



United Way
Winnipeg

COURAGE AND CONVICTION

IN THE FACE OF
ECONOMIC ADVERSITY

RADIO HOST

**ACE
BURPEE'S**

**MOST MEMORABLE
MOMENTS FROM**
CAMPAIGN 2008

CELEBRATING

DIVERSITY

HELPING **ALL**
WINNIPEGGERS
FEEL AT HOME

VOLUNTEERS

THE **NEXT** GENERATION

Featuring!

2008 / 09

TREASURER'S REPORT

FINANCIAL STATEMENTS

AGENCY PARTNER AND
UNITED WAY PROGRAMS
& PARTNERSHIPS
FUNDING

MAKING A DIFFERENCE

- FORMER GANG MEMBER TURNS **ROLE MODEL**
- A REFUGEE **EARNs FINANCIAL FREEDOM** IN CANADA
- HOW **EVERYDAY HEROES** LIKE **VANESSA FOLSTER**
ARE **BUILDING A SUPER COMMUNITY**





21 Vanessa and Lord Folster stand in front of the “Hope Quilt,” which hangs in the Community Services building at Mount Carmel Clinic – a United Way agency partner - to commemorate their 2008 grand opening. Vanessa’s contribution to the quilt is a block that reads: **“I hope that our community continues to work together for the common goals of safety and security for our children.”**



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A NOTE FROM THE CHAIR

A
**UNITED
WINNIPEG**

Winnipeggers are extraordinary in so many ways, but it’s our generosity that springs immediately to mind.

While economic uncertainty this past year threatened shortfalls and cuts for non-profit organizations across Canada, Winnipeggers showed unprecedented generosity and support for our community by raising \$17.9 million for United Way.

Together, we’ve ensured an essential network of nearly 100 United Way agency partners continues to provide hope and opportunity for all of us when we need it most.

Recognizing the amazing things this community accomplishes through United Way, the federal and provincial governments jointly pledged \$6.6 million to help United Way construct a new building in the heart of Winnipeg.

Thanks to their vision and support, we are able to create a gathering place for people, resources, ideas, and opportunities. I’m so proud to have worked with all the people and organizations that helped make this project a reality.

Our community remains resilient, and will emerge stronger tomorrow, thanks to this kind of generosity. Not simply financial generosity, but a generosity of spirit that never fails to shine.

It shines in the partners and volunteers who are helping fulfill United Way’s promise to the community: better lives for everyone; and in the stories of human triumph that result from this kind of collaboration.

It shines in people like Kay Seng who, after fleeing from Burma as a refugee, built a new life in Canada by starting a small business, and who still finds time to support other newcomers.



It shines in Vanessa Folster, a real-life super-hero watching out for the safety of neighbourhood kids, making our community stronger and healthier for everyone.

And it shines in Jessica Edwards, a young leader inspiring peers to become more active in shaping our city’s future.

This annual report is a celebration of our unique spirit and the ways we are working together through United Way to make a powerful difference in each other’s lives.

Thank you for playing a part in creating a united Winnipeg.

Jackie Lowe
2008 / 09 CHAIR, UNITED WAY BOARD OF TRUSTEES

WORKING THROUGH UNCERTAIN TIMES

How one Winnipeg man has overcome downsizing by upgrading.



In fall of 2008, Carlos Rosales and his wife Yvonne were on the threshold of a new phase in their lives. Their three sons were grown – the youngest in his first year of university. Yvonne was also at university, having returned a few years back to study social work.

His entire adult life, Carlos had worked steady as a welder and was looking forward to retiring at age 55 – just five years away. That's when the couple planned for Yvonne to take over as primary income earner, giving Carlos more time to indulge his dream of starting his own business.

But in January, after more than 32 years, Carlos found himself out of work – laid off from a Winnipeg-based farm equipment manufacturer where he'd worked the past 15 years.

"The division I worked in, 95% of our business is in the U.S. – so with the economy being so bad there, demand for product slowed right down," he says. "Nothing was moving so it became pretty clear that something was going to happen."

"It was an interruption in our plans for sure," he says. "The next few years were our time to save, save, save."

Fortunately for Winnipeggers like Carlos, the economic downturn has not meant an interruption in United Way's support for a network of essential services that help families in our city achieve and maintain financial independence, young people succeed in school and life, and neighbourhoods grow into safe, welcoming communities that encourage personal well-being.

"We have not had to cut support for a single program or service as a result of the economic downturn," says Kingsley Bowles, Chair of United Way's Community Investment Committee. "Which is great news because **now more than ever, our friends, family, neighbours and coworkers are relying on these resources.**"

The North End Community Renewal Corporation's (NECRC) PATH Resource Centre knows that firsthand. "We've seen a huge increase – probably triple the number of new clients coming in since January," says Vlessy Villanueva-Sanchez, supervisor of the United Way agency partner's Job Search Program. "I would certainly attribute that the increase is probably because of the economic conditions."

Shawn Mahoney, Executive Director of United Way agency partner Opportunities for Employment agrees. "Never before has there been such demand for employment assistance services as a result of downsizing and layoffs," he says. "We at OFE are so appreciative of the funding support received from United Way. This funding allows us to increase our capacity and serve additional unemployed Winnipeg residents."

As a core funder, United Way will play a key role in ensuring our community remains stable today, and can emerge stronger tomorrow, says Bowles.

< **CHALLENGES ARE NOT WITHOUT OPPORTUNITY.** >

"These are most certainly challenging times for the entire community – especially those who are already experiencing difficulties in their lives," Bowles says. "It is absolutely critical that we continue supporting essential strategies and services that give Winnipeggers a sense of control and stability in their lives along with hope for a brighter future."

Thanks to Winnipegger's generosity, United Way was able to do just that throughout 2008. Despite economic uncertainty, Winnipeggers still raised over \$17.9 million for our community through United Way. "The fact that we did it in such an exceptionally challenging year is absolutely incredible and proof of just how far Winnipeggers will go for one another when it counts most," says Bowles.

Part of the money will help support job skills training, money management, financial counselling and matched savings programs that give families the skills and confidence to maintain or regain financial independence.

Carlos says these programs are exactly what people in his position need. In April, he began upgrading his own skills in an advanced five-month welding course through United Association Local Union 254 in conjunction with Manitoba Labour and Immigration. By November, he will have his interprovincial Red Seal Certification and be ready to re-enter the job market, specializing in a career that is currently short of trained workers. Then he and Yvonne will be back on track toward their dreams.

"Challenges are not without opportunity," says Carlos. "The resources are out there – you just have to ask questions and connect with people who can help." ■



[SKILLS & KNOWLEDGE]

A SHOW OF SUPPORT

Uncertain times require certain action. On May 5, 2009, United Way took action, reaching out to Winnipeg workers affected by or facing job loss with a free public information session at the UFCW Training Centre. Representatives from several United Way agency partners and other community groups were on hand to offer guidance and talk about supports in a number of areas including:

- ✦ **EI claims and process**
- ✦ **Financial counselling**
- ✦ **Stress management**
- ✦ **Family counselling**
- ✦ **Addictions**
- ✦ **Career coaching**
- ✦ **Resumé development**
- ✦ **Training and skills development**

[PARTNERS]

WORKING TOGETHER TO REDUCE POVERTY

United Way of Winnipeg is founder of, and provides office space and technical assistance to, the Winnipeg Poverty Reduction Council.

Comprised of 22 leaders from a variety of sectors, the Winnipeg Poverty Reduction Council has made significant progress over the past year, defining its aspiration statement (A City Where Everyone Belongs); launching a new website (wprc.ca); and approving a Framework for Action to guide its work.

At present, working groups are further developing initiatives encompassing an integrated, community-wide and sustained approach to poverty reduction in Winnipeg. This includes a long-term engagement and inclusion strategy.



Earlier that day, United Way hosted a Community Unemployed Help Conference, giving representatives from United Way agency partners, labour and other community organizations an opportunity to connect and share information that will ensure Winnipeggers remain strong and resourceful during uncertain times and can emerge stronger than ever.

