



United Way
Winnipeg



CONNECTING
WITH **UNITED WAY**
A PICNIC FOR
YOUTH

STABILITY
FOR NEARLY
100 AGENCY PARTNERS

A **KOAT STORY**
TO **WARM THE**
HEART

LABOUR
UNITED
FOR **BETTER LIVES**

CREATING
OPPORTUNITIES

- A **CLEAN START** FOR HOARDERS
- GUIDING WINNIPEGGERS TO **FINANCIAL STABILITY**
- **CSI** – ON THE CASE OF **SUMMER LEARNING LOSS**

Featuring!

2009 / 10
TREASURER'S REPORT

FINANCIAL STATEMENTS

AGENCY PARTNER AND
UNITED WAY PROGRAMS
& PARTNERSHIPS FUNDING

EVERY DOLLAR

of your donation is invested **directly**
back into the community thanks to an
annual grant from the Province of Manitoba that
supports fundraising and administrative expenses.



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A **BRIGHTER** FUTURE

Winnipeg's spirit of community shines brighter than ever.

By any measure, this has been a remarkable year.

United Way provides stable, core funding to almost 100 agency partners in Winnipeg. It is this stable source of funding that allows our partners to focus on delivering critical programs and services in our community — and not worry whether funding (and by extension, programs) will be available next year.

The effects of 2008's economic uncertainty were still being felt into the fall of 2009 and threatened United Way's ability to meet these important obligations for the first time in recent memory. In the end, Winnipeggers demonstrated yet again that gloomy economic forecasts could not dampen their spirit, commitment or generosity. During our 2009 campaign, Winnipeg rallied to raise \$18.2 million, ensuring stability for our community precisely when it was needed most.

To me, United Way isn't so much an organization *for* people as it is an organization *of* people. It's based fundamentally on the idea that a community's greatest strength is derived from acting collectively. In this way, United Way is a vehicle through which people can translate their interests, compassion and generosity into a focused vision that achieves far more positive impact than any one person or organization could realize alone.

I see the results of this collective vision for a better community expressed not only through an unwavering commitment to stability, but through the relentless pursuit of innovation, continuous improvement and best practices.

This approach is reflected in the creation of Peg. A community-wide initiative, Peg will collect and analyze data to provide real, substantive insight on trends, build knowledge, inform decisions and find new ways we can work together to identify and resolve our most important social issues.

It's reflected in United Way's Community Impact Measurement and Management initiative, which focuses on developing United Way and our agency partners' abilities to identify and measure the real, long-term impact of programming. A pilot project, recently completed in partnership with the Coalition of Community-based Youth-serving Agencies, has already yielded data that demonstrates the incredible effectiveness and positive results our collective efforts are achieving.

It's reflected in United Way's new home on historic Main Street, made possible thanks to the vision and partnership of the provincial and federal governments, the City of Winnipeg,

ALLAN FINEBLIT, 2009 / 10
CHAIR, UNITED WAY BOARD
OF TRUSTEES.



CentreVenture, and a few long-time friends of United Way. Already, community organizations are booking the resources in the centre for innovation and learning. And in the incubation space, innovative programs are poised to hatch new ways of thinking about and working toward community change.

This annual report highlights a few of the many creative and collaborative ways Winnipeggers are realizing their vision for a better community through United Way.

Thank you for your part in ensuring the future of our city remains bright.

A handwritten signature in black ink, reading "Allan Fineblit".

Allan Fineblit

2009 / 10 CHAIR, UNITED WAY BOARD OF TRUSTEES



Invests here.
Without **you**, there would be no **way**.

AN OPEN DOOR POLICY

United Way's commitment to stable, sustained funding ensures programs and services continue providing hope and opportunity precisely when it's needed most

Linda Lalande was right in the middle of her presentation to 40 newcomers at the Filipino Centre when someone in the audience burst into tears.

"I thought, 'oh my goodness did I say something wrong?'"

After speaking with the woman, Lalande, executive director of the Immigrant Centre, a United Way agency partner, learned it wasn't anything she'd said.

The woman had immigrated with hopes of continuing her career as a pharmacist in Canada. Her family, who sponsored her relocation, had assured her she'd get any certification she'd need off the internet. In reality, however, there was far more to the process. She was feeling overwhelmed, lost and without hope.

"She came to our centre the very next day," says Lalande. "Our adult education officer talked about her current credentials and created a roadmap of the services she'd need to become a pharmacist here in Manitoba."

Like so many agencies, the Immigrant Centre is delivering more than services and support, they're providing hope. And these days, hope has never been

a more precious commodity, particularly for those already facing difficulties.

And whether it's family and relationship mediation, employment and financial counselling, or settlement services, support from United Way helps ensure an essential network of almost 100 agency partners continues to create hope, stability and opportunity precisely when it's needed most.

In a 2008 Environmental Scan, United Way reported that Manitoba's government expects 20,000 immigrants per year by 2016. Of these, 12 per cent will be refugees, fleeing instability and violence in their home countries.

As the largest settlement organization in the province, Lalande says the Immigrant Centre, along with Welcome Place, another United Way agency partner, are the only agencies providing settlement services.

They have to be able to plan ahead. Like many agencies, their revenues come from multiple sources. Lalande deals with 11 funders currently. Almost all of them are one-year contracts tied to specific projects.

While the one-year, single project funders are vital, multi-year agreements allow organizations to plan for the future, says Mark Titheridge, executive director



THE BEAUTY ABOUT UNITED WAY IS IT PROVIDES CORE FUNDING.

of West Central Community Program, a United Way agency that works to support the healthy growth of neighbourhood youth and their families.

“If you don’t know what your funding is going to be, or if it doesn’t come through, a three or five year strategic plan is out the window. The beauty about United Way is it provides core funding.”

Core funding not only allows for planning, it affords agencies the ability to attract and retain committed and qualified staff.

“It’s all about creating stability and opportunity. The big thing working with youth and families is relationships and trust. And if you’re constantly changing over staff, you’ll never make those relationships and build that trust.”

Titheridge also credits United Way’s support with helping him leverage other funding, further contributing to the organization’s permanence.

“I think it’s because of the good name

— that if you’re good enough for United Way to be funding you then you have some credibility. People are very aware of the accountability agencies are held to.”

That accountability is part of a rigorous review, evaluation and stewardship process that ensures donations to United Way are achieving maximum benefit. It’s part of an organizational mandate to expand from the role of simply funder, to that of community partner in the truest sense.

“United Way has really evolved to be far more collaborative,” says Titheridge. “Now there’s a whole process of sitting down and working out budgets and laying out and discussing what your needs are.”

Last year, United Way staff and volunteers spent 13,815 hours working directly with agency staff and boards, gaining an understanding of the organization’s mandate and goals, reviewing outcomes, and making recommendations for funding.

“The volunteers are so critical in

terms of what the decisions and outcomes are going to be,” says Richard Irish, chair of United Way’s community investment committee. “They ask tough questions when it’s warranted...of themselves and of staff. There’s an inherent check and balance mechanism between the agency liaison volunteers, the committee volunteers, the board volunteers and staff. It’s a very interesting dynamic that I haven’t really ever seen and I’ve done a lot of volunteering over the past 20 plus years.”

A testament to the process, Irish says his experience on United Way’s community investment committee has benefited his professional experience as vice president, community affairs and area marketing for Investors Group.

“It has actually helped us here because it’s provided us with some best practices in terms of community investment, in terms of the rigor in which we look at applications for support.” 🍷

GENEROUS CITY

MEET SOME OF THE PEOPLE AND ORGANIZATIONS WHO ARE MAKING **WINNIPEG** ONE OF CANADA'S MOST GENEROUS CITIES.

From first-time donors to long-time loyal supporters, Winnipeggers demonstrated extraordinary generosity throughout 2009, helping raise more than \$18.2 million for our community.

More importantly, Winnipeggers also demonstrated a generosity of spirit like no other — connecting with friends, neighbours and co-workers to help build a safer, stronger community and create opportunities for better lives for all of us.

LABOUR OF LOVE

Winnipeg's labour community continues to work hard to ensure stability for United Way's network of essential resources



Throughout 2009, ongoing economic uncertainty continued to create challenges for many in Winnipeg's labour community. And while private sector employees absorbed much of the impact, workers in the public sector were not immune, says Sandra Oakley, C.U.P.E.'s regional director for Manitoba. "We've had members whose families have been affected because their spouse works in the private sector and has lost their job, or is taking a partial layoff."

Since people who need support often turn to United Way agency partners, C.U.P.E. employees have seen the impact from a different perspective as well, Sandra says. "We represent a number of members who work in social service agencies that receive support from United Way. Day in and day out, they see the work done through the dollars provided to United Way. In some cases, those dollars pay for positions, so the work the agency does couldn't be done without United Way."

