

A BETTER WINNIPEG TOGETHER



UNITED

1965-2015

UNITED WAY OF WINNIPEG 2014-15 ANNUAL REPORT

A better Winnipeg together.

UNITED WAY OF WINNIPEG
ANNUAL REPORT 2014–15



ON THE COVER

Members of Winnipeg’s
labour and business
communities announce the
creation of United Way of
Winnipeg. May 11, 1965.



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

GOODBYE TO A *Visionary Leader*

After over four decades of dedicated service to our community, United Way of Winnipeg's President and CEO Susan Lewis retired at the end of 2014.

Susan first joined United Way in 1973 as a Campaign Division Director, becoming the first female Campaign Director in Canada before becoming President & CEO in 1986, again breaking ground as the country's first female United Way President.

Throughout her entire career Susan has been a visionary leader focused on building a strong, thriving and safe Winnipeg.

She inspired all of us to challenge the status quo, and passionately advanced a focus on working collaboratively with many partners to find new ways to address our city's most challenging issues. Issues like poverty, homelessness and school readiness.

Susan worked to ensure a smooth transition to new leadership, leaving a strong foundation upon which to build the future of our city.

Thank you for all you have given us and our community, Susan!



MESSAGE FROM THE PRESIDENT & BOARD CHAIR

MAY 11, 2015, marked the 50th anniversary of United Way of Winnipeg—50 years of working together with Winnipeggers to make our city even better. This milestone afforded the opportunity to pause and reflect on what has changed—and what hasn't in 50 years.

United Way was founded on a belief that it would restore to Winnipeg's heart and soul a sense of pride, hope and generosity. 50 years later, this still rings true.

So too, the deep commitment of both business and labour to work together through United Way for the betterment of our community, the engagement of volunteers in every element of United Way's work, a strong partnership with agencies and a deep commitment to stewarding donor investments wisely, all illustrate founding principles that have not changed.

And yet, while staying true to these fundamental beliefs, United Way has evolved and today works in additional ways to bring our city together to address some of our most pressing issues. United Way's Aboriginal Relations Council, Youth United, Peg (our city's community indicator system), the Winnipeg Poverty Reduction Council, the Learning and Innovation Centres on United Way's main floor, outcomes reporting, GenNext and the Ambassador Program and a number of new ways in which we are working with donors and workplaces, are just a few examples.

When we wonder why our partners—partners who span sectors and demographics—remain so steadfast on working together for a better Winnipeg through United Way, we land on one unifying conclusion—what we want for our city is the same thing. We want Winnipeg to be a city where:

- All children begin their first day of school ready to learn and succeed
- Youth are inspired and supported to finish school, excited about their many talents and bright futures
- All families have the financial, social and emotional stability necessary to raise their children and achieve their hopes and dreams
- There is no one who is homeless, hungry or alone and we all can enjoy the choices a prosperous city has to offer
- We all have a voice, and we all feel included, welcome and safe in our neighbourhood

Looking at the past 50 years, it is clear we have much to celebrate. Together, we are making a difference every day in people's lives. Our collective efforts—working in proven ways and in new ones—means that every two minutes, on average, someone in Winnipeg finds the help and support they need to build a better life for themselves and their families.

Thank you for all you do to build a better Winnipeg—through United Way and beyond. We look forward to continuing to work with you to create the city we want for our children and grandchildren.