[NEW SUPPORT]



ACCOUNTING FOR CHANGE

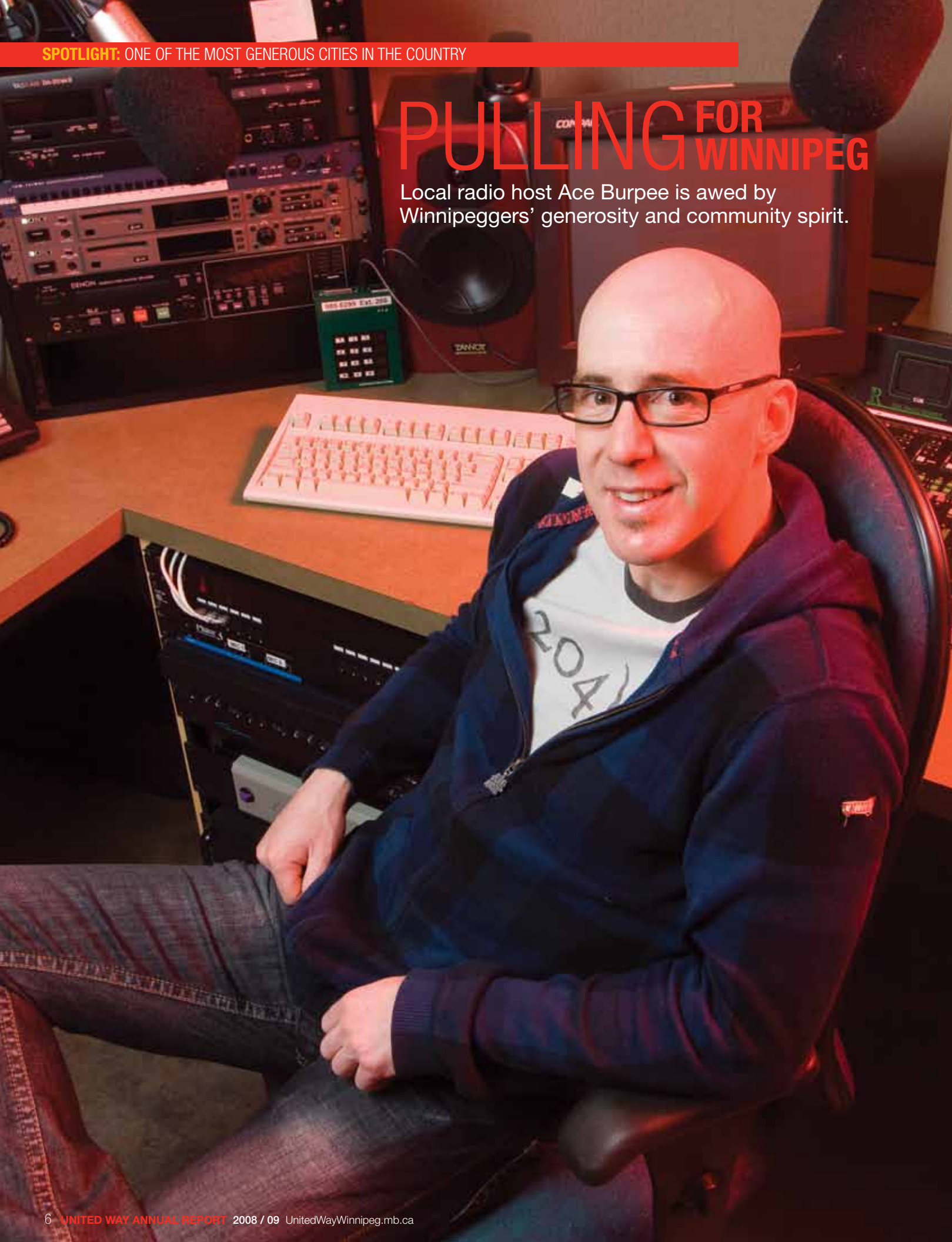
Thousands of individuals and families cannot afford the cost of having their taxes prepared professionally. Yet many rely on refundable federal and provincial tax credits and benefits such as Child Tax, GST/HST, Disability, Working Income and Old Age Security.

In 2008, United Way committed new support for a volunteer tax preparation service that helps Winnipeggers access much-needed income available only by filing a tax return.

"We've been amazed by Winnipeggers' response," says John Silver, Executive Director of Community Financial Counselling Services. "We estimate that 300 volunteers have already completed more than 22 000 tax returns this year – the central Winnipeg location saw more than 200 people per day. Tax credits can total more than \$8000 for a family of four and make a huge difference in the lives of people in low-income situations."

PULLING FOR WINNIPEG

Local radio host Ace Burpee is awed by Winnipeggers' generosity and community spirit.



It was a crisis only Ace Burpee could manage. One of two planes for United Way of Winnipeg's 2008 Plane Pull and campaign kickoff was out of commission.

As emcee for the event, along with his Hot 103 morning show co-host Chrissy Troy, it was up to Ace to break the news to 400 teammates slated to pull the 90 000 pound DC-9. Mid-dialogue, Chrissy leaned close and informed Ace a substitution had been found.

< ARE YOU SERIOUS? > HE ASKED, THE CROWD FALLING QUIET. "A SNOWBLOWER... REALLY? THAT'S AWESOME! >

It couldn't have been a more Winnipeg moment. In the end, Ace's enthusiasm won over the crowd and teams were just as excited to pull the gigantic machine.

"I would actually pay to do it," says Ace of the kickoff event. "You've got the Premier and the business leaders and media leaders, right down to the workers and everyone's on the same page. And you need everyone on the same page or it doesn't work."



The Plane Pull is a powerful example of the incredible things we can accomplish when we all pull together. And it's just the beginning as Ace sets off on a frantic flight path with dozens of stops at workplace campaign kickoffs all over the city. It's an exhausting schedule and combined with commitments to hundreds of community events, has him doing something every day of the year.



IT WAS A REALLY BIG SNOWBLOWER.

But the spirit of Winnipeggers joining together to support their community through United Way keeps him coming back.

"These people, they go hard," says Ace. "And it's not just the money, it's the involvement and the awareness. And everyone's busy, right? So when someone dedicates all this time to coordinating all these events, it's good. I respect these people. They're awesome."

Just weeks after the kickoff event, worldwide news of economic instability threatened to ground the campaign mid-flight. Non-profits across the country faced a double challenge, struggling to meet fundraising goals at a time when need for services would only climb.

Although already a donor, Ace was prepared to do more.

"That's exactly the time when it's critical to donate," he says. "If you actually want results, you can't just help out with time. I mean we're not just doing a big United Way campaign for awareness, it's also about money. If you actually want something good to come out of it and you're in a spot where you can give something, then give."

Ace had heard about the Leadership Challenge. If successful in increasing the number of donors giving \$1200+ a year, ten long-time friends and major supporters of United Way had

promised an additional \$250 000 for poverty reduction strategies in Winnipeg.

"The people they were recruiting, it was people like me," says Ace. "I figured I should put my money where my mouth is."

Ace committed to a leadership pledge for the first time ever.

"It's not just about the \$1200. It's about inspiring others. Forget my 1200. What if I can get five more? That's paid off in spades, 'cause if I got five more, and someone else got five more, we're done. This thing's wrapped up in a month. I really think that's the key."

Truer words never spoken. More leaders than ever stepped up in the 2008 campaign. And despite economic uncertainty, Winnipeggers rallied to raise the most money in United Way's 44-year history, ensuring the delivery of essential programs and services through a network of nearly 100 agency partners will continue precisely when it's needed most.

"Seeing people putting in a ton of effort to help each other out, it's good," says Ace. "It restores your faith in a lot of things."

2008 proved to be a challenging year but in these uncertain times, one thing is certain: in Winnipeg, we always pull together. And that's what makes Winnipeg one of the most generous cities in Canada. ■

[VOLUNTEERS]



UNITED WAY SPEAKERS' BUREAU VETERAN GINNY WITKOWSKI SPEAKS TO A CROWD ABOUT THE LASTING CHANGE MADE POSSIBLE BY THEIR GENEROSITY.

FROM WORDS TO ACTION

Each year, a committed and passionate group of volunteers take time from their busy schedules to visit hundreds of workplaces and organizations to speak about the incredible impact Winnipeggers have when they support our community through United Way.

Some work at agency partners, others are clients or volunteers, all are the face and voice of the very real and lasting change that's possible when we work together.