Whether as service providers or end users — "like anyone else, we have members who use the services of United Way agency partners" — union members recognize the vital role United Way plays in the

SANDRA OAKLEY, C.U.P.E.'S REGIONAL DIRECTOR FOR MANITOBA AND A SENIOR VOLUNTEER WITH UNITED WAY, SAYS SHE EXPECTS UNIONS WILL BE JUST AS GENEROUS IN 2010

community, Sandra says.

That's likely why last year, when United Way was facing a difficult time, Winnipeg's labour community was among those Winnipeggers who dug even deeper to ensure United Way's essential network of programs and services remains stable in 2010 and beyond.

"They understand that even a small amount contributed helps," says Sandra, whose own member base of nearly 22,000 responded with action. "I also think they understand, through their participation in their union, that being part of collective actions helps to find solutions."

Indeed, Winnipeg's labour community has a long history of working hard to find solutions and change lives in our community. In fact without labour, there would be no way — literally. United Way exists today because of a partnership between the Winnipeg Labour Council and Winnipeg Chamber of Commerce that began in 1965. Since then, United Way has been a source of pride and synergy for unionized and non-unionized workers alike.

Through annual United Way workplace campaigns, Sandra says "unions and employers have an opportunity outside the normal labour relations climate to recognize we have a lot more in common than we actually think. Ultimately, we all have an interest in ensuring a safe and welcoming community for everyone."

And that takes more than financial contributions, Sandra says. "It's also important for people to be actively involved so they can see what their donations are doing and fully understand what services United Way provides and why it's such an important part of the community." To that end, C.U.P.E.'s regional office is currently planning its very first Day of Caring.

Sandra says one thing that can always be counted on is labour's support for fellow Winnipeggers. "I anticipate we will find there are more union members and locals who will be willing to contribute and get involved in the United Way."

Thank you labour: for your determination, your loyalty, and your enduring commitment to lasting change and better lives. 



DAY OF 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 hundreds of volunteers from workplaces, schools and other organizations throughout Winnipeg participated in 95 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

UNION COUNSELLING

Judy Lavallee is committed to creating opportunities for a better life for nearly 3000 members of her union local and their families.

A unit clerk in adult emergency at the Health Sciences Centre and active union member for more than 22 years, Judy recently became a certified Union Counsellor. She graduated in April along with nearly 20 other participants from a variety of unions after completing all three levels of a United Way program delivered through the Canadian Labour Congress.

Now Judy is the go-to person for co-workers experiencing personal challenges related to addictions, financial management, stress, domestic violence and unemployment. Much of Judy's motivation comes from having to suffer her own experiences with domestic violence in silence. "I was in an abusive situation for 10 years," she says. "It was something you didn't talk about."

As a Union Counsellor, Judy is trained to encourage others to talk — not as a therapist, but as a vital link between workers with a problem and appropriate community resources. She is there to listen so

THE PROGRAM SHOWS YOU...WHAT YOU CAN DO FOR MEMBERS OF YOUR COMMUNITY

union members can safely and confidentially discuss concerns and get advice on how to proceed. Judy is also trained to act as a liaison between the union and the community and to promote more meaningful involvement between the two.

"The program shows you, not only what you can do for members of your union, but also what you can do for members of your community," she says.

"It's the best thing I've ever done," Judy says. "Since doing the United Way course, we've helped 10 people in my local get out of similar abusive situations; we've gotten them out of their homes and to safety. I think that's a great thing."

In their extraordinary support for United Way, Manitoba Public Insurance employees have found the perfect vehicle to express their generosity and community spirit

DRIVEN TO GIVE

SStandard, automatic — any way you look at it, generosity just seems to come naturally for Manitoba Public Insurance and its employees.

For a number of years, the non-profit crown corporation has been among the top 50 Winnipeg workplaces leading the community in support of lasting change and better lives through United Way's annual fundraising campaign.

With almost half its entire Winnipeg workforce participating, it's no accident MPI campaigns have been so successful. "Employees recognize that all the good work United Way is doing is also enriching their lives and their neighbourhoods," says Jo-Ann Trudeau, a case manager in MPI's injury department and co-chair of the organization's workplace campaign for two years running.

Last year alone, through a combination of employee pledges, special events and corporate donations, MPI raised more than \$290,000 for United Way. "Particularly in 2009, it was really important that we continued our support," says Marilyn McLaren, MPI's president and CEO, pointing to heightened reliance on United Way's essential network of social programs and resources.

Adopting the campaign theme, 'Who are the agencies in our neighbourhood?' MPI's goal in 2009 was to make employees aware that United Way's impact reaches into every corner of the city. "We took the step of identifying agencies that are near each one of our Winnipeg service offices," says McLaren. "We're trying to really help our staff have a better idea of how United Way makes a difference in their own communities." The approach involved a number of agency tours, allowing employees to actually see their donations at work.

Led by Trudeau and co-chair Dave Chimuk, close to 350 employees were directly involved in steering MPI's United Way activities last year. "We have a huge employee base of volunteerism," says MaryAnn Kempe, VP of community and corporate relations. "It has a lot to do with what we do for a living; we're very customer-focused; we're about giving back to Manitobans and you see that in all parts of their lives."

MARILYN MCLAREN, JO-ANN TRUDEAU, AND MARYANN KEMPE (L TO R) SAY EMPLOYEES ARE THE DRIVING FORCE BEHIND MPI'S UNITED WAY CAMPAIGNS

THANK YOU GOLFERS & SPONSORS!

IN 2009

38 TEAMS 152 GOLFERS

**\$70,590
RAISED!**

17TH ANNUAL
UNITED WAY OF WINNIPEG
GOLF TOURNAMENT



Of several memorable moments in 2009, including multiple Days of Caring, Trudeau says the pinnacle would have to be standing atop a mountain of denim collected during MPI's official campaign kickoff last October. "We collected between 7000 and 8000 pairs of jeans which we donated to 13 United Way agencies."

For their creativity, energy and enthusiasm, Trudeau and Chimuk were honoured with the Employee Campaign Chair Award during United Way's 2009 Celebration this past January. Their campaign was also chosen as one of three finalists for Best in Show, based on the tremendous spirit demonstrated throughout.

Corporately, MPI earned Quantum Leap status in 2009 for increasing their donation by at least 25 per cent and a minimum of \$1000. The organization also has the distinction of being one of United Way's Platinum Community Builders (for corporate donations between \$100,000 and \$199,999). In 2002, United Way named MPI a Corporate Cornerstone among its most loyal supporters.

"Corporate support for the United Way campaign is one of the easier decisions we have to make," says McLaren, "because of the governance and oversight United Way provides. We have to be very confident we're investing our ratepayers dollars wisely and with United Way, we have that assurance."

A leader and Corporate Pacesetter, MPI has already pledged support for United Way's 2010 campaign — well in advance of the official kickoff in September. MPI will also match employee donations dollar for dollar.

Among their goals for 2010, Trudeau says emphasis will be on capturing the unique spirit of United Way by demonstrating how each employee's individual gifts contribute to the greater good. Plans are underway for an auction that will give employees an opportunity to bid for one another's time, talents and treasures. So someone with a talent for gardening can auction their services for a day, while another may offer a weekend stay at their cottage or a unique collection they've outgrown.

"I want to get everyone involved," says Trudeau, whose enthusiasm appears never to slow. "We're an excellent team and our campaign will continue to thrive year after year." 



**It's good to
put things
together.**

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!

**BUILDING
BLOCKS** let's get
together!

[www.UnitedWayWinnipeg.mb.ca/
BuildingBlocks](http://www.UnitedWayWinnipeg.mb.ca/BuildingBlocks)

By teaching their daughter Hannah about giving back, Rebecca Friesen and Kevin Dick are building a legacy of generosity in our community

ALL IN THE FAMILY



At the age of five, Hannah Friesen already understands and appreciates the value of sharing and caring for others.

Two years ago amid a busy holiday season in Winnipeg, parents Rebecca Friesen and Kevin Dick brought Hannah to United Way's offices on Donald and Stradbrook to personally deliver a very special gift — the family's first donation.

At a time of year when children are often preoccupied by what they might receive, the couple wanted Hannah to recognize the value of giving. "She was only three-and-a-half when we took her," says Rebecca. "We didn't know how much...but we knew she would get something out of it. We just think it's important to teach Hannah to share what you have and help if you can."

The decision to donate followed the year-end success of Kevin's new business trading and processing specialty crops for market. "The first year was a good one so Rebecca and I said we need to give back."

HANNAH FRIESEN, WITH TEDDY AND PARENTS REBECCA AND KEVIN, SAYS GIVING "MAKES ME FEEL GOOD." EVENTUALLY, AS HANNAH GETS OLDER AND CAN BE INVOLVED HERSELF, THE FAMILY HOPES TO BECOME ACTIVE AS VOLUNTEERS.