HERB PETERS, Board Chair

CONNIE WALKER, President & CEO

Vision

A thriving community where everyone can realize their potential

Mission

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

Values

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

COMPASSION
through empathy, understanding, and caring

COURAGE
through inquisitive exploration, innovation, and risk-taking

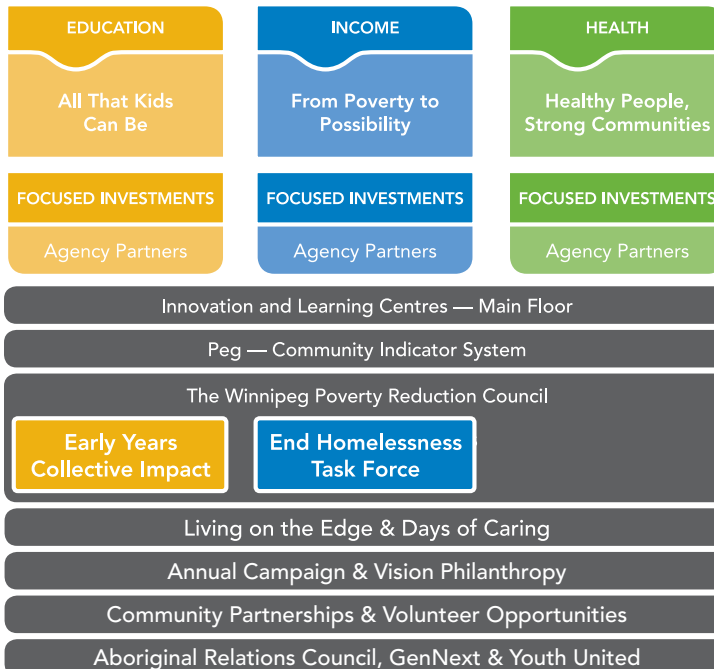
CONNECTEDNESS
through relationships, community engagement, inclusion, and empowerment

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

Promise

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

Focus Areas



UNITED WAY OF WINNIPEG'S COMMUNITY IMPACT FRAMEWORK

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

United Way takes a collaborative, researched approach to making a difference, focusing on four community impact strategies that guide efforts to make progress in three essential focus areas.

Our Community Impact Framework is a formula for achieving a shared vision of a thriving city where everyone can realize their potential.

We all win when our community is stronger and safer, people are happier and healthier and all kids in our community can thrive.

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

EFFICIENT AND EFFECTIVE ORGANIZATION

All that kids can be

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

It's why United Way invests your donations in 39 agencies that treat kids as our most important resource—that provide safe and nurturing spaces and programs, and help them grow into engaged and productive adults.

In addition, United Way's Youth United volunteers work throughout the year to inspire interest in our community and in getting involved to be part of making a positive difference. Their passion and dedication is the foundation for a better Winnipeg for all of us.

SUPPORT AN *essential network*

The Investment

\$4.6 million

36 agencies

41

Out of school and summer programs

12

Leadership/mentorship programs

8

Counselling and crisis intervention programs

Estimated number of participants

75,226

The mentored become mentors

Mentorship plays an important role for all youth, paving the way for improved grades, school attendance, and family relationships. In fact, **75% of children who have an adult mentor go on to post-secondary education.**

Young Winnipeggers and future leaders are creating a positive cycle and game plan for lasting change

Mirzet was nine when his family escaped violence in Croatia and came to Winnipeg. Haunted by the past, and facing a new language and culture, he struggled to fit in. Thankfully, he found belonging and safety at an after-school program run by Boys & Girls Clubs of Winnipeg.

"It changed my life... I played soccer and basketball and made new friends, but I also found mentors who helped me make the right decisions. They believed in me and wanted me to be successful."

Mirzet was proud years later when BGCW asked him to mentor young people just as he once was. Today he is a CGA and sits on the board of BGCW.

"It allowed me to make better choices. Positive choices. It allowed me to seek higher education and pursue it and complete it. Most rewarding, it allowed me the ability to help other young people achieve their goals."

Young people like Victor who grew up in Gilbert Park. He's one of five children raised in a single parent family that struggled with housing, mental health and addiction. In Grade 6, he joined a BGCW after school program. Recognizing his potential, staff eventually asked him to join the CSI Summer Learning Enrichment Program as a mentor himself.

"A lot of these kids wouldn't have an opportunity to do anything in the summer," says Victor. "It's a safe environment with the opportunity to learn and grow and experience new things."

James Zebrasky and Wendy Hallgrimson want a bright future for their son, Lindal. As a Point Douglas resident, Wendy serves on The Boldness Project's Parent Guide Group—one of four strategic advisory groups.

A Bold Future

Project draws roadmap to success for North End children

The Winnipeg Boldness Project spent last year molding vision into action for early childhood development (ECD).

Outcomes for children in Winnipeg's Point Douglas community—an area also known as the North End—are far below Canada's average.

The Project was established in early 2014 to address this concern. Their bold goal is for children and families to “experience dramatically improved well-being in all aspects of self: physical, emotional, mental, and spiritual.”

A full year of community consultation and engagement with hundreds of residents and agencies has identified five priority areas geared to improving ECD outcomes. Work has begun on these areas, using a “social lab” platform to prototype ideas into action. In this way, The Project is bringing together deep community wisdom and world-leading science.