In 2008, 60 speakers made over 700 presentations and reached a combined audience of over 30 000 people, inspiring Winnipeggers to raise the most money ever for United Way.

GETTING ENGAGED

Like any newly engaged couple, Sam McLaughlin and Aveeve Heyens have several decisions to make... the chapel, the florist, the caterer, the photographer. But one thing was settled even before Sam popped the big question—*no new stuff*.

“We’ve been living together for a few years,” says Sam. “We’ve started to build a house already so we didn’t think we needed the towels and that kind of stuff.”

“We don’t need another set of china,” Aveeve agrees. “Although I would like one.”

Sam chuckles, “Our lovely set right now comes from a gas station.”

“No! It was from my grandma at a garage sale,” corrects his fiancée. While they might disagree on the origins of the tableware, they agreed that if guests tried to slip them gifts in cards, it was all going to United Way.

“It definitely wasn’t a big discussion for us,” recalls Aveeve. “We both do a lot in the community and **we’ve seen where the money goes and how it impacts people’s lives.**”

When Sam isn’t working as an Associate Advisor at RBC Dominion Securities, he’s volunteering at United Way agency partner West Broadway Youth Outreach as an after-school mentor, helping kids develop the skills and confidence they’ll need to succeed in school and life. It’s an opportunity he learned about while attending United Way’s Red October event, hosted by the GenNext Council.

“It’s not the only work I do but it’s gotta be the most rewarding,” says

Sam. “When I come home, it’s just...she can’t shut me up.”

“His eyes are shining about how cute they are and he’s all ‘we did this, we did that...’” says Aveeve. “Then he’ll sit there making up extra homework for them.”

As well as pursuing a Masters degree in Social Work, Aveeve volunteers at Klinik and works full-time as a Youth Case Manager with United Way agency partner New Directions where she helps young adults cope with the trauma of sexual exploitation.

“Working in social services you get an idea about where the funds come from. **Good things happen out of United Way money.**”

In advance of their December 19 wedding date, the couple will lay the groundwork for establishing a named fund within United Way’s endowment, the Tomorrow Fund. They hope guests will see fit to make a donation in lieu of checking items off a gift registry.

The exact name for the fund, however, is still a matter of debate.

“We’ll call it the Eternal Love Fund,” Sam jokes, earning him “the look” from his bride to be.

“It’ll be something to look back on and a message to build your relationship on,” says Aveeve. “And what a beautiful way to celebrate that anniversary every year to build something in your name that gives back.”

“And it would be really great if some of our friends took a cue from it going forward,” says Sam. **“Maybe it will be a point of inspiration.”** ■



WEDDING BELLS RING FOR SAM MCLAUGHLIN AND AVEEVE HEYENS, BUT THEY’LL BE THE ONES GIVING GIFTS ON DECEMBER 19.

[GENEROSITY]



2008 CAMPAIGN CHAIR BOB SILVER AND PREMIER GARY DOER AT PLANE PULL 4.

THE POWER OF PARTNERSHIP

A weakened economy has created many challenges for charitable organizations across the country. Some face reduced funding at the very same time demand for services grows.

United Way of Winnipeg is in a unique position as it has the support and partnership its provincial government. An annual grant from the

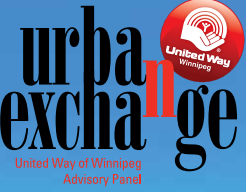


Province of Manitoba supports fundraising and administrative expenses, helping

the organization remain stable. It also means every dollar Winnipeggers donate to the annual campaign is invested directly in strategies for creating better lives for all Winnipeggers.

[COMMUNITY CONNECTED, COMMUNITY DIRECTED]

URBAN EXCHANGE ASKS WINNIPEGGERS TO SHARE THEIR THOUGHTS ON POVERTY



Almost 3000 Winnipeggers shared their thoughts and opinions when United Way’s Urban Exchange rolled out its third survey this spring.

Asking open-ended questions like ‘What is poverty?’ and ‘How serious is this issue in Winnipeg?’, respondents provided a fascinating and personal view of this complex issue.

United Way will take all Urban Exchange survey responses and use them to help participants connect directly with relevant volunteer opportunities like a Day

of Caring, or information sessions that will help broaden our understanding of these issues and ways we, as a community, can address them.

BY THE NUMBERS

77

PERCENTAGE OF RESPONDENTS WHO SAID THEIR LIVES, OR THE LIVES OF SOMEONE THEY KNOW, HAVE BEEN AFFECTED BY POVERTY.



77%

INSIGHTS & IDEAS

The Urban Exchange survey, *Poverty: Insights and Ideas*, captured some of Winnipeggers’ personal perceptions of a complex issue.

Here’s what some of them have to say about poverty in our city:

“POVERTY IS A LACK OF THE BASICS IN LIFE THAT EVERY INDIVIDUAL SHOULD HAVE, SUCH AS SUFFICIENT, NUTRITIOUS FOOD, A SAFE/CLEAN PLACE TO LIVE, GOOD HEALTH CARE, FREEDOM FROM VIOLENCE, AN OPPORTUNITY FOR EDUCATION AND PEOPLE WHO CARE ABOUT YOU.

“NOT BEING ABLE TO MEET YOUR BASIC NEEDS: EDUCATION + SOCIAL EXPERIENCE ARE BASIC NEEDS.

“POVERTY IS NOT ONLY NOT HAVING ENOUGH MONEY TO PROVIDE YOURSELF AND YOUR FAMILY WITH A SAFE AND SECURE HOME, GOOD FOOD, AND CLOTHING, IT IS ALSO A DEFICIT IN THE FREEDOM TO MAKE THE CHOICES YOU NEED TO IMPROVE YOURSELF AND YOUR SITUATION.

“I HAVE HAD THE OPPORTUNITY TO VOLUNTEER IN THE INNER CITY AND KNOW THAT IF PEOPLE ARE GIVEN A CHANCE THEY WILL WORK THEIR WAY OUT OF POVERTY.

“WE NEED TO WORK TOGETHER AND GET OUT OF THE ‘US’ AND ‘THEM’ MIND FRAME THAT CAN HOLD US BACK FROM MAKING SOME REAL BIG STRIDES IN THIS AREA.

WHAT IS URBAN EXCHANGE, ANYWAY?

Urban Exchange is an ongoing conversation about life in our city and what’s important to Winnipeggers. It’s a great way for United Way to gain insight into our community’s most critical social issues and a chance for Winnipeggers to share their ideas on solutions.

Everyone is welcome to participate. Opinions are gathered through questionnaires, group discussions and online activities. The results are shared widely - with United Way volunteers and staff, and with community leaders in government, business, labour, and non-profit organizations.



More than 5000 Winnipeggers have participated in Urban Exchange so far. That’s enough people to fill the Burton Cummings Theatre, Pantages Playhouse, Prairie Theatre Exchange, MTC Warehouse and MTC Mainstage combined!

TAKING THE CONVERSATION ONLINE



What better way to connect with Winnipeggers and promote further dialogue than tapping into some of the newest trends in social media like Facebook, Twitter and an Urban Exchange blog?



Facebook is celebrated as a way for people to share and make the world more open and connected. No surprise that Urban Exchange is using this hugely popular social networking tool to share news, promote events, post photos and, of course, get people talking. Become a fan today!



Long before Oprah touted Twitter as a service for friends, family

and co-workers to stay connected and exchange news, Urban Exchange was using it to inspire and encourage a discussion about our city. Stay in the loop at [Twitter.com/UrbanExchange](https://twitter.com/UrbanExchange)



New look, same address! [MyCityMySay.ca](https://www.mycitymysay.ca) got all dressed up this year with a sleek new design. With hundreds of visitors per month, its

blog format offers Winnipeggers another cool way to share ideas and opinions with United Way.

INSPIRING

A United Way scholarship winner gives back by creating opportunities for a better life for kids in care.

KIDS TO USE THEIR VOICE



Jessica Edwards has lived in two dozen foster homes throughout her young life – remarkably, 23 of those before the age of four. Too many questions and not enough answers have left their impression.

“I can’t say what happened – there are things I don’t understand,” she sighs. “If I’m a baby and I’m not cared for, am I even loved?”