Rebecca set about researching a number of options. “We wanted to give back to the community we live in,” she says. Kevin agrees: “That was first and foremost.”

“We wanted our donation to go to grassroots programs that help people by educating them and giving them skills,” says Rebecca.

Based on the couple’s criteria, United Way ranked high on the list “because it impacts so many different people and it’s all local,” says Kevin. “And I think it’s a big plus that 100 per cent of our donation goes to the community and not administrative expenses.”

While Kevin had some experience with United Way through a former workplace campaign where he was involved as a volunteer, the couple wanted to learn more. “We wanted Hannah to understand what we were doing,” says Kevin. “We also wanted to make sure we fully understood where the money was going.”

“We wanted to do more than just give money — we wanted to develop a relationship,” says Rebecca.

Following their initial meeting and tour, the couple knew they had made the right decision. “United Way is doing a lot of things right,” says Kevin. “We know the good United Way is doing. It gives us a very good feeling.”

In the spirit of the season, an annual visit to United Way appears to be turning into a holiday tradition for the family. In December 2009, Kevin, Rebecca and Hannah returned with a second gift.

Still, Kevin and Rebecca remain modest. “We’re just two regular people,” says Kevin. “We’ve had a few good years of business and we like to share our good fortune with others. And we both believe in karma: do good things, good things will happen to you.”

“And if we can inspire other people to do the same, that’s great,” says Kevin, who advocates “give what you can.”

It appears the lesson has not been lost on Hannah, whose parents are already seeing the impact. Recently, while helping Rebecca’s parents clean out their farm, Hannah came across a jar of coins her mother once kept as a piggy bank. Rather than spend it on something for herself, Hannah chose to donate the money. “It makes me feel good,” says Hannah. 🍀

[NEW SUPPORT]



ANA COOGAN IS ONE OF 560 VOLUNTEERS HELPING WINNIPEGGERS LIVING IN LOW INCOME SITUATIONS ACCESS FEDERAL AND PROVINCIAL TAX CREDITS

RELIEF AT A TAXING TIME OF YEAR

Winnipeggers living in low income situations can count on a little extra support thanks to a unique program supported by United Way.

Delivered in partnership with Canada Revenue Agency (CRA), the Community Volunteer Income Tax Program offers free income tax preparation to Manitobans with individual incomes under \$25,000 or family incomes under \$35,000 with no other business or investment income.

“This program plays a vital role assisting people in accessing much needed income and encourages many - who might not otherwise do so - to file their tax return,” says John Silver, executive director of Community Financial Counselling Services, a United Way agency partner.

The benefits of this no-charge service are twofold. Many clients utilizing this service are wholly dependent on federal tax credits such as the Canada child tax benefit, GST/HST credit, child disability benefit, working income tax benefit and Old Age Security benefits — all realized only after filing a tax return. In addition, the service allows clients to file their provincial tax information and become eligible for provincial tax credits and benefits.

“Many of the individuals we see depend on social credits and benefits they can only receive by filing a tax return. The money they receive as a result is essential for them to buy groceries, school supplies, prescription medication, transportation and winter

clothing,” says Terry Roulette, the program’s coordinator at Canada Revenue Agency.

From March through to the end of April 2009, 560 CRA trained volunteers provided in-person or drop-off tax preparation at 195 locations across Manitoba, including 35 sites throughout Winnipeg.

The volunteers prepared almost 22,000 tax returns which Silver estimates equalled close to \$14,000,000 in tax returns and credits refunded to Manitobans living in low income situations.

“United Way is so pleased to support this much-needed financial program in Winnipeg,” says Richard Irish, chair of United Way’s community investment committee. “The Community Volunteer Income Tax Program is strongly aligned with United Way’s focus on promoting financial stability and independence.”



Way To **RUN** With It

More young people than ever are getting involved in our community through United Way's youth engagement strategy

STUDENT COMMUNITY SERVICE AWARD

Last year, 52 grade 11 students were recognized by United Way for making significant volunteer contributions to our community.

YOUTH DAY OF CARING

In May 2010, over 140 students from 19 high schools united their efforts to make a visible and valuable difference in the William Whyte neighbourhood. Over the past five years more than 600 young people have worked together to make Winnipeg a better place through this annual event.



YOUTH LEADERS IN ACTION

Over the past four years, United Way youth volunteers have granted a total of \$8000 in scholarships to 16 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 \$138,000 in grants, resulting in a total of 163 youth-driven projects aimed at addressing specific needs within schools and neighbourhoods.

THINK ABOUT IT!

Everyone is welcome to participate in Urban Exchange—a dynamic, two-way conversation between Winnipeggers and United Way. It's an excellent opportunity for you to contribute thoughts and ideas that help make Winnipeg a better city for all of us.

In 2009/10, we asked Urban Exchange panellists to do a lot of thinking about poverty.

Last spring, in our survey entitled *Poverty: Insight and Ideas*, respondents were asked to define poverty. The question was open-ended so they could define it in any way they pleased.

The responses—organized in a report called *Poverty in Sight: A Winnipeg Perspective*—were varied and it was interesting to see how different people

perceive this complex issue. The report was sent out to panellists, decision makers and other community members to help inform them about what people are saying about poverty in Winnipeg.

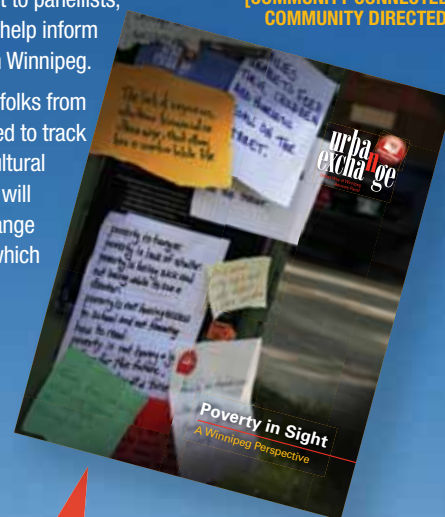
More recently, Urban Exchange teamed up with the folks from Peg—a community indicators system that will be used to track progress on social, economic, environmental and cultural issues here in Winnipeg. Peg's first set of indicators will help measure poverty in Winnipeg, and Urban Exchange panellists were asked to share their opinion about which indicators to focus on.

More than 500 people responded to the question.

What topped the list? Affordable housing and the ability to afford the basics were at the top of most respondent's minds, followed by income, education, employment and health measures.

Thank you to all Urban Exchange panellists who continue to weigh in on issues that matter.

[COMMUNITY CONNECTED,
COMMUNITY DIRECTED]



WINNIPEGGERS' RESPONSE TO LATEST SURVEY PUTS POVERTY IN PERSPECTIVE





A WAY TO LEARN FROM ONE ANOTHER

United Way is creating opportunities for 19 Winnipeg organizations that work with youth to connect and share resources through the **Coalition of Community-based Youth-serving Agencies**.

Last year, coalition members participated in a pilot project to measure the impact of after school programs for youth. In a report released in November 2009, coalition members indicated early results are favourable, suggesting kids who participate in programs during the critical hours when they are not in school behave better, learn better and do better socially and academically.

87% of kids reported an increase in academic performance as a result of participation in after school programming. 83% demonstrated a more positive attitude toward school.*

*Having a Positive Impact on Youth: a report on program outcomes collected by members of the Coalition of Community-based Youth-serving Agencies, November 2009.

[VOLUNTEERS]

Do you have an
inspiring
story to tell?

Call **477-5360**
for information
on how to join
more than



United Way
Winnipeg

75

dynamic volunteers
on United Way's
Speakers' Bureau.



[PARTNERS]

A WAY TO **INSPIRE** BELONGING

A city where everyone belongs: that's the goal for the Winnipeg Poverty Reduction Council (WPRC). Founded and supported by United Way of Winnipeg, the WPRC is a way for people and organizations from all sectors of our city to connect and work together to reduce poverty in our community.

Guided by its Framework for Action, the council is steadily forging ahead toward a sustained and community-wide approach to addressing one of our city's most challenging social issues.

a city where
everyone
belongs



A KOAT TALE

THE DIFFERENCE ONE COAT CAN MAKE



IN HIS APPRECIATION FOR KOATS FOR KIDS, PRINCIPAL KEVIN MACKAY WEARS HIS HEART ON HIS SLEEVE.

It was in November 2009, when the weather in Winnipeg turned characteristically cold after a particularly pleasant fall, that staff at John G. Stewart middle school noticed another troubling turn.

A young grade 8 student who, up until then, had been attending on a regular basis, suddenly began showing up late or not at all.

"He had been having a tremendous school year," recalls Principal

Kevin Mackay. "Then we started to notice his attendance dropping off. [Staff] recognized that on those cold days he was coming wearing three hooded sweaters and after school he would hang around until the last minute before running down the driveway to catch the transit bus."