Project director Diane Roussin says families know what they need to thrive, but too often face obstacles.

“Lots of times our families aren't in control of their own lives,” Roussin told CBC in January.

“We want to look at a different way of working with families that really puts them in the driver's seat and at the centre of it...we just find it's a more empowering model to work from.”

The Project was initiated through funding from The J.W. McConnell Family Foundation, the Province of Manitoba, and United Way of Winnipeg. Additional funders include The Winnipeg Foundation, Investors Group, the Richardson Foundation, the Public Health Agency of Canada, and an anonymous donor.



The Winnipeg Boldness Project director Diane Roussin and J.W. McConnell Family Foundation President & CEO Stephen Huddart

DID YOU KNOW?

40% of children in Point Douglas are **not ready to learn** when they enter kindergarten.

Peg indicator report, mypeg.ca

Stay connected with The Winnipeg Boldness Project online at WinnipegBoldness.ca



Victoria Truong (left), Youth United Chair, recalls at Report Session 1 how a Day of Caring motivated her to be more active.

Kids Care

Youth Day of Caring takes root in downtown core

Experiences we share as youth can forge lifelong understanding and empathy. The 2014 Youth Day of Caring was such an experience for more than 100 student volunteers from nine Winnipeg high schools.

Starting at United Way's Main Street office, they spent a sunny day in May helping 10 core area non-profits complete much-needed projects and gained first-hand experience of the value of community involvement.

"The students we hosted were really lovely and worked super hard. We were all really impressed," said Erin Anderson, Volunteer and Communications Coordinator at IRCOM.

When they gathered for lunch, someone had scrawled a quote by Ralph Waldo Emerson onto a table covering: "The creation of a thousand forests is in one acorn." It's a concept that was embodied by many of the joyful young faces working to support the health and well-being of our community.

Warm Hearts

Imagine being a child facing a Winnipeg winter without proper clothing.

For more than 25 years, Koats for Kids and generous Winnipeggers have worked to make sure children are kept warm during our fierce winters.

The United Way program collects new and gently used outerwear to distribute free of charge to children in need, through daycares, schools, and other agencies. Learn more at unitedwaywinnipeg.ca/impact/koats-for-kids.

Together we will keep spreading warmth.



MORE THAN COATS Carbone Coal Fired Pizza's Joe Paletta and Benjamin Nasberg, together with friend Michael Nugent, presented United Way's Donna Albak with 350 new pairs of premium quality, youth-sized mitts purchased with money raised from generous customers and friends.



In 2014/15, more than **6000 coats and thousands of mitts, hats, boots and scarves were distributed to Winnipeg families in need of warm children's outerwear.**

It took an average of 40 large garbage bags each day to pack up and distribute donations from generous Winnipeggers everywhere. More than 400 volunteers put in over 1,600 volunteer hours through 40 Days of Caring and beyond to help make it all possible.

SUPPORT AN *essential network*

The Investment

\$2.0 million

26 agencies

13

Asset Building, Money Management
and Financial Inclusion Programs

.....

14

Life and Employment Skills/
Social Enterprise Programs

Estimated number of participants

13,633

From poverty to possibility

A thriving community is one where everyone has an opportunity to earn a living, support their family, and live with a sense of pride, confidence, dignity and achievement. It's difficult to plan a brighter future when every day is a struggle for basic needs like food and shelter.

That's why United Way supports money management and matched savings programs, financial counselling, social enterprise and employment training programs that empower Winnipeggers with the knowledge and tools to start on the road to lifelong financial stability.



Understanding Poverty

Living on the Edge poverty simulation opens eyes

On November 25, United Way and the Winnipeg Free Press co-hosted a Living on the Edge (LOTE) poverty simulation. Through a series of role-plays, LOTE challenges people to navigate the necessary systems with limited resources in order to provide a taste of what life is like for the approximately 130,000 Winnipeggers classified as low-income. Last year, 1,186 people, including groups from schools, school divisions, university faculties/programs, private sector companies, labour organizations, legal, health-care and government and community-based agencies participated in 22 simulations.