In 1992, Jessica received a permanent placement in North Kildonan, where she lived for the next 14 years. Her foster family was very active in the community and Jessica soon became a passionate volunteer herself. **“I was working for a purpose and it was making a difference,”** she says.

Yet despite a stable home and supportive family, Jessica continued to struggle. “There are a lot of trust issues,” she says. “I’m still so scared I’m going to get abandoned. Even wanting to connect with your biological family and knowing that you can’t.” She began searching for a support network where she could connect with other young people facing similar challenges.

She found it at Boys and Girls Clubs of Winnipeg – a United Way agency partner – through the Voices program: a youth-driven advocacy and public education program that provides support, encouragement and community to children in foster care.

“I just really became involved, like everything I could do because I felt like as soon as I walked into those doors and met (program coordinator) Marie, it felt secure,” she says. It wasn’t long before Jessica was a volunteer herself. Eventually, she was hired as a junior outreach worker. Her involvement spans over three years.

Today, at age 22, Jessica reaches out to others in the child welfare system. She writes a Voices newsletter and participates in a weekly university radio show. “It’s something I love doing because I’m talking to kids, they’re looking up to me,” she says. “I’ve been there so I can really relate and connect with youth, so I feel like it’s very important.”

Ultimately, Jessica hopes to spark positive change within the child welfare system in Winnipeg and throughout Manitoba.

The same desire is driving her toward a degree in social work. “I’ve wanted to be a social worker since I was 13,” she says. “I’ve been there and I know the issues and I feel like I can really make a positive change.”

For her efforts to make a positive difference in our community, **Jessica received a \$500 United Way Youth Leaders in Action scholarship earlier this year.** “I feel honoured that I was chosen as a recipient,” says Jessica.

The scholarship is part of United Way’s Youth Relations Strategy, which seeks new ways to get young Winnipeggers more active in shaping our city’s future.

“Ultimately, I know I will be successful and I know I will make a difference,” Jessica says. “My heart’s set on goals and I’m not going to let anything get in the way.”

Last year, hundreds of youth throughout Winnipeg made significant contributions to our community through United Way. As volunteers, participants and leaders, their energy and enthusiasm are shaping a brighter future for everyone as they set an example for all to follow. ■

< **ULTIMATELY, I KNOW I WILL BE SUCCESSFUL AND I KNOW I WILL MAKE A DIFFERENCE.**

MY HEART’S SET ON GOALS AND I’M NOT GOING TO LET ANYTHING GET IN THE WAY. >



BY THE NUMBERS

BUILDING

A **FUTURE FOR YOUTH**, AND **YOUTH FOR THE FUTURE**



Youth Leaders in Action

Over the past three years, United Way youth volunteers have granted a total of **\$6000 in scholarships to 12 outstanding young Winnipeggers** who are leading a new generation of volunteers.

Shaw United Way Youth Connections

Since 2000, United Way’s Youth Connections Council has awarded **over \$116 000 in grants**, resulting in a total of **139 youth-driven projects** aimed at addressing specific needs within a student’s own school and/or neighbourhood.

Student Community Service Award

During the 2007/08 school year, **49 grade 11 students were recognized** by United Way for making significant volunteer contributions to our community.

Youth Day of Caring

In May 2009, **140 students volunteered** a heap of people power to help **11 United Way agency partners** complete projects in several Winnipeg neighbourhoods. Over the past four years **more than 450 young people have worked together** to make Winnipeg a better place through this annual event.



A GENERATION APART

[VOLUNTEERS]

United Way’s GenNext program has taken off over the past year with more than 100 business and community leaders aged 25 to 40 getting involved in our community! Much of the success followed GenNext’s Red October event last fall which showcased a variety of volunteer opportunities.

Last year, GenNexters participated in two Day of Caring events. In December, GenNext members hosted an annual holiday party for clients of Fort Garry Women’s Resource Centre, complete with a turkey dinner and gifts.

And in June, volunteers partnered with Nor’West Community Co-op Health Centre and Gilbert Park Resource Centre for the 2nd annual neighbourhood clean-up and barbeque.

“As young community leaders, we can encourage other people to get involved and make a difference in our community,” says Sam Pellettieri, a member of United Way’s GenNext Council. “Making our city a better place to live benefits everyone. We all should do our part to help make it strong.”

GENNEXT COUNCIL MEMBER **SAM PELLETTIERI.**



It's good to put things together.

BUILDING BLOCKS let's get together!

www.UnitedWayWinnipeg.mb.ca/BuildingBlocks

That's what United Way's Building Blocks program is all about.

Last year, dozens of Winnipeggers used this small grants program to bring their neighbours together.

Simple things like throwing a block party BBQ, hosting a workshop or starting a community garden...these are the building blocks of community.

Give us a call at 477-5360. Your idea might be eligible for \$100 to \$1000!

16TH ANNUAL
UNITED WAY OF WINNIPEG
GOLF TOURNAMENT

Thank You Golfers & Sponsors!

PAR	4	4	3	4	4	5	4	5
BLUE	381	393	167	406	348	499	388	519
WHITE	366	328	162	399	331	491	384	441
HANDICAP	8	12	10	2	14	18	4	1

157 Golfers
39 Teams
\$64 000 Raised!



KOATS FOR KIDS

CELEBRATING 20 YEARS!

Through United Way's Koats for Kids program, Winnipeggers distributed 16 000 articles of winter outerwear to families throughout our city last year, and over 136 000 articles since it all began in 1989!

Thank you Winnipeg.

SPECIAL THANKS TO OUR PARTNERS



Let's face it, it's all about you.

Your ideas, your vision, your energy. Yeah, it makes a huge difference for your neighbours, it changes the face of our community, it makes Winnipeg a city that we're all proud to live in. But doesn't that make **you** feel good at the end of day?

You can do it and the Shaw United Way Youth Connections grant program has awarded over \$116 000 to students just like you.

Call us and find out if your idea is eligible for up to \$1000 in funding.

SHAW UNITED WAY YOUTH CONNECTIONS
Turning your ideas into action.

SHAW

CARING

Team-building, project planning, community awareness...

Laughter and memories made at a neighbourhood picnic, a thousand adventures explored in a rejuvenated playground...that's a Day of Caring at work in our community.

Last year **1151 volunteers** from 97 Winnipeg workplaces, schools and other organizations throughout Winnipeg participated in at least one Day of Caring and contributed **5820 volunteer hours** to **158 special events and projects**.

Why not organize a Day of Caring for your organization or workplace? Give us a call at 477-5360 to find out how.

United Way Winnipeg
Day of Caring

AND YOUNG
Everything We Do

A FRESH START IN CANADA

How 3 refugees are embracing a new life in Winnipeg.



When they first met in Winnipeg at a social club for refugees and immigrants from the Democratic Republic of Congo, Patrick Mutumbi, Musaghi Kizikilwa and her daughter Anne soon learned they shared much more than a birthplace plagued with violence and war. They also shared many of the same challenges adjusting to a very new and different life in Winnipeg. Finding a job had been especially tough.

“When you come with education and work experience and you’re trying to find a job in a new country, you are told you haven’t worked here, your English is not good, your experience is not decent,” says Patrick. “You feel like you are nothing.”

In its 2008 Environmental Scan, United Way of Winnipeg reported that Canada had the highest per capita immigration rate of any industrialized country – with 240 000 immigrants arriving each year. In 2007, Manitoba attracted almost 11 000 immigrants – double the annual number that arrived less than a decade ago. Yet, that’s still just over half the provincial government’s target of 20 000 immigrants per year by 2016.

Since 2001, the majority of immigrants to Manitoba have settled in Winnipeg.

Recognizing the diversity that exists here, in part as a result of recent trends in immigration, United Way of Winnipeg supports innovative programs and partnerships that target the unique needs of individual cultures and communities.

“For many new immigrants, the transition can be very difficult,” says Kingsley Bowles, Chair of United Way’s Community Investment Committee. “A significant number of United Way agency partners exist to help ease the transition; from programs that offer an introduction to Canadian culture, to those that teach English, to those that open the doors to permanent, meaningful employment. Together, we are creating a community where everyone can feel a sense of belonging.”