Further investigation revealed the student was no longer living with his mom, but rather an older sister who wouldn't have the means to afford winter clothing.

Having heard about United

Way's Koats for Kids program and knowing a second student in need of warm winter outerwear, the principal called and was pleasantly surprised by his initial encounter: "Not only was it parkas, it was mitts and toques and a scarf for really cold weather."

After waiting two days for the student to return from another cold snap, Principal Mackay chose the end of the day, when there would be less chance of making a scene, to give the student his coat. His reaction made it worth the wait.

"I called him in my office and held up the two jackets and said, 'which one would you prefer?' He picked the red jacket and he quite liked it and he reached in the sleeve and pulled out mitts, and the smile on his face was instant. [It was] like life was going to change for him.

"Now we had a student coming first thing in the morning, getting here warm with his mitts and his jacket and being able to fulfill a full school day."

In fact, the student went on to achieve the school's attendance award for four weeks straight. "So for that child, what a difference that one coat made," says Mackay. "It allowed him to fulfill his full school day and do really well in school so we're just super pumped about that, and I can't thank the people of Koats for Kids enough for making that possible for our student."

Indeed, "for a kid, a coat is so much more than a piece of clothing," said CTV's Sylvia Kuzyk at the launch of Koats for Kids' 21st season in October 2009. "It's a chance to build friendships while building a snow fort. It's the difference between watching through a window and being there among your friends — just being a kid."

Kuzyk and fellow Koats for Kids spokespeople Laurie Mustard and Don Percy presided over an official "mitten cutting" ceremony at the new Koats for Kids Centre at 3172 Portage Ave.

The centre, generously provided by the City of Winnipeg for \$1/year, allows plenty of room for

more Winnipeggers to get involved and get more winter outerwear out to the families who need it.

With help from a number of volunteers — including Investor's Group and Ceridian who each participated in a Day of Caring to get the new centre up and running, as well as students from Charleswood School who held a clothing drive and helped sort donations — Koats for Kids collected and distributed close to 10,500 articles of winter clothing in 2009/10.

Winnipeg retailer Greg's Custom Sled was happy to help with a generous donation of brand new jackets worth over \$29,000. "[Having a jacket] is something that's often taken for granted," says owner Lisa Litke, who doesn't have to go further than her own showroom whenever she needs a new coat. So when Lisa and husband Greg found themselves with excess inventory last year, they contacted HOT103 morning host Ace Burpee. "I emailed him and said 'hey, I've got all these jackets — where do I send them?' He emailed back and said 'my friends at United Way.'"

"I like to give presents so it feels pretty good," says Lisa. "I'm just happy to know someone enjoyed a warm jacket for the winter."

As part of United Way's commitment to helping children and youth achieve their potential, Koats for Kids has been warming kids up for success in school and life since 1989. In that time, more than 146,000 articles of new and gently used winter outerwear have been collected and distributed free of charge to thousands of Winnipeg children and their families.

Koats for Kids is a partnership between United Way of Winnipeg, CTV, Winnipeg Sun, 1290 CFRW, Perth's, Winnipeg Fire Paramedic Service and AMJ Campbell Van Lines.

Thanks to all our generous donors, partners and volunteers who have helped make Koats for Kids a valuable resource in our community. Watch for the launch of Koats for Kids' 22nd season in September 2010. 📍



EVERY KID DESERVES A CHANCE TO PLAY

As the official non-profit partner of **Play On!** United Way is giving kids the tools and confidence they need to achieve goals in front of the net, in school and in life.



A GENERATION APART

[VOLUNTEERS]

GenNext offers young business and community leaders (often with demanding schedules due to career and family) flexible opportunities to make a difference in our city. Red October—the annual GenNext kickoff—highlighted a variety of ways to get involved.

For the second year in a row, GenNext teamed up with Fort Garry Women's Resource Centre for a special holiday Day of Caring. In May, over 30 GenNext volunteers joined Nor'West Co-op Community Health Centre, Boys and Girls Clubs and more than 65 Gilbert Park residents for the third annual neighbourhood clean-up and barbeque.

"GenNext volunteers are young leaders on the threshold of inheriting our community, who want to have a role in making it better and stronger for all of us," said Sam Pellettieri, GenNext Chair. "If you are aged 25-40 and passionate about your community, I encourage you to join GenNext!"

Call 477-5360 or visit www.UnitedWayWinnipeg.mb.ca

CORY MOHR FROM NOR'WEST CO-OP COMMUNITY HEALTH CENTRE INSPIRES COMMUNITY CONNECTIONS AT GENNEXT'S RED OCTOBER

DIVERSITY ON THE MENU

Winnipeggers' support for United Way is a vital ingredient in this recipe for success

Food. It's a basic human need. It can range in form and function from humble to high art. And thanks to a unique partnership between United Way, agency partner SEED Winnipeg and the University of Winnipeg Community Renewal Corporation, it's creating opportunities for a diverse group of Canadians to carve out a new life for themselves in Winnipeg.

"Many new immigrants have a dream of opening a restaurant or a catering business," says Carinna Rosales, director of business development services at SEED Winnipeg. "But what's often missing is the understanding of how business is done in Canada or the rules and regulations about food service."

So when the University of Winnipeg was looking to replace its existing food service provider and do something that had a local benefit, a partnership with SEED fit like two peas in a pod.

"This was a chance to provide a training ground and meaningful employment to a segment of the population that is often under-valued," says Rosales. "Creating Diversity meant creating opportunities."

The goal was not only providing food for thought for University of Winnipeg students, but helping low income individuals from the surrounding community develop

career skills, earn a living wage and learn about the varied cultures of the campus and surrounding neighbourhood.

Kirsten Godbout, general manager of Bread and Circuses, and Ben Kramer, head chef of Dandelion Eatery, were hired as consultants. It proved such an appetizing idea that the duo ditched their posts to lead Diversity Food Services into operation just as classes commenced last August.

Diversity operates three locations on campus, including a coffee shop and small restaurant on the university's upper floors. Pan-gea's Kitchen, the main cafeteria, symbolizes the global/local focus.

"We've got people working with us from the Philippines, Sudan, Taiwan, Burma, Cuba, Muldovia, the Ukraine, Scotland, El Salvador, and Canadians including Metis and Aboriginal," says Godbout, manager of food operations and catering. "All bring ideas and gifts from their home country while learning what it takes to work in food services."

As part of the training, Diversity staff receive certification in three areas—safe food handling, responsible alcohol service and customer service—credentials that can open doors to careers in food service anywhere. As well as hands-on experience in the kitchens or managing cash and customers, there are social benefits too.

"The most important thing for me was joining the workforce again," says Eloisa DeVera who spent five of the seven years she's been in Canada raising three children. "I've learned about different cultures — how to properly greet them, what kind of food they eat. I feel more confident now than before, because before I was just staying at home."

Nancy Magbanua is from the Philippines. She was working two jobs to provide for her children and send money back



FROM LEFT: **NANCY MAGBANUA** LEARNS FOOD PREP FROM DIVERSITY'S CHEF DE CUISINE **ARON EPP** WHILE **NAOMI GOERTZEN**, FRONT OF HOUSE MANAGER TEACHES **ELOISA DEVERA** THE BASICS OF THE HOSPITALITY BUSINESS.

home to her family. When she was laid off from her manufacturing job last year, she saw the opportunity for a career change.

"Food is a passion for me. Even when I was young, I loved to cook. My friends would make all kinds of dishes, like Chinese, and I would watch them and learn." Now she's exposed to a world of cultural influence. "I'm going to learn a lot of things from here, and I'm very happy about it."

Already the support, skills and confidence gained has encouraged some participants to explore ventures of their own. One is writing a business proposal for her own food related enterprise. Kramer has been dispensing advice on pricing and vendors.

SEED also helped Sudanese participants working in the Diversity kitchens launch their own catering company. Kramer mentored them on pricing, portioning and transportation.

Participants aren't the only ones learning. Godbout says it's opened her eyes to the immigrant experience and humbled her.

"It makes you take things less for granted. You're standing next to somebody who lived in a refugee camp for 15 years and is working to sponsor their husband to join them in Canada. They're a remarkable group of people who can make a dollar stretch further than I can...as if it was made out of elastic," she chuckles.

Although only in its first year, Diversity already plans to expand. They've just launched a catering service and will support a fourth restaurant in the university's new science building next year.

They'll also test their culinary capacity in August when the campus hosts the Aboriginal pavilion for Winnipeg's world-famous multicultural celebration Folklorama.

Godbout couldn't be more enthusiastic about the success, and potential for the enterprise, but is quick to recognize that none of it would have been possible without Winnipeggers' generous support for United Way.

"When you sit down and eat together, you're saying that we are friends...you are important to me," she says. "Breaking bread together, that's how you create community." 🍷

RESPECT FOR OUR ROOTS

Guided by the Aboriginal Relations Council, the Aboriginal Relations Strategy is focused on enhancing and building relationships, knowledge and capacity between and within the Aboriginal community, United Way and the community at large.