Participants indicated increased understanding of the following:

Choices that people with few resources need to make..... **92%**

Difficulties in improving one's situation and becoming self-sufficient:..... **92%**

The emotional impacts of living in poverty **89%**

The impact of poverty on children **88%**

The difficulty in accessing services and resources (including transportation)..... **91%**

Connection between poverty and other social issues **87%**

Here's what some of them had to say:

"It gives people a great perspective of what living in poverty is really like as well as how easily and quickly it can happen to anybody."

"Even as the most caring and compassionate service providers, we too fall accustomed to the generalizations, perceptions, and myths about the people we serve who are experiencing poverty."

In 2014 United Way-supported asset building programs helped 260 Winnipeggers like Mary save and earn \$220,000 to purchase basic needs like beds, computers, continuing education, or in Mary's case, life-saving dental work.

SEEDing success

'Economic and emotional trauma' overcome with a little help

Mary van Eerd-Cook has seen how poverty's shadow can be lifted.

In 2010, her 25-year marriage ended, leaving her a single mother of six. She had just started college when she began experiencing debilitating pain in her jaw.

Her doctor told her she had a tooth infection—one that proved later to be life-threatening, but that she could not afford to have treated.

Mary describes it as a time of "economic and emotional trauma."

At college Mary found a brochure for SEED Winnipeg's asset building

programs and enrolled in a Savings Circle where she learned about budgeting, money management and set a savings goal of \$250.

In six months, with a three-to-one match incentive from SEED, Mary was able to save \$1000 and pay to fix the tooth that had tormented her for the entire first year of school.

After earning her diploma in community economic development in 2012, Mary joined the SEED team as a Program Coordinator in money management training. So inspired by the transformative power of the program, Mary took to promoting

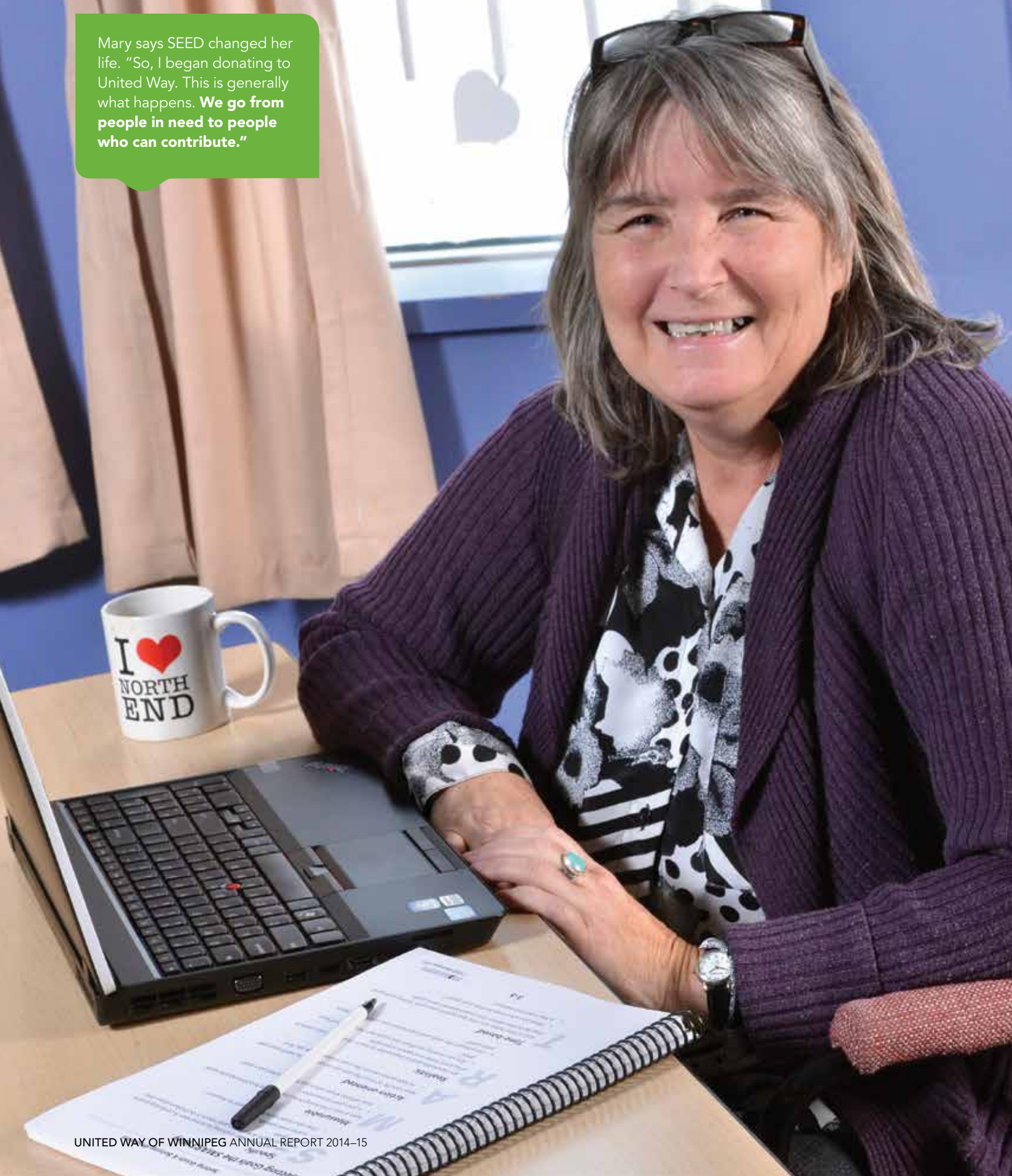
asset building by handing out brochures at North End bus stops, hoping to bring more awareness of their services to those who need them.