In 2008, United Way expanded support for a resource centre that helps women and their families adjust to their new home. Located in the area around Central Park – one of Winnipeg’s most densely populated neighbourhoods and home to 70 per cent of all refugees coming to the city – the centre fosters cross-cultural relationships and leadership skills, and encourages neighbours to address common issues together.

UNITED WAY RECOGNIZES AND APPRECIATES THE RICH DIVERSITY THAT EXISTS WITHIN WINNIPEG. LAST YEAR, THROUGH UNITED WAY PROGRAMS AND PARTNERSHIPS THAT TARGET THE UNIQUE NEEDS OF INDIVIDUAL CULTURES AND COMMUNITIES, WINNIPEGGERS CONTINUED TO WORK TOGETHER TO BUILD A SINGLE COMMUNITY BASED ON A FOUNDATION OF RESPECT AND TOLERANCE.

< I FEEL LIKE I’M RESTORING MY SELF-ESTEEM. >

Working together proved to be the key to success for Patrick, Musaghi and Anne. Each looking for stability and independence for the future, the group was able to create their own opportunities for employment and a better life with help from a United Way agency partner.

In April 2006, the trio incorporated Enviro-Safe Cleaning as a worker’s cooperative. Today, Enviro-Safe has grown to seven worker-owners and approximately 29 commercial clients.

The success has made a huge difference in the lives of Enviro-Safe’s

members. “I feel like I’m restoring my self-esteem, feeling like an important part of the community,” says Patrick.

Enviro-Safe’s success is also making a difference in the lives of other newcomers to Winnipeg. Recently, they helped members of the lost boys and girls of Sudan – orphans of war who escaped genocide by walking hundreds of miles through the African wilderness – start their own cleaning cooperative.

“That was also one of our goals when we started

our business – to help other people who are in the same situation as us,” says Patrick. “Because we are all in the same boat, so we are going through the same problems. We went through the same challenges and if we could support each other, then that’s great.”

The same can be said of our city and its diverse population, says Kingsley. “Ultimately, United Way provides a vehicle through which we’re able to work together to build a single community based on a foundation of respect and tolerance.” ■

[ABORIGINAL RELATIONS]

RESPECT FOR OUR ROOTS

Winnipeg’s diversity and cultural vibrancy is enriched not only by the presence of newcomers but also by our city’s substantial Aboriginal population, for whom Canada has been home for generations.

In the 2006 census, more than 68 000 Winnipeggers identified themselves as Aboriginal. In fact, more Aboriginal people live in Winnipeg than in any other major city in Canada, according to the same data. Over five years, the city’s Aboriginal population has grown by 22 per cent, compared with only one per cent for non-Aboriginal Winnipeggers.

United Way’s Aboriginal Relations Strategy continues to cultivate relationships and inspire volunteer participation within this sizable segment of our community. In 2008, United Way’s Aboriginal Relations Council created a framework for a project that will match Aboriginal leaders with organizations seeking Aboriginal participation on their boards through the Appointments, Boards and Commissions (ABC) program.

In partnership with the provincial government and other community leaders, United Way played a role in the 5th annual Aboriginal Education Research Forum: Shawane Dagoisiwin. The forum brings people together to share methods in education and research involving Aboriginal peoples.

As well, United Way expanded support for holistic, culture-based health and wellness resources that enhance the lives of Winnipeg’s Aboriginal population, and invested in a new program that will train 16 inner-city youth for jobs in the eco-guiding industry.

Today, United Way is in the process of gathering information for a second edition of the Eagle’s Eye View, an environmental scan of the Aboriginal community. At the same time, the Aboriginal Relations Council has begun a survey to gauge the Aboriginal community’s knowledge, opinions and perceptions of United Way.

“We continue to learn from and teach one another,” says Anna Fontaine, Chair of United Way’s Aboriginal Relations Council. “In the end, we all have something important to contribute and something valuable we can take away when we all participate in the process of building our community for the future.”



THE POWER OF CHANGE

3 ESSENTIAL STRATEGIES.
100 AGENCY PARTNERS.
365 DAYS A YEAR.

HOW ONE COMMUNITY IS CREATING CHANGE TOGETHER.

When we work together, we
can accomplish incredible things.

Take a look at some of the amazing
changes taking place in our community
right now, as we work side-by-side to
create opportunities for a better life for
everyone in our city.

A WAY OUT

A Winnipeg teen puts
gang life in perspective
for other youth.

F

For his own safety and that
of his family, Sean cannot be
identified. After almost four
years, the 17-year-old has
decided to leave gang life
behind.

"I got sick of being in and out of jail
and losing friends and girlfriends
that were really good in my life,"
says the soft-spoken teen. "While
being in a gang, I got almost
beaten to death, shot at, and spent
almost two years of my teenage
life in jail. And now I have a lot of
lifetime enemies."

Still, Sean is willing to risk retribu-
tion from his own and rival gangs if
it prevents others from making the
same mistakes he did.
"I'm sharing my story because this

life is not worth it in the end," Sean
says. "You are not going to end up
anywhere farther than jail, dead,
or stuck looking over your shoul-
der, watching out for your family's
safety and your own."

< I GOT SICK OF
BEING IN AND
OUT OF JAIL AND
LOSING FRIENDS
AND GIRLFRIENDS
THAT WERE REALLY
GOOD IN MY LIFE. >

Sean spoke to a group of com-
munity members during a free
information session on gangs and
drugs at Elwick Village Centre –
a United Way agency partner.
Elwick offers families in the sur-

rounding neighbourhood a chance
to connect with one another to
identify and solve common is-
sues such as safety, violence and
isolation. The centre also operates
a community kitchen, clothing ex-
change and community cupboard.

"In the past two years, there have
been so many deaths related to
gang violence or drug overdoses,"
says event organizer Laurie Favell-
Mowat, Executive Director at
Elwick Village. "We thought we'd
get a few people together who've
actually been there, done that,
got the T-shirt and lived to tell
about it."

Sean says gangs are a big problem
in Winnipeg. Asked to estimate the
number of gang-involved youth
in the city under the age of 18, he
says simply, "too many." Author /
researcher Michael Chettleburgh
says the number of young men in
gangs has climbed to over 3000 in
Winnipeg.

Sean's own involvement began
with a search for a male role
model.

"Growing up, there was no per-
manent father figure around," he
says. "I moved around from home
to home, changed schools a lot."
In gang life he found a sense of
belonging.

"When children don't receive the
support and guidance they need
to make healthy choices, the entire
community is affected - directly
or indirectly," says Richard Irish,
incoming Chair of United Way's
Community Investment Committee –
a group of volunteers that ensures
donations to United Way are hav-
ing the greatest impact. "Positive
role models can make a huge dif-
ference in a young person's life."

Through United Way supported
after-school and mentorship pro-
grams, and community resource
centres like Elwick Village, young

people like Sean are able to share
their stories and learn to become
role models themselves.

Sean plans to return to school and
graduate. He would like to work as
a welder, although he admits he's
a bit of a whiz when it comes to
electronics. In the meantime, he's
happy to be getting back on track
toward a brighter future, allowing
others to share in his journey. ■

ESSENTIAL STRATEGIES

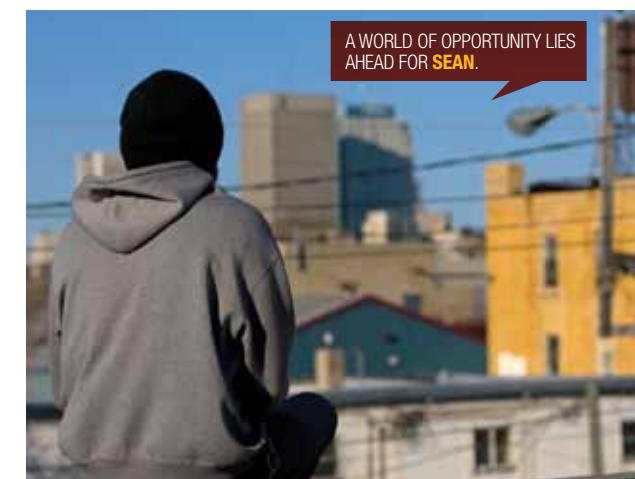
HELPING WINNIPEG'S CHILDREN & YOUTH ACHIEVE THEIR POTENTIAL



All kids need positive role models, mentorship
and healthy activities to help them succeed
in school and life. That's why United Way is
currently investing \$3.3 million in strategies
that nurture self-esteem and confidence,
promote positive behavior and inspire a sense
of belonging among Winnipeg's youth.