During 2009/10, production was nearly completed on the second edition of *Eagle's Eye View* — an environmental scan of the Aboriginal (First Nation, Inuit and Metis) population in Winnipeg providing a holistic, inclusive and integrated body of information. A June 2010 launch of the document is planned.

A survey was completed entitled *Building Knowledge: Engaging Aboriginal People Through Research*. The Aboriginal community's knowledge levels, opinions and perceptions of United Way of Winnipeg was collected through the survey.

In partnership with the Circle on Aboriginal Grant-making in Canada, United Way is leading efforts to produce a research paper entitled: *Aboriginal Philanthropy in Canada: A Foundation for Understanding*. The goal is to provide an overview of data, stories, perceptions, grant-making models, and new opportunities and ways of thinking related to Aboriginal-focused philanthropy.



ARTWORK BY CODY STARR



Look for the upcoming launch of

EAGLE'S EYE VIEW SECOND EDITION

June 23, 2010

Call 477-5360 for details





THIS FULL HOUSE

United Way support for Canada's first ever hoarding program is helping Winnipeg seniors stay safe in their homes and connected to the community

“[THIS FULL HOUSE] SAVED MY LIFE. AT ONE TIME I DIDN'T CARE ABOUT MYSELF BUT NOW I HAVE MY LIFE BACK. THIS IS THE FIRST TIME IN FIVE YEARS I HAVE HAD A HOME.” SHIRLEY

Before the complex issue of hoarding became the subject of news headlines and reality television, United Way of Winnipeg has supported a one-of-a-kind program that assists seniors whose behaviour and living conditions threaten personal safety, isolation and eviction.

Age & Opportunity's This Full House program – in operation since 2005 – is incredibly innovative, says CEO Amanda Macrae. “There was nothing else like it in Canada...and there's a huge need for it,” she says – a need identified by a number of stakeholders including Winnipeg's fire and health departments, tenants, landlords and Manitoba Housing.

One reason hoarding has become such a buzzword is the number of media reports linking house



“WE HAVE AN AGING POPULATION AND WE’RE GOING TO SEE MORE INSTANCES OF HOARDING BEHAVIOUR NO MATTER WHAT, SO THE DEMAND WILL GROW.” AMANDA MACRAE, AGE & OPPORTUNITY

fires, injuries and even deaths to the behaviour, says Macrae. “That’s hoarding gone to the extreme and exactly what we’re trying to prevent with this program.”

And while hoarding can impact every age and demographic, the behaviour is often associated with seniors 55 and older, says Macrae. This is also the time when homecare and other agencies begin getting involved, going into these homes and bringing what can be a very secretive issue to light.

A recent presentation by the Obsessive Compulsive Disorder (OCD) Centre of Manitoba pointed to a survey of elderly hoarders that found hoarding constituted a physical health threat in 81 per cent of identified cases. This included fire hazard, falling, unsanitary conditions and inability to prepare food. Between 25 and 40 per cent of people with OCD are compulsive hoarders.

Hoarding can present a significant health risk to others as well, says Stacey Miller, community services manager at Age & Opportunity. “You can imagine how it impacts your neighbours or the children living next door if the situation is severe.” In an apartment, this often leads to an eviction notice, says Macrae. “You’ve got to clean up to stay.”

Not to mention the isolation people may experience when they’re hoarding, says Miller. “They haven’t had people over in 20 years and they just don’t mingle because of what they’re trying to hide.” This can also damage personal relationships and lead to anxiety, depression and broken families.

This Full House exists to keep seniors in their homes and out of danger, while reconnecting them to the wider community. As a result of the program, clients are also able to access home services previously denied because of the potential danger to providers. “It’s a huge impact,” says Miller.

“We average about 100 new refer-

als a year...probably just a small portion of what’s really out there,” says Miller. “The carryover (from previous years) is about 350. We get individuals calling, we get family members, fire, health, police, homecare – all types of referrals.”

From the initial assessment, to clean-up, counselling, advocacy and follow-up maintenance, staff social workers provide support every step of the way. “Often, people don’t have insight into [their behaviour],” says Miller. “They might not

understand why they’re being evicted or why people see a problem with how they’re living. The social worker shows them the health risks, the safety risks and works through that with them.”

Building trust with hoarding clients is key, says Miller: “Some people haven’t had anybody in their place for over 25 years so that’s a huge step, even just to let somebody in the door.”

Hoarding programs on television both help and hurt the cause, says Miller. “They draw attention to the problem and people see they’re not alone. On the other hand, people have an expectation that our staff would go in and clean everything in a weekend and the issue would be resolved like it is in an hour-long show.”

On the contrary, “It’s about readiness to let go of some of these things; trying to understand maybe why you find value in an empty cardboard tissue box,” says Macrae. “Otherwise, you’re not going to create any sort of sustainable change. That’s why it’s so important for clients to be on board. Unless you’re willing to meet halfway or do some hard work, it’s not going to have long-term results that are going to be beneficial for everybody.”

In terms of results, the best way to measure success is in the number of evictions avoided, says Miller. “In the past year, I think in all situations, we’ve avoided eviction.”

Even just making it possible for healthcare and other service providers to re-enter the home is a significant step, says Miller. “We had one client who needed eye drops so badly, it was going to impact her sight, but homecare couldn’t go in. That’s huge. So we did work with that situation and got [homecare] in there in time.”

“Our partners and other agencies have told us if Age & Opportunity didn’t offer programs like This Full House, they wouldn’t know where to refer people or what to do,” adds Macrae. They wouldn’t have anywhere to go.” 📞

ESSENTIAL STRATEGIES

CREATING OPPORTUNITIES FOR SAFER, HEALTHIER NEIGHBOURHOODS & INDIVIDUAL WELLNESS

Our quality of life is significantly affected by the health of our neighbourhoods and the well-being of individuals. That’s why United Way of Winnipeg is currently investing \$9.3 million in health and wellness, parenting and social programs and strategies that give people the tools and knowledge to take care of themselves, their families and their community.

In 2009, close to 7000 new Canadians accessed United Way supported programs and services designed to ease the transition to their new home in Winnipeg and inspire a sense of belonging. As well, thousands of individuals affected by disabilities, addictions, violence and intolerance were able to gain access to meaningful supports and connect with one another to address common issues and challenges.

HOARDING is defined as the acquisition of, and inability to discard worthless items even though they appear (to others) to have no value. Living spaces are sufficiently cluttered so as to preclude activities for which those spaces were designed; and there is significant distress or impairment of functioning caused by the clutter.

STRINI REDDY WITH SOME ENTHUSIASTIC
COMMUNITY SCHOOLS INVESTIGATORS.



IT TAKES A VILLAGE TO RAISE A CHILD

An innovative program creating opportunities for inner city youth to succeed in school and life, echoes age old wisdom

STUDIES HAVE SHOWN THAT KIDS WHO DON'T SUCCEED IN SCHOOL ARE MORE LIKELY TO ACCESS WELFARE AND UNEMPLOYMENT INSURANCE, EXPERIENCE PHYSICAL AND MENTAL HEALTH PROBLEMS, ENGAGE IN ILLEGAL ACTIVITIES, AND GROW UP TO BECOME PARENTS WHOSE CHILDREN ARE AT RISK OF REPEATING THE CYCLE.¹

¹ www.child-encyclopedia.com/documents/VitaroANGxp_rev.pdf.

Six years ago, two retired educators, Strini Reddy and Karen Botting, took on the case of low graduation rates in Winnipeg's inner city. They set out to solve the issue of summer learning loss, the tendency for children to lose literacy and numeracy skills during the break.

"These children often fall further behind over the long summer period because their families cannot provide them with a range of stimulating activities," says Reddy. "Program fees, location and transportation all serve as powerful barriers. Reading abilities and math skills suffer in particular, widening the gap between them and their peers."

The duo developed a framework for the Summer Learning Enrichment Program. The goal was not only to create learning opportunities for inner-city kids, but to do so in a fun and engaging way.

"We didn't want children to feel like they were going back to school in the summer," says Reddy. "We wanted to do something in a camp-like environment but at the same time make no apologies for the fact that we were going to address the issue of academics."

Launched in 2005, the program runs daily for five weeks during July and August. Children start with a healthy breakfast followed by two hours of math and science activities. After lunch (and recess) students participate in sports, arts, community walks, and field trips which have included visits to the Manitoba Museum, Children's Museum, and University of Winnipeg science labs.

"Children are encouraged to find out what's in their community," says Reddy. "It's important for the kids to see the community as a positive place."

Exploring the neighbourhood and conducting experiments, the students likened themselves to the characters on the popular television show CSI. They nicknamed the program in its honour and changed the acronym to Community Schools Investigators. The name stuck.