Mary says SEED is much more than employment, financial literacy and business development programs for newcomers and low-income earners. SEED shows people a new path.

"It's a larger poverty to see no possibility. It's an emotional thing, right? As soon as you start acting on any potential the whole picture changes right away."

"Many people never, ever had the slightest exposure to a positive way of looking at life...to an experience of how to find what is possible. In one class you can take people from that to lining up their possible outcomes."

Mary says SEED changed her life. "So, I began donating to United Way. This is generally what happens. **We go from people in need to people who can contribute.**"



Ending Homelessness



Comprehensive plan reaches first target on the road to end homelessness

The Winnipeg Poverty Reduction Council (WPRC) was created to bring together partners from many sectors of our community to address some of city's most challenging issues.

In April 2014, a community task force convened by the WPRC released a comprehensive Plan to End Homelessness. The Plan called for the formation of a new homelessness-focused organization to work toward ending homelessness in Winnipeg.

On March 23 2015, the WPRC held a community meeting to provide an update on progress to date including the incorporation of the new entity, the securing of its funding commitments as well as a call for nominations for the community seats on the founding Board of Directors, which is to be in place by May, 2015.

"This is such an important milestone and we couldn't be prouder with how the community and the plan's partners have rallied to make it happen," said Cynthia Foreman, co-chair of the WPRC and chair of the Homeless Transitional Advisory Group.

As part of the new organization, multi-sectoral working groups will work on key components of the plan, such as housing supply. Four councils consisting of elders, agencies, funders and persons with lived experience with homelessness will advise the new organization's board.

With a plan similar to Winnipeg's, Medicine Hat announced in April that they had effectively ended homelessness, defined as no one staying in a shelter for more than 10 days. In six years the city housed 875 people in permanent units, including 280 children.

WINNIPEG'S PLAN TO END HOMELESSNESS HIGHLIGHTS 4 FOCUS AREAS:

Prevention – Keeping people from becoming homeless in the first place.

Person-centred care – Most people will end their homelessness on their own, or with services currently available. For some, mental illness, long-term substance abuse, post-traumatic stress disorder and development disabilities make it more difficult. They need a system of care, focused specifically on 'Housing with Supports' programs.

Housing Supply – As a start, the plan calls for the creation of 300 affordable housing units with supports.

Measurement – How many people are homeless or at risk of becoming homeless and what housing is available—data critical to knowing that we are making progress.

For more information on The Plan to End Homelessness in Winnipeg, visit the reports page at UnitedWayWinnipeg.ca

Healthy people, strong communities

Strong, lasting health in a community begins with personal wellness. That's why United Way invests in parenting, recreation, counselling and social programs that empower individuals and families to improve their own lives, those around them, and contribute to a stronger, healthier, more connected Winnipeg.