Every day, almost 1500 youth visits occur at
United Way supported programs proven to
contribute to higher academic achievement.

In 2008, United Way expanded its support to
organizations like Boys and Girls Clubs, Teen
Stop Jeunesse, West Broadway Youth Outreach
and MacDonald Youth Services by \$300 000.



A WORLD OF OPPORTUNITY LIES
AHEAD FOR SEAN.

WEAVING

**HER WAY
IN WINNIPEG** One woman's journey to a sound financial future.

Growing up in Burma, Kay Seng, 60, dreamed of independence.

"We had to flee into the jungle always because of the fighting between the civilian and the government troops. I think maybe I was four or five the first time I can remember dimly. We came back from the hiding place and there was no more house – only the ashes," she says.

A family member was shot simply for being in the wrong place at the wrong time, harvesting crops when military members happened by.

For more than half a century, Burma has suffered the consequences of constant political turmoil. According to organizations like Human Rights Watch and Amnesty International, the current military regime is one of the most repressive and abusive in the world.

In 1995, Kay, her husband and four children were driven from their home into the second largest of eight refugee camps along the border of Thailand. Here, they spent the next 11 years living among 15 000 fellow refugees, sleeping on the ground in a tiny hut.

< **WE WERE THE FIRST FAMILY TO COME TO CANADA FOR OUR RESETTLEMENT. I WONDERED *HOW CAN I EARN?* SO I DECIDED TO BRING MY LOOM WITH ME.** >

"I felt so upset, so downhearted in the refugee camp," she says.

Kay cannot forget the sounds of people outside the camp screaming in the night. Each morning, they would wake to see the dead bodies of men and women floating in the river.

Inside the camp, Kay supported her family selling clothing and blankets woven on her handmade back strap loom to foreign visitors. Familiar with both English and

Thai, she was also able to act as a translator between the refugee community and foreign officials and often served as mediator.

Faced with never being able to return to her home, Kay's oldest daughter applied for and received permission to attend school at the University of Winnipeg. Her second daughter followed and a year later, the entire family (except for Kay's son who remained in Thailand) moved to Winnipeg.

"We were the first family to come to Canada for our resettlement," says Kay. "I wondered how can I earn? So I decided to bring my loom with me. Because some foreigners like my weaving, maybe in Canada they will like also."

To obtain the skills and resources necessary to build and manage a small business, Kay enrolled in an asset-building program run by SEED Winnipeg with support from United Way.

"Because I am getting older and maybe I cannot work hard labour for a long time," Kay says. "So I would like to have my own business." The program taught her money-management and book-keeping skills and helped her with a business start-up loan to purchase yarn and other materials.

ESSENTIAL STRATEGIES

PROMOTING FINANCIAL STABILITY AND INDEPENDENCE



Poverty is at the root of so many of our most challenging social issues. That's why United Way is currently investing \$1.7 million in strategies that help families achieve financial independence. These include job skills training, money management, financial counselling and matched savings programs that provide the knowledge and tools people need to maximize their income and increase their savings.

The past year saw the continued expansion of the Winnipeg AssetBuilders Partnership - established in 2006 by United Way, SEED Winnipeg and Assiniboine Credit Union. The partnership has grown considerably over the past two years, doubling agency participation from five to 10. Overall, United Way's support of asset-building programs has grown from \$289 000 in 2006/07 to nearly \$600 000 in 2009/10.

Grateful for the help she received, Kay is making an effort to help others in the community. She continues to earn money weaving and is also studying to be an interpreter for other newcomers.

In Canada, with the help of United Way and SEED Winnipeg, she has found the independence she has strived for her entire life. ■



KAY SENG AT
HER LOOM.

TAKING SAFETY TO THE STREETS

A parent volunteer walks the beat in Winnipeg's inner-city.

< IT FEELS GOOD TO KNOW THAT THE CHILDREN AND EVEN THE PARENTS IN THIS COMMUNITY LOOK AT ME AS A SAFE PLACE TO GO >



ESSENTIAL STRATEGIES

IMPROVING NEIGHBOURHOOD HEALTH AND PERSONAL WELL-BEING



The health of our neighbourhoods and the well-being of individuals have a major impact on quality of life.

That's why United Way is currently investing \$9.1 million in recreation, parenting and social programs that give people the tools and knowledge to take care of themselves, their families and their community.

This past year, United Way increased support to services that engage and empower seniors and those living with poverty, addiction, mental illness.



V

Vanessa Folster's son Lord, 11, considers his mom a real life superhero.

"She wears a costume," he says, of Vanessa's red fleece vest with "Volunteer Parent Monitor" embroidered across the back. "And she carries utilities," he says of her two-way radio and the identification that hangs around her neck.

Most importantly, she helps keep the neighbourhood safe, Lord says.

Vanessa, 34, is among several volunteers who monitor children walking to and from inner-city schools as part of a program developed by Mount Carmel Clinic with support from United Way of Winnipeg.

The "superhero" label really stuck about a year ago, when Vanessa found what looked like a bag of wet sugar about a block from William Whyte School. It turned out to be crystal meth.

"I don't know what kid who could pass up what they thought was sugar," says Vanessa. "It horrified me. I was so grateful I found it and not someone else."

Vanessa says children in the area see much more than they should. She's even had to physically stand between a group of young kids and a drug delivery in the middle of the street.

"One kid said, 'What's the big deal? it's just a drug deal.'" says Vanessa. "A 9-year-old should not be speaking like that."

Vanessa says she feels good knowing adults in the neighbourhood can depend on her just as much as

the children. On one of her patrols, an elderly woman flanked by two young girls beckoned her – for directions she thought.

"The woman asked if I could please come over and told me these two young girls were trying to take her purse and threatening to beat her up," she says.

She immediately radioed the school for assistance and the girls were caught.

"It feels good to know that the children and even the parents in this community look at me as a safe place to go," she says.

Helping others has made an incredible difference in her own life as well, says Vanessa. She's lost 40 pounds since becoming a parent monitor. It's also led to regular part-time employment at William Whyte school with both the Early Childhood Development Initiative and as a speech and language educational assistant.

"My life has dramatically improved," she says. "I have gained self-confidence that I never had before, my living conditions have improved, I'm happy."

Vanessa is living proof that we all have the power to make a difference through United Way of Winnipeg. ■

PROOF POSITIVE

These are just a few examples of the positive change happening in our community through the support of United Way. There are thousands of stories like these, proof that when we work together toward a common goal, change is possible. Better lives are possible.

LOOKING FORWARD

President & CEO Susan Lewis talks about how United Way is preparing for the years ahead.

A NOTE FROM THE PRESIDENT

WORKING FOR THE FUTURE, BUILDING ON OUR PAST

Last year, our community stood strong in the face of emerging economic uncertainty.

We are just beginning to understand the repercussions of the current economic reality, but there is little doubt it will present a challenge for the non-profit sector and individuals in our community in the year ahead.

Cutbacks and a “wait and see” attitude are quickly becoming the new paradigm for many organizations.

We must have the courage and conviction to defy this trend.

It’s vital that we continue to reach out, adapt and innovate, even in uncertain times...especially in uncertain times.

If we pull back, slow down, or expect less of ourselves, we create instability and we can only build a future on a base of stability.

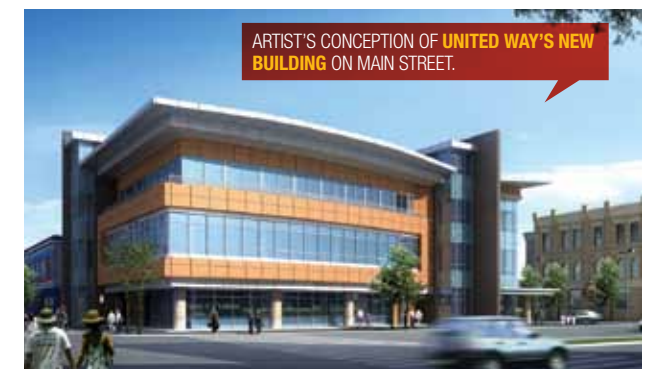
The success of our community has always depended on our ability to reach out, not in charity, but in partnership, because that is the surest road to a common good—a better life for all Winnipeggers.