As much as the program is structured for children, Reddy says parental involvement has been an important element in the program's success. Staff actively build a rapport with parents and invite them to family literacy events.

They're also invited to a free session for advice on investing the \$400 Bright Futures bursary students receive if they complete the program with 70% participation. Last year nearly 340 children

qualified and it's expected the number will increase in 2010.

"We're not only able to build the assets of the parents in financial matters, but strengthen the parents' commitment to their children's long-term education," says Reddy.

The assets aren't just financial. Parents report that kids are reading at home. Language and math tests show, with few exceptions, no evidence of summer learning loss, some kids actually improving. And when they return to school in September, teachers say CSI kids are more focused and ready to learn.

Since the program's launch, the Social Planning Council of Winnipeg, a United

Way agency partner with a mandate to incubate new initiatives, has provided financial oversight and administrative support. It's given Reddy and Botting time to build support and find a permanent home.

"We bided our time and that worked wonderfully because in the meantime United Way came on board as well as private donors."

Today the program represents a growing partnership between government, schools, universities, community agencies, residents and parents.

"Anybody we've sat down with sees how this fits in the total plan of advancing the agenda of getting our children a good education."

It's a holistic model of education which echoes the old adage: it takes a village to raise a child.

"What we're trying to do here is create the kind of village that is capable of raising the child. We create partnerships and links. We make sure we're working in collaboration with other agencies and programs."

Agencies like Boys and Girls Clubs, with support from United Way, provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life. Seeing as clubs were already located in some CSI schools, Reddy says it was natural for them to organize recreation activities for the kids.

That relationship will grow this year. Boys and Girls Clubs has become a permanent home for CSI and will oversee its expansion to two new sites, and a total capacity of 600 children.

Concluding his two-year term as president of the youth-serving organization, it's a homecoming of sorts for Reddy.

"While this is a significant addition to our work, the goals of the CSI program fit very well with the mandate of the Boys and Girls Club. Without the Social Planning Council and United Way we'd never have got this program to where it is. And now we are doubly fortunate because we have an agency that will maintain that same high level of service for these children and families." 📢

ESSENTIAL STRATEGIES

HELPING CHILDREN & YOUTH ACHIEVE THEIR POTENTIAL



All kids need positive role models and healthy activities to help them succeed in school and life. That's why right now in Winnipeg, \$3.54 million from your gifts to United Way support mentoring and after school programs like CSI, that nurture self-esteem and confidence, promote positive behavior and inspire a sense of belonging.

In October, United Way committed \$100,000 to children and youth for a new multi-service wellness and recreation centre in Winnipeg's North End.

Additionally, United Way is creating opportunities for agency partners that work with youth to connect and learn from one another through the Coalition of Community-based Youth-serving Agencies. Coalition members participated in a pilot project to measure the impact of several after school programs that receive core funding from United Way.

Already project outcomes suggest kids who participate in these programs during the critical hours when they aren't in school behave better, learn better and do better socially and academically.

OUTDOOR AD-VENTURE

Leaving his wild life behind him, Trenton Smith is turning his passion for the wilderness into a full-time career with help from the Manitoba Eco-Guiding Enterprise.



GIVE A MAN A FISH AND FEED HIM FOR A DAY. TEACH A MAN TO FISH AND FEED HIM FOR A LIFETIME.
—CHINESE PROVERB

It took a one-year sentence at Milner Ridge Correctional Centre to make Trenton Smith, 26, see he was headed down the wrong path.

"I got involved in [dealing drugs] as a teenager," Trenton says. "I grew into it with my cousins. Once I stopped going to school, I moved in with them and started doing stuff I shouldn't have been doing and ended up in jail...that's when I realized it wasn't for me."

As it turns out, the key to a brighter future for Trenton lay in his talent for guiding others down the right path. And as fate would have it, Trenton's release coincided with the start of a new pilot project that was training participants as professional wilderness guides.

Trenton was hooked. He applied and was accepted into the Manitoba Eco-Guiding Enterprise — a program developed and delivered through SEED Winnipeg with support from United Way.

"I like the outdoors...I did lots of fishing as a kid," Trenton says. What he hadn't done until then was maintain a steady job or stable income. "I left school after grade 10...I've had jobs here and there but I've never kept them."

Since September 2009, Trenton has been earning \$9/hour working 35 hours/week as an eco-guiding participant. The stipend helps supplement the cost of groceries, rent and other living expenses. For Trenton, the opportunity to earn a living while training for a career doing something he loves was just

the incentive he needed to commit like never before. "It's something I really wanted to do."

Along with 14 other full time participants, Trenton has spent the past 10 months in the classroom and wilderness, earning no less than 13 certifications. But rather than simply learning to fish and hunt, students are also learning to run businesses, says program manager Brad Franck.

The goal is to create meaningful, year-round job opportunities and quality wages for people with a passion for the outdoors, Brad says. Created primarily for First Nations, Metis and Inuit people, it's also a chance for participants to reconnect with cultural traditions and a heritage of Aboriginal people sharing and working together —



I'M HERE TO
STAY. I WANT
TO FINISH THIS.



OVER THE SUMMER, PROGRAM GRADUATES **TRENTON** (FAR RIGHT), **DARREN** AND **JUNIOR** WILL BE EARNING A LIVING AND VALUABLE WORK EXPERIENCE AS FISHING GUIDES FOR EMPLOYER **LEE NOLDEN** (SECOND FROM LEFT), WHO SAYS HE'S ALSO GAINING INSIGHT, "ABOUT THE ISSUES AND PROBLEMS FACING WINNIPEG'S INNER CITY AND PEOPLE FROM DIFFERENT SOCIO-ECONOMIC BACKGROUNDS."

transient nature of guides who often find it difficult to be away from home for extended periods. A co-operative presents a way for guides to rotate in and out, at the same time capitalizing on individual skills and marketing their own tourism products and packages through the slow seasons, Brad says.

That's good news for people like Lee Nolden, owner of a fly-in fishing lodge on God's Lake, Manitoba, which employs an average of 20 fishing guides each year. "There's a good need for quality, trained professional guides," he says. Once typically a summer job for university students, clients and lodges are demanding a certain level of professionalism these days in view of the rising costs of eco-tourism, says Lee, whose lodge hosts guests from around the world.

"When people travel to a different country, they want to know about the culture, the local flora and fauna, so there's a variety of information you need to be an effective guide. These people have that experience. As a group, they speak nine languages between them."

In this dynamic group, Trenton has emerged as a leader with a propensity for comic relief — qualities integral to a good guide, Brad says. And qualities that are now being tested at Lee's lodge where Trenton and two others are working as fishing guides for eight to 10 weeks this summer. The trio are among 10 participants who graduated on May 25 at a ceremony held at the Manitoba Metis Federation.

"I'm proud of myself — I did it," says Trenton, who credits this opportunity and the girlfriend he met just prior to his incarceration with his success. "It's because of her and this program that I'm doing so well right now...I want to keep

following the right path and hopefully do good with the rest of my life."

In the fall, the group will reconvene for the second phase of the program, following individual placements and internships. That's when they'll work together to finalize the business plan for the co-operative and begin marketing their products and services.

And Trenton plans to be right there alongside the others. "Like I told Brad in the beginning of this program, I'm here to stay. I want to finish this." 

ESSENTIAL STRATEGIES

CREATING OPPORTUNITIES FOR FINANCIAL STABILITY

To be financially stable and independent, all families first need the knowledge, confidence and tools to maximize their income and increase their savings. That's why United Way of Winnipeg is currently investing \$2.24 million in job skill training, money management, financial counselling and asset building programs that help families achieve long term financial stability and hope for the future.

In 2009/10, United Way invested nearly \$580,000 in the Winnipeg Assetbuilders Partnership, which has grown to 11 agency partners since it was first established in 2006 by United Way, SEED Winnipeg and Assiniboine Credit Union.

Through the network, over 300 people are currently participating in asset building programs - recognized around the world as effective tools for reducing poverty.



consistent with the worker's co-operative model, which the program ultimately hopes to develop.

"So eventually, [participants] would all be owners of a year-round business doing all kinds of wilderness-related activities," Brad says. "In the summer, some might be fishing guides while others might be doing eco-tours: canoeing, edible plant walks, hiking, rock climbing. In the fall, some might be hunting guides, while others might be getting ready for winter camping. In the winter, there might be all kinds of snowshoeing and even some adventure travel, like snowmobile trips or ice fishing."

Instead of competing with other lodges and outfitters, it is the vision of the eco-guiding co-operative to offer support to existing businesses struggling with high turnover due to the seasonal nature of the industry and the somewhat



BRINGING COMMUNITY TO THE TABLE

"OUR SCHOOL HAS GIVEN US THE WORKPLACE TO BUILD OUR PROJECT, AND OUR TEACHER HAS GIVEN US THE OPPORTUNITY TO MAKE A CHANGE IN OUR COMMUNITY."