SUPPORT AN *essential network*

The Investment

\$9.5 million

55 agencies

30

Community Development Programs

9

Neighbourhood Safety and
Community-Building Programs

22

Leadership Development Programs

60

Counselling, Wellness and
Education Programs

14

Life Skills and Access to
Resources Programs

Safety, home, family

After abuse, 'jewel in the North End' offers safety, respect

Fleeing abuse, Dawn d'Eschambault first found refuge at a women's shelter. For five years, she moved from place to place, feeling alone and vulnerable. Her sense of safety shattered, she finally landed in Winnipeg's North End and discovered Andrews Street Family Centre (ASFC).

"It was a place where I could feel safe, have a sense of home and family."

Today Dawn still feels safe at the ASFC. She also feels joy at the smell of soup drifting through the centre from the lunch program, or the sight of parents and children playing at the drop-in centre.

"The family nights that they have for the kids and families to get together and have fun playing...you're out of the house and you're having fun with your kids and the community."

The place Dawn calls "a little jewel in the North End," where she brings her three grandchildren, has been open since 1995.

Their mandate—to build on its community's strengths and help people "reach their full potential through support, friendship and positive experiences"—is fulfilled by a wide variety of programs and resources.

For her part, Dawn helps manage the job listing binder.

"If I see something I feel someone might be a good fit for, I bring it to their attention."

Like her, many people who use the centre also help out. It's an example of how it brings the community together.

"We can't all do everything by ourselves, but as a collective you make a big difference. Having this place I think just encourages people to keep trying to be better because you get treated with respect. You feel good. And that's what I think makes the community better."

"I am so grateful I live in a city with such compassion—that can see the value in people, and never stop believing they can make a difference."

Last year in neighbourhoods throughout our city, **22 family resource centres provided 35,000 Winnipeggers like Dawn with access to vital resources that help meet basic needs**—whether it's laundry facilities, a phone, food, clothing, support to access housing, financial and addictions counselling, children's programs or life skills training. **Once basic needs are met, people and families are able to plan for a brighter future and take action to improve their quality of life.**





After experiencing violence and chaos, Dawn (right) has found safety, friendship and purpose at Andrews Street Family Resource Centre. Her favorite activity is updating the job bank book and matching people with employment opportunities.

Peg making local & global waves

18

Inspiring action to make positive change is what Peg, Winnipeg's community indicator system, is all about. In 2014, that process took an exciting leap forward.

As an interactive web tool, Peg is working with Manitoba Education and Advanced Learning to get its data used in the classroom.

Incorporating multiple data points that paint a picture of Winnipeg's health, strength and progress, Peg is rooted in the premise that we need to measure our overall community well-being to know where we are making progress and where we may need to improve.

"This further validates Peg as an important research tool, and bodes well for a Winnipeg future in which leaders are equipped with information that helps them make positive change," said Dr. Jodene Baker, United Way board member and the University of Winnipeg's Director of Institutional Analysis.

The project has already been piloted in classrooms across the province, with

feedback informing the development of student curriculum and resource materials.

Collaborating partners United Way of Winnipeg and the International Institute for Sustainable Development were also honoured with two awards, further underscoring Peg's value.

In September Peg received an Impact Award from the Community Indicators Consortium in Washington, and in March, a Spirit of Winnipeg Award for innovation from the Winnipeg Chamber of Commerce.

"Peg is riding the front of a wave of global interest in using the web in more intelligent ways to improve and democratize access to data, analysis and stories on well-being and sustainability," said László Pintér of the International Institute for Sustainable Development.

The success of Peg is increasingly being recognized around the world, sparking conversations about community indicator systems

between the International Institute for Sustainable Development and communities in Mexico, Hungary, China, Columbia, and Brazil. Peg has even caught the attention of the United Nations Environment Program, inspiring their work related to global environmental data and information.

Peg also garnered a great deal of interest in the news with the release of 11 indicator reports responsible for 28 media stories.

Go to MyPeg.ca to see the reports, explore the visual tools and see video stories behind the data that are tracking progress and inspiring action in Winnipeg.



What Peg Tells Us

Winnipeg's highest and lowest household income neighbourhoods, just 8 km apart, have a **19-year difference in life expectancy.**

Since 1997 **Winnipeggers have consistently donated more to charity** than the average Canadian.

28% of Winnipeg children are not ready to learn when they enter school. In one of our lowest income areas the rate is 40%.