< THE SUCCESS OF OUR
COMMUNITY HAS ALWAYS
DEPENDED ON OUR ABILITY
TO REACH OUT, NOT IN CHARITY,
BUT IN PARTNERSHIP. >

A perfect example is the Board of Trustees, thirty individuals representing the interests of the community first and foremost. Their distinct insights and foresight linked together with those of talented staff, create visions, strategies and outcomes that would not be possible were these people working alone. It’s what makes United Way - and our community - so strong.

In the coming year, we must reach out like never before, developing more and deeper relationships within the community, forging new partnerships, finding new ways for leaders from all sectors to do different work and work differently to ensure an essential network of programs and services remains stable and available today, and emerges stronger tomorrow.

A commitment to innovation and partnership is reflected most recently in our plan to relocate United Way’s offices to Winnipeg’s Main Street. Working closely with Centre Venture, and with the federal and provincial governments now on board as partners in the project, we believe we can occupy our new space by the summer of 2010.



More than bricks and mortar, a new building and location is an opportunity to enhance United Way’s work and broaden its reach and impact in the community.

Not only will it house the organization’s staff, it will be a space that encourages new partnerships, fosters collaboration, and builds community connectedness. A host of shared resources will bring people together to collaborate and find innovative ways of working together to address our most pressing social issues.

Indeed our most celebrated moments, those which define us as a community, emerge from opportunities to support one another as friends, as neighbours, as Winnipeggers united in the pursuit of a shared goal.

There will always be new challenges, and the means by which we respond are bound to evolve, but our promise remains the same: a better life for all Winnipeggers.

And together, we will stand strong in pursuit of that goal.

Susan Lewis

Susan Lewis
PRESIDENT & CEO

TREASURER'S REPORT

In 2008-2009, United Way of Winnipeg continued its solid performance even in the face of significant economic downturns and unprecedented global market volatility.

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 2008-2009, the Board of Trustees with the support of the Finance & Administration Committee:

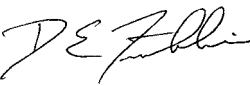
DEVELOPED, IMPLEMENTED AND CLOSELY MONITORED A FINANCIAL PLAN TO **FOCUS THE INVESTMENT** OF HUMAN, FINANCIAL AND IN-KIND RESOURCES.

- In 2008-09, in accordance with the financial plan, United Way invested \$19.1 million 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, United Way continues to invest every donation to the annual campaign directly in strategies for helping children and youth achieve their potential, creating opportunities for families to achieve financial independence, and improving neighbourhood health and personal well-being.
- Based on the donations collected from the 2007 campaign, United Way invested \$14.5 million in nearly 100 community organizations that support our areas of focus and \$1.7 million in United Way programs and partnerships.
- The 2008 campaign achievement will be invested in our community during 2009-10.

MANAGED THE INVESTMENT OF FUNDS WITH A **BALANCED APPROACH** AND A **LONG-TERM FOCUS**.

- Due to the significant market downturn in 2008, the five year average return on investment has decreased to 3.0%.
- In accordance with policy, the decline in market value of investments experienced over the past fiscal year has been recorded as a reduction to the Stabilization Fund. In accordance with a plan approved by the Board of Trustees starting in the year ending March 31, 2011, a portion of investment income will be used to rebuild the Stabilization Fund to its minimum level (10% of the budget for core and on-going operations) by no later than March 31, 2016.

Our prudently-managed fiscal resources are demonstrating positive performance, both financially and in better lives for all Winnipeggers.



Douglas E. Finkbeiner, Q.C., Treasurer

FINANCIAL STATEMENTS

AUDITOR'S REPORT ON SUMMARIZED FINANCIAL STATEMENTS

To the Members United Way of Winnipeg

The accompanying summarized balance sheet and statement of community and operating activities and changes in fund balances are derived from the complete financial statements of United Way of Winnipeg as at March 31, 2009 and for the year then ended on which we expressed an opinion without reservation in our report dated May 1, 2009. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.



Chartered Accountants

Winnipeg, Manitoba
May 1, 2009

BALANCE SHEET March 31, 2009

	2009	2008
ASSETS		
Cash & Investments	\$18 607 260	\$20 855 061
Pledges Receivable	9 339 544	8 967 006
Advances to Agencies	1 640 355	1 716 888
Capital Assets	480 708	526 092
Deferred Fundraising Costs	1 493 465	1 425 678
	\$31 561 332	\$33 490 725

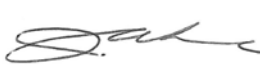
LIABILITIES

Funding Not Yet Paid	\$1 191 914	\$1 657 680
Accounts Payable & Accrued Liabilities	1 115 509	987 806
Deferred Revenue	1 493 465	1 425 678
Proceeds of Current Campaign, Including Donor Directed Giving, Less Provision for Uncollectible Pledges	18 556 066	17 805 207
	22 356 954	21 876 371

FUND BALANCES

Community Fund	231 445	366 903
Operating Fund	603 169	309 736
Capital Assets Fund	480 708	526 092
Tomorrow Fund	8 329 704	7 859 679
Stabilization Fund	(440 648)	2 551 944
	9 204 378	11 614 354
	\$31 561 332	\$33 490 725

Approved on behalf of the Board of Trustees



Jackie Lowe, Chairperson



Douglas E. Finkbeiner, Q.C., Treasurer

STATEMENT OF
COMMUNITY
& OPERATING
ACTIVITIES
& CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2009

	2009					2008
	COMMUNITY FUND	OPERATING FUND	CAPITAL ASSETS FUND	TOMORROW FUND	STABILIZATION FUND	TOTAL
REVENUE						
Net Campaign Contributions From Prior Year:						
Donations	\$15 700 851					\$14 387 539
Special Events		709 657				710 555
Donor Directed	1 476 378					1 642 575
Donor Directed Fees		47 143				55 126
Recoveries From Campaigns of Prior Years	99 003					90 924
Province of Manitoba		2 746 529				2 801 798
Sponsorships, Grants & Other Income	7 853	164 809				149 307
Investment (Loss) Income					(2 438 366)	295 494
Legacy Giving				470 025		1 050 320
Funding Partners & Special Initiatives	123 350					-
	17 407 435	3 668 138	-	470 025	(2 438 366)	21 183 638
COMMUNITY INVESTMENT						
Funding	14 466 226					13 423 215
Donor Directed	1 476 378					1 642 575
Programs & Activities	1 742 018					1 416 885
Management & Administration		352 873				337 523
United Way of Canada		127 500				128 250
	17 684 622	480 373	-	-	-	16 948 448
OPERATIONS						
Resource Development		3 094 230				3 086 295
Organizational Development Initiatives		88 083				87 691
Amortization of Capital Assets			169 900			132 311
	-	3 182 313	169 900	-	-	3 352 213
						3 306 297
Net Funds Before Transfers	(277 187)	5 452	(169 900)	470 025	(2 438 366)	928 893
Interfund Transfers	141 729	287 981	124 516	-	(554 226)	-
Opening Fund Balance	366 903	309 736	526 092	7 859 679	2 551 944	10 685 461
Closing Fund Balance	\$231 445	\$603 169	\$480 708	\$8 329 704	\$(440 648)	\$9 204 378
						\$11 614 354

NOTES TO THE SUMMARIZED
FINANCIAL
STATEMENTS

MARCH 31, 2009

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.

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 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 unamortized capital assets. The purchase price of capital assets is funded through transfers from the Operating Fund. On an annual basis, amortization expense is charged to the Capital Assets Fund.

THE 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 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 Fund. The amount of the allocation is based on the rate of return on investments experienced over the past five years. As a result of the decline in market value of investments over the past fiscal year, the Stabilization Fund is currently in a deficit position. In accordance with a plan approved by the Board of Trustees, starting in the year ending March 31, 2011, a portion of investment income will be used to rebuild the Stabilization Fund to its minimum level (10% of the budget for core and on-going operations) by no later than March 31, 2016. 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.

