returns on investments are higher than the Board of Trustees approved allocation, the excess will serve as an additional increase to the Stabilization Fund.

Building Fund

The Building Fund was established to allow for funds to be set aside for future, significant repairs, maintenance and replacement costs related to United Way of Winnipeg's building at 580 Main Street.

The source of the Building Fund is annual transfers from the Operating Fund allocated through the annual budgeting process; to cover costs including, but not limited to, roof repairs/replacement, window replacement, HVAC systems etc.

Programs & Partnerships

2015–2016 FUNDING

- Community and Agency Capacity Building
- Community Engagement Program Incubation
- Day of Caring
- End Homelessness Winnipeg
- Essential Needs Fund
- Family Resource Centres
- GenNext
- Indigenous Relations Strategy
- Koats For Kids
- Labour Engagement
- Learning & Innovation Programs
- National Initiatives
- Peg
- Poverty Simulation
- Research
- The Winnipeg Boldness Project
- Winnipeg Poverty Reduction Council (WPRC)
- Youth United Strategy
- 211 Manitoba

TOTAL 2015/2016 FUNDING	\$3,350,776
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Our sponsors are investing in a better Winnipeg

United Way Winnipeg has thousands of incredible volunteers, supporters and loyal friends, all of whom pull together to create opportunities and build a Winnipeg we can all be proud to call home. Each year, through a number of United Way events and celebrations, we gather to share our thanks and recognize their commitment to our city. Thank you to the generous sponsors who make it possible.

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United Way was Built by Volunteers

These are the dedicated people who have led us as Chairs of our Board of Trustees and of our Annual Campaign since our very first year in 1965.

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