Dr. Jodene Baker (centre), a United Way Winnipeg board member and the University of Winnipeg's Director of Institutional Analysis, and IISD senior fellow László Pintér (second from right) receiving the Spirit Award for innovation for Peg. Also appearing (from left) Andy Dutfield, Vice President, General Manager of Lafarge Canada Inc., Greater Winnipeg; Pamela Dupuis, partner with BDO Canada LLP; and Winnipeg Chamber of Commerce Chair Michael Legary.



Advancing our work through Aboriginal-led investment

Core investments get boost, new recipients for 2015

Youth Council member Junior Prettie-Spence (from left), Ma Mawi's Turtle Island Neighbourhood Centre coordinator Mark Cardy, Elder Madeline Hatch, and Youth Council leader Christy Hatch stand with the Turtle Island Youth Council flag. Ma Mawi Wi Chi Itata Centre programming happens every day at the centre.

United Way's Aboriginal Relations Strategy builds on the strengths of the Aboriginal community—and the strengths of United Way—in a collective effort to make Winnipeg a better city today and for the future. Winnipeg's Indigenous community is diverse and vibrant. It is also growing, with one in ten Winnipeggers now identifying as Indigenous—more than any other city in Canada.

United Way of Winnipeg continues to support and strengthen 10 Aboriginal-led agencies—agencies whose staff and boards are comprised primarily of Indigenous persons.

Ma Mawi Wi Chi Itata Centre was one of the first. For over 30 years, they have been providing culturally relevant prevention and support-based programs. Today, over 200 staff and volunteers offer more than

50 programs at 11 sites, including The Turtle Island Youth Council.

With a mandate to nurture a youth-guided philosophy of community ownership, about 40 youth regularly attend the council.

"They're so honourable, the children and the youth, so respectful," said Madeline Hatch, an Elder who gives spiritual guidance to the youth. "It's not what we want, but what they want—that's very important."

In 2014, thanks to Winnipeggers' generosity, United Way was able to increase core-funding investments to these agencies by \$10,000 each, and another three agencies—Eagle Urban Transition Centre, Oshki-Giizhig, and Urban Indigenous Theatre Company—started receiving time-limited investments in 2015.

United Way's main floor is a space for conversation, learning and innovation.

The atrium space as you enter United Way's building features exhibits and displays that both stimulate conversation and learning, as well as celebrate innovation and successes in our community.

The recent series on community art programs, for example, looked at how different agencies are using art and creative expression as a tool for hope, healing and bringing people together.

Over the past year, we also partnered to host a number of cultural and historical exhibits including:

- *From Manila to Manitoba*, which examined the experiences of Filipino-Canadian youth,
- Muslim History Month, which looked at over 100 years of history of the Muslim community in Western Canada,
- *Perceptions* by KC Adams, which explored stereotypes experienced by First Nations, Inuit and Metis people.

We welcome diverse perspectives and contributions to the discussion on how we can build a stronger Winnipeg together.

The atrium space, the Learning Centre and the Innovation Centre were founded on a belief that by working together, we build knowledge and understanding; we inspire hope and solutions. We are pleased to see this vision become reality for the thousands of people who come to the main floor each year.

The Innovation Centre allows non-profit and for-profit organizations with social purpose to meet their needs in an **affordable shared workspace** that includes a mailing address, meeting space, free Wi-Fi, printing/copier /fax services and a kitchen.



Barry Jansen (pictured left), President of JansenHR, teaches leadership development and human resource best practices to United Way agency partners in the Learning Centre.

"I absolutely look forward to these classes because of what the United Way means to me and what it does," says Barry, who also has high praise for the Learning Centre space.

"This is one of the best training rooms that I've had the fortune of being in. The ambiance is just great."

The Learning Centre is used by many groups and thousands of people from the community each year.



In October, United Way hosted an atrium display by the Canadian Muslim Leadership Institute to mark the launch of Islamic History Month Canada.



From Manila to Manitoba, an oral history project created by the Filipino youth-mentoring organization ANAK, was displayed in our atrium last summer in conjunction with Pananaw 2014, ANAK's Philippine Heritage Youth Forum held in the Learning Centre.



The Winnipeg Labour Council's 2014 Plane Pull team—Sandra's Strikers—showed their spirit in shirts that read United Way and Labour Stronger Together.

Labour and United Way pull together

The Winnipeg Labour Council was a founding partner of United Way in 1965, and 50 years later the United Way is proud that this partnership is still visible at all levels.