UNITED WAY
AGENCY
PARTNERS

2008 / 09 FUNDING

Aboriginal Health and Wellness Centre	156 300
Aboriginal Vison for Renewal of the North End	63 506
Age and Opportunity	393 300
Andrews Street Family Centre	200 660
Art City	36 000
The Arthritis Society	95 680
Association for Community Living - Winnipeg Region	173 400
Aurora Family Therapy Center	143 350
Big Brothers Big Sisters of Winnipeg	259 900
Boys and Girls Clubs of Winnipeg	492 500
Canadian Muslim Women's Institute	16 667
Canadian Paraplegic Association (Manitoba Division)	119 500
Canadian Red Cross Society (Manitoba Division)	290 700
Community Education Development Association	433 200
Marlene Street Tenant Advisory Council	65 000
CED Training Intermediary	20 831
Canadian Mental Health Association (Winnipeg Region)	294 300
CNIB (Manitoba and Saskatchewan Division)	389 150
Coalition of Community Based Youth Serving Agencies	150 053
Community Financial Counselling Service	199 500
Community Ownership Solutions	7 500
Community Unemployed Help Centre	143 500
Elizabeth Fry Society of Manitoba	140 000
Elmwood Community Resource Centre and Area Association	153 080
Elwick Village Centre	63 650
Esther House	13 000
Eyaa-Keen Centre	150 000
Family Centre of Winnipeg	768 200
Fetal Alcohol Family Association of Manitoba	40 000
Fort Garry Women's Resource Centre	143 095
Girl Guides of Canada (Three Areas of Winnipeg)	62 350
Good Neighbours Senior Centre	45 000
Graffiti Art Programming	49 700
Guid'Amies franco-manitobaines	2 900
Hospice and Palliative Care Manitoba	139 400
Independent Living Resource Centre	149 250
International Centre (Citizenship Council of Manitoba)	143 970
Jewish Child and Family Services	164 475
John Howard Society of Manitoba	148 155
Ka Ni Kanachihk	125 000
Kildonan Youth Activity Centre	55 948
Knowles Centre	68 340
The Laurel Centre	110 730
Learning Disabilities Association of Manitoba	110 300
Ma Mawi Wi Chi Itata Centre	230 775
Macdonald Youth Services	170 295
Main Street Project	140 350
Manitoba Interfaith Immigration Council (Welcome Place)	97 000
Maples Youth Activity Centre	50 000
Marymount	72 500
Manitoba Association of Rights and Liberties	51 100
Manitoba School Improvement Program	61 200
Meals on Wheels	59 450
Mediation Services: A Community Resource for Conflict Resolution	143 250
Mount Carmel Clinic	132 203
Multiple Sclerosis Society (Winnipeg Chapter)	121 000

Native Women's Transition Centre	131 112
Ndinawemaaganag Endaawaad	277 300
New Directions for Children, Youth, Adults and Families	96 550
New Life Ministries	27 000
North End Community Renewal Corporation	46 000
North End Women's Centre	138 822
North Point Douglas Women's Centre	60 000
Nor'West Co-op Community Health Centre	244 995
Ogijjita Pimatiswin Kinamatwin	79 233
Oyate Tipi Cumini Yape	51 000
Pluri-elles Manitoba	109 395
Pregnancy & Family Support Services	100 449
Rose and Max Rady Jewish Community Centre	258 000
Rainbow Resource Centre	70 000
Centre Renaissance Centre	61 404
Resource Assistance for Youth	100 000
Rossbrook House	304 184
Scouts Canada (Manitoba Division)	48 000
Scouts franco-manitobains	2 900
SEED Winnipeg	522 300
Sexuality Education Resource Centre	109 650
SMD Self Help Clearinghouse	96 145
SMD Services	986 800
CSI Summer Learning Enrichment Program	57 000
Social Planning Council	301 300
South Winnipeg Family Information Centre	44 350
Spence Neighbourhood Association	57 300
Teen Stop Jeunesse	166 911
Urban Circle Training Centre	32 895
Versatech Industries	36 000
Villa Rosa	331 495
Volunteer Manitoba	202 990
West Broadway Youth Outreach	95 333
West Central Community Program	98 300
West Central Women's Resource Centre	60 000
Wolseley Family Place	55 000
Women's Health Clinic	210 500
YMCA-YWCA of Winnipeg	475 450

TOTAL 2008 / 09 FUNDING	\$14 466 226
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Community Impact Measurement & Management
Community Indicators Initiative
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Poverty Reduction Strategy
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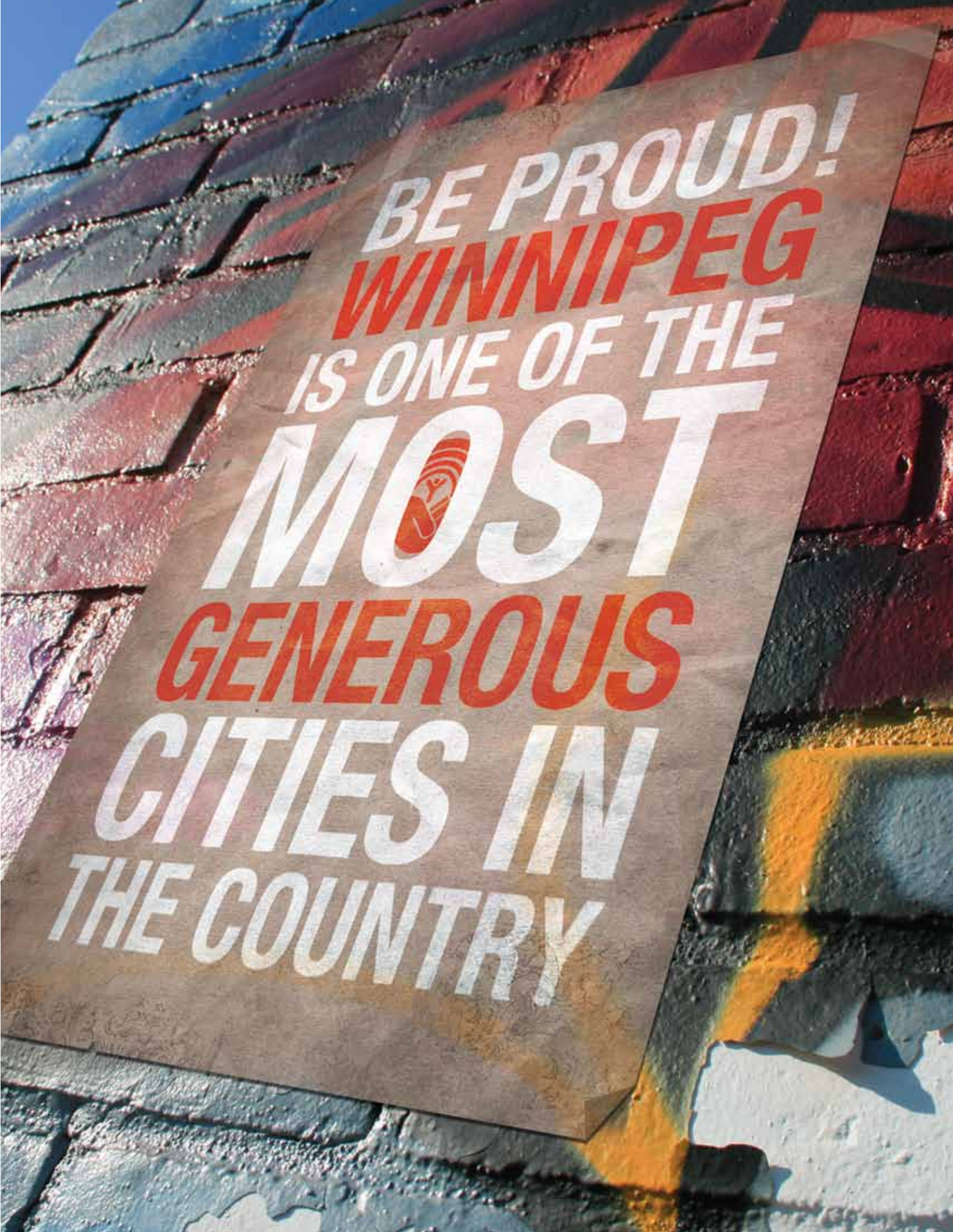
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United Way
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