Grade 8 students from Lincoln Middle School have turned the tables on the traditional wood shop project, and found a way to benefit the community at the same time.

"Over the years, we noticed dozens of cuckoo clocks and assorted projects left in the shop at the end of June," says shops teacher Neil Penner. "A lot of the older grade 8 students just weren't interested in taking them home. We realized we could be making different choices and directing our end-products towards the community."

Penner's concept dovetailed nicely with United

Way's Youth Relations strategy and found support in the Shaw United Way Youth Connections program.

Entering its tenth year, this grant program funds approximately 20 youth-driven projects per year that have a clear local benefit and build and strengthen skills and abilities in the youth who are involved in planning them.

To date the program has granted over \$138,000 to 163 projects.

Penner pitched the idea of building picnic tables, something

THEY BROUGHT US THE SUN!

he believed United Way's many agency partners could make good use of. Turns out the idea had legs. Over 20 agencies signed up to receive one.

Penner helped project leaders Mia, Caitlin and Marielle cost the construction and fill out the funding application. The kids will complete 15 orders by the end of term, along the way choosing whose orders to fill and learning about the agencies.

Penner says the students gain the practical experience of constructing a wood project, but also an understanding of the community and organizations that support its residents.

Although moving into high school next year, the project leaders hope their work demonstrates that young people care about Winnipeg. In fact, they plan to become ambassadors for the project, challenging the next grade 8 class, and even other schools, to follow their example.

"The smallest actions can make a big difference."

Response from recipient agencies has been overwhelmingly positive, reinforcing the school's decision to adapt the wood shop into a community awareness project.

"These students brought us more than a picnic table," says Su-had Bisharat, executive director of The Laurel Centre. "They brought us the sun!" 🌞

LOOKING AHEAD

A way to track progress and take action

How do we know whether community efforts to address our most critical issues are making a difference?

United Way, the International Institute of Sustainable Development, the Province of Manitoba, the City of Winnipeg, Health in Common and a number of others, are developing a tool to do just that.

Peg is a community indicator system designed to regularly monitor, measure and report our community's progress toward lasting change and better lives for everyone.

Over time, Peg will collect and analyze data to reveal trends, build Winnipeggers' knowledge, inform decisions, and find new ways we can work together to identify and resolve our economic, environmental, cultural and social issues.



[RELOCATION]

A NEW HOME FOR UNITED WAY

United Way's plans to relocate to a new home in the heart of Winnipeg's downtown are well underway. In fact, construction is nearly complete on a new building on Main Street between Pacific and Alexander Avenues.

We're excited to move closer to a number of agency partners and to be able to contribute to the revitalization of Winnipeg's downtown.

Construction was funded through a stimulus grant provided by the Province of Manitoba and Government of Canada, with support from CentreVenture.

The balance will be covered by a small group of longtime United Way supporters and committed Winnipeggers. **No donations to United Way's annual campaign were used to fund the new location.**

The building represents a cost-savings to United Way based on comparable leasing options and will be Silver certified in Leadership in Energy and Environmental Design (LEED), which will further contribute to lowering operating costs.

A goal of the new building is to provide main floor space dedicated to the

community — including a learning centre and incubation space for not-for-profits and social entrepreneurs needing work space until they become more fully established.

Have a question?
We'd love to hear from you!
Call 477-5360.

UNITED WAY'S NEW INTERSECTION —
MAIN STREET AND ALEXANDER AVENUE



RIPPLES OF CHANGE

I'd like you to imagine two young boys, Tim and Sam. They live in the same neighbourhood, and go to the same school.

Tim attends school, but not with much frequency or interest. *Sam attends school on a regular basis and enjoys it.*

Tim is often teased because of his old clothes and dirty sneakers, and because he seldom if ever has a lunch. His family's income doesn't afford the luxury of decent clothing or regular meals. *Sam has neat and tidy clothes, and always has a lunch that he often trades with friends over the lunch break.*

Tim's teachers are often frustrated because he hasn't completed his homework. *Sam completes his homework, participates in class and really likes history and social studies.*

Tim doesn't really like to go home after school. Sometimes there is supper, other times there isn't. Nobody asks him how school was, or even if he was there. He doesn't have to brush his teeth, and can go to bed whenever he wants. He likes to hang out with the older boys in his neighbourhood after dark. *Sam likes to go home. His family cares about how school went. There are rules to follow, like getting homework done, eating all his vegetables and getting to bed on time. His mom isn't always home after school because she's at work — but that's okay because he goes to an after school program near his home where he gets homework help and gets to play sports until his mom gets home.*

Do you have a picture of each boy in your mind? Can you imagine what the future might hold for each?

If we accept that Tim's scenario is unavoidable — one which in thousands of different permutations is impossible to influence — it will inevitably become our shared reality.

THE ACTIONS OF MANY, IN CONCERT TOGETHER, CAN TRANSFORM LIVES, AND COMMUNITIES.

If, however, we accept that Sam's scenario is entirely possible for all children then we begin to appreciate that we can all play a role in shaping the future — our shared reality.

The very real truth is that every action we take towards influencing positive change, however small, has a direct effect on someone's life. But the actions of many, in concert with others, can *transform* lives, and create positive social conditions for us all.

Our combined actions create more alternatives for kids to avoid crime, drugs and life on the streets, build safer and healthier neighbourhoods, and help more families become financially self-reliant. All of these have immediate, tangible benefits. Not unlike the ripples across the surface of a pond created when someone tosses a stone, these actions set in motion a wave of change. This change extends beyond what we can see today — it is cumulative and sustainable.

We need look no further than what we imagine Sam's future to be to understand this, and realize that what we imagine the future holds for Tim is, in fact, not a foregone conclusion.

Your vision, your commitment and your values — expressed through United Way — ripple out into our community every day, and our community is stronger and better because of it.

Together, we are shaping the future of our city — a place where everyone is welcome and belongs.



Susan Lewis

Susan Lewis
PRESIDENT & CEO



TREASURER'S REPORT

In 2009-2010, United Way of Winnipeg continued to demonstrate prudent fiscal management and solid fundraising performance even as the effects of recent economic uncertainty continued.

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.

There were several changes in accounting standards adopted in 2009, required by the Canadian Institute of Chartered Accountants (CICA) Handbook. Major changes impacting the financial statements are:

- Campaign revenue and costs previously deferred to the following year are now recognized in the year dollars are raised, and costs incurred.
- Restricted donor designated revenues are now deferred until payment is made to the designated charities.
- Funding dollars available for investment in the community are now included in the Community Fund Balance instead of presented under liabilities.

For information on the full impact of these changes, contact United Way for a full set of financial statements.

In 2009-2010, 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. THE FINANCIAL PLAN FOLLOWED THE VISION AND DIRECTIONS SET OUT IN THE ORGANIZATION'S 2009-2012 STRATEGIC PLAN.

- In 2009-2010 United Way reported revenues of \$29 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 and investment and other income, United Way continues to invest every donation to the annual campaign directly in strategies for helping children and youth achieve their potential, helping families achieve financial independence and improving neighbourhood health and personal well-being.
- United Way invested \$15 million in over 90 community organizations that support our areas of focus and \$2 million in United Way community programs and partnerships.
- A \$6.7 million economic stimulus grant from the Province of Manitoba and Government of Canada and donations from a small group of long-time United Way supporters and committed Winnipeggers will finance the construction of a new home for United Way in the heart of the city.
 - To date, United Way has received \$3.6 million dollars of this money and construction is scheduled for completion by the end of July 2010.
 - The external funding of the project has resulted in a cost effective model for United Way's new location.

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

- The value of long term investments increased substantially in 2009-2010, which allowed for a recovery of the Stabilization Fund after a challenging year in 2008-2009.
 - During 2009-2010, investments yielded returns of 17.3%
 - The Board of Trustees approved a 2% expenditure of investment income based on the average results over the previous five years. The additional investment income will be held in the Stabilization Fund to provide consistency in cash flow from investment income into the future.

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

On behalf of the Finance and Administration Committee and the Investment Sub Committee, I want to thank all committee members for their input and efforts in 2009-2010. Committee members contributed their time and talent to provide good governance advice in support of United Way.



Réal Cloutier, Treasurer

FINANCIAL STATEMENTS

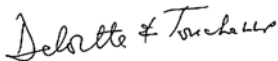
AUDITORS' REPORT ON SUMMARIZED FINANCIAL STATEMENTS

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, 2010 and for the year then ended on which we expressed an opinion without reservation in our report dated May 7, 2010. 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 7, 2010

BALANCE SHEET March 31, 2010

	2010	2009 Restated
ASSETS		
Cash and Investments	\$22,224,154	\$18,607,260
Pledges Receivable	10,431,597	9,171,567
Capital Assets	5,574,296	480,708
	\$38,230,047	\$28,259,535
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$1,038,128	\$642,116
Mortgage Payable	2,464,637	-
Deferred Contributions	1,027,595	1,187,741
Other Liabilities	975,590	525,436
	5,505,950	2,355,293
FUND BALANCES		
Community Fund	16,671,650	16,238,211
Operating Fund	1,301,011	1,296,267
Capital Assets Fund	4,023,052	480,708
Tomorrow Fund	9,113,297	8,329,704
Stabilization Fund	1,615,087	(440,648)
	32,724,097	25,904,242
	\$38,230,047	\$28,259,535

Approved On Behalf Of The Board Of Trustees



Allan Fineblit, Chairperson



Réal Cloutier, Treasurer

STATEMENT OF COMMUNITY & OPERATING ACTIVITIES & CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2010

	2010					2009	
						Restated	
	COMMUNITY FUND	OPERATING FUND	CAPITAL ASSETS FUND	TOMORROW FUND	STABILIZATION FUND	TOTAL	TOTAL
REVENUE							
Net campaign contributions:							
Donations	\$16,857,150					\$16,857,150	\$16,500,290
Special events		694,661				694,661	693,098
Donor directed	986,596					986,596	1,118,146
Donor directed fees		49,893				49,893	47,143
Recoveries from the campaigns of prior years	288,543					288,543	228,585
Province of Manitoba		2,870,602				2,870,602	2,814,316
Legacy giving				716,645		716,645	470,025
New building capital contributions			3,603,732			3,603,732	-
Sponsorships, grants and other income	75,786	288,701				364,487	257,338
Funding partners and special initiatives	122,106					122,106	123,350
Investment income (loss)					2,429,735	2,429,735	(2,438,366)
	18,330,181	3,903,857	3,603,732	716,645	2,429,735	28,984,150	19,813,925
COMMUNITY INVESTMENT							
Funding to agencies	15,029,441					15,029,441	14,976,059
Donor directed	986,596					986,596	1,118,146
Programs and activities	1,963,692					1,963,692	1,742,018
Management and administration		394,758				394,758	352,873
United Way of Canada		134,250				134,250	127,500
	17,979,729	529,008	-	-	-	18,508,737	18,316,596
OPERATIONS							
Resource development		3,427,858				3,427,858	3,246,693
Organizational development initiatives		51,418				51,418	88,083
Amortization of capital assets			176,282			176,282	169,900
	-	3,479,276	176,282	-	-	3,655,558	3,504,676
Net funds before transfers	350,452	(104,427)	3,427,450	716,645	2,429,735	6,819,855	(2,007,347)
Interfund transfers	82,987	109,171	114,894	66,948	(374,000)	-	-
Opening fund balance (Restated)	16,238,211	1,296,267	480,708	8,329,704	(440,648)	25,904,242	27,911,589
Closing fund balance	\$16,671,650	\$1,301,011	\$4,023,052	\$9,113,297	\$1,615,087	\$32,724,097	\$25,904,242

NOTES TO THE SUMMARIZED FINANCIAL STATEMENTS

MARCH 31, 2010

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 2010 Statement of Community and Operating Activities and Changes in Fund Balances include the proceeds of the 2009 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, 2011.

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 operating capital assets is funded through transfers from the Operating Fund. The purchase price of the new building is being 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 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.

PRIOR YEAR FIGURES

The figures presented for the period ended March 31, 2009 have been restated to give retrospective effect to several accounting policy changes that were required as a result of changes to Canadian Generally Accepted Accounting Standards.

UNITED WAY AGENCY PARTNERS

2009-2010 FUNDING *

Aboriginal Health and Wellness Centre	150,000	Meals on Wheels	76,017
Aboriginal Visioning for the North End	52,020	Mediation Services: A Community Resource for Conflict Resolution	146,100
Age and Opportunity	403,201	Mount Carmel Clinic	143,000
Andrews Street Family Centre	194,470	Multiple Sclerosis Society (Winnipeg Chapter)	121,700
Art City	35,000	Native Women's Transition Centre	133,734
The Arthritis Society	97,934	Ndinawemaaganag Endaawaad	243,971
Association for Community Living - Winnipeg Region	176,850	New Directions for Children, Youth, Adults and Families	98,450
Aurora Family Therapy Center	146,217	North End Community Renewal Corporation	54,439
Big Brothers Big Sisters of Winnipeg	265,000	North End Women's Centre	141,598
Boys and Girls Clubs of Winnipeg	492,500	New Life Ministries	27,678
Canadian Mental Health Association (Winnipeg Region)	307,127	North Point Douglas Women's Centre	60,900
Canadian Muslim Women's Institute	40,800	Nor'West Co-op Community Health Centre	241,717
Canadian Paraplegic Association (Manitoba Division)	121,900	Ogijjiita Pimatiswin Kinamatwin	103,728
Canadian Red Cross Society (Manitoba Division)	297,976	Opportunities for Employment	52,001
Community Education Development Association	443,175	Oyate Tipi Cumini Yape	90,500
CED Training Intermediary	50,000	Pluri-Elles Manitoba	102,031
CNIB (Manitoba and Saskatchewan Division)	398,927	Pregnancy & Family Support Services	102,458
Coalition of Community Based Youth Serving Agencies	153,054	Rose and Max Rady Jewish Community Centre	258,000
Community Financial Counselling Service	199,375	Rainbow Resource Centre	70,000
Community Ownership Solutions	45,000	Reaching Equality	22,500
Community Unemployed Help Centre	143,500	Centre Renaissance Centre	62,118
CSI Summer Learning Enrichment Program	57,000	Resource Assistance for Youth	109,375
Elizabeth Fry Society of Manitoba	142,800	Rossbrook House	316,717
Elmwood Community Resource Centre and Area Association	153,080	Scouts Canada (Manitoba Division)	48,000
Elwick Village and Resource Centre	64,923	Scouts franco-manitobains	2,900
Esther House	6,502	SEED Winnipeg	560,665
Eyaa-Keen Centre	122,400	Sexuality Education Resource Centre	109,650
Family Centre of Winnipeg	795,231	SMD Self Help Clearinghouse	64,500
Fetal Alcohol Family Association of Manitoba	40,800	SMD Services	1,027,335
Fort Garry Women's Resource Resource Centre	138,271	Social Planning Council	301,300
Girl Guides of Canada (Three Areas of Winnipeg)	46,762	South Winnipeg Family Information Centre	45,237
Good Neighbours Active Living Centre	50,000	Spence Neighborhood Association	58,450
Graffiti Art Programming	157,625	Stroke Recovery	60,000
Guid'Amies franco-manitobaines	2,900	Teen Stop Jeunesse	169,146
Hospice and Palliative Care Manitoba	142,200	Urban Circle Training Centre	40,871
Independent Living Resource Centre	152,200	Versatech Industries	36,000
International African Child Relief and Peace Foundation of Canada	11,250	Villa Rosa	286,231
Immigrant Centre	146,850	Volunteer Manitoba	202,990
Immigrant and Refugee Community Organization of Manitoba	14,904	Welcome Place (Manitoba Interfaith Immigration Council)	99,000
Jewish Child and Family Services	167,765	West Broadway Youth Outreach	90,000
John Howard Society of Manitoba	139,264	West Central Community Program	124,299
Ka Ni Kanichihk	132,500	West Central Women's Resource Centre	80,399
Kildonan Youth Activity Centre	51,349	Wolseley Family Place	56,100
Knowles Centre	69,700	Women's Health Clinic	214,710
The Laurel Centre	112,877	YMCA-YWCA of Winnipeg	475,452
Learning Disabilities Association of Manitoba	111,950		
Ma Mawi Wi Chi Itata Centre	227,691		
MacDonald Youth Services	169,537		
Main Street Project	140,350		
Manitoba Association of Rights and Liberties	52,361		
Manitoba School Improvement Program	62,100		
Maples Youth Activity Centre	51,000		
Marlene Street Tenant Advisory Council	65,981		
Mary Jane Cooking School	9,375		
Marymount	73,950		
		TOTAL 2009 / 10 FUNDING	\$15,029,441

* Funding amounts reflect changes to financial statement presentation

UNITED WAY
PROGRAMS
& PARTNERSHIPS

2009-2010 FUNDING

- Aboriginal Relations Strategy
- Agency Capacity Building
- Community Building Blocks
- Community Consultation and Research
- Community Impact Measurement & Management
- Days of Caring
- GenNext
- Koats for Kids
- PEG - Community Indicators Initiative
- Poverty Reduction Strategy
- Shaw United Way Youth Connections
- Student Community Service Awards
- Student Leadership Conference
- Union Counsellor Program
- Urban Exchange
- Youth Relations Strategy

TOTAL 2009 / 10 FUNDING	\$1,963,692
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