In 2014 we began looking at new ways of engaging with the labour community. In addition to the important role labour continues to play in United Way's day to day operations, we hope to expand the connection and focus on shared values of social justice and long-term, sustainable improvement to the lives of everyday people. Together, we are better.





We're stronger together

50 Years of Community Building

Fifty years ago, in its very first annual report, Board of Trustees President Alex Robertson called the newly-embarked on United Way of Greater Winnipeg a "magnificent expedition of exploration."



"It was a period in the life of Winnipeg, and indeed in all our lives, which we will never forget," Robertson said of that first year.

What Winnipeg discovered from that initial expedition is how a shared vision of a better Winnipeg has been kept alive and grown—generation after generation—by so many of you. Your contributions of time, ideas, and money today help someone in Winnipeg—on average—every two minutes.

The generosity of Winnipeggers shone bright in 1965, with \$2.8 million given in support of 50 agencies. That compassion continues to burn, with over \$20 million raised to provide core, stable funding to an essential network of 98 agency partners in 2014.

While the numbers have changed, what continues to drive our "magnificent expedition" has not. We are, indeed, a better Winnipeg together.

The question Board of Trustees Chair Herb Peters asked at Portage & Main this past May 11—our 50th anniversary—says it all.

"Where else do you find thousands of workplaces, tens of thousands of donors, countless volunteers, over one hundred agency partners, all levels of government and senior representation from every single sector—united in a common cause?"



2014 Campaign Chair Sandra Oakley arrives at the 2014 Campaign Kickoff & Plane Pull on a Manitoba Hydro bucket truck—the workplace where she made her first donation more than 30 years ago.



MPI's Building for the Future team of pullers show spirit with some giant Lego at the 2014 Campaign Kickoff & Plane Pull



Powering Positive Change

Winnipeggers show record-breaking generosity in 2014



25

INSPIRING ACTION

A DC9 and a Boeing 727 loomed large over 56 fundraising teams at our 2014 Campaign Kickoff & Plane Pull in September, but it was Chair Sandra Oakley in her orange Manitoba Hydro jumpsuit and yellow hardhat festooned with United Way stickers who stole the show.

The long-time labour leader and retired Manitoba Hydro alum showed up on the gangplank of a gleaming Hydro bucket truck to flip the on switch for Campaign 2014. She tipped her hat to labour by thanking her “brother from IBEW” for the ride and outfit.

“And thanks for making sure I had a worker-bee hardhat and not a supervisor’s,” she joked.

Sandra kept her worker-bee hat close at hand for the next four months as she led campaign events and progress report sessions on the road to a record-breaking campaign total—\$20.3 million.

This incredible achievement, only possible with the compassion and work of 5000+ volunteers at 1100+ workplaces, ensures we can continue supporting and strengthening more than 100 interdependent programs, partnerships and agencies across Winnipeg.

At the 2014 Celebration in January, Sandra reminded us of a simple truth

as we look forward to Campaign 2015, and our 50th year:

“Every single donation, no matter the size, means lives changed,” she said. “This achievement would not have been possible without the work of thousands of volunteers and the generosity of tens of thousands of Winnipeggers.”

The work of volunteers like Steve Taylor and Paul Sekhon, who showed us, though work is involved, a United Way campaign is also fun.

The two Employee Campaign Chairs at MPI ran a Lego-themed campaign that had executives doing a Lego “build-off” while wearing impaired-driving goggles.

Steve says their campaign tagline—Building a Better Future—“shows how each donation plays a part—is a building block—put them together and you can build almost anything.”

A cornerstone of MPI’s 2014 campaign was a greater number of Speakers’ Bureau presentations, to which Steve gives credit for a significant increase in employee response and donor rates.

“I heard from people after they’d seen a speak say ‘I’m upping my donation. I’m going to give more because I had no idea that it was so effective—that the United Way had that impact.’”

Inspiring Leadership

Rachelle knew very little about United Way when she was began as a Sponsored Executive in August 2014. One of 40 Winnipeggers on loan or hired with financial support from community-minded organizations, she welcomed the opportunity to build on the skills and experience acquired at university and her job with the Province’s Department of Education and Advanced Learning.

For 14 weeks during United Way’s 2014 campaign, Rachelle and her fellow SEs nearly doubled United Way’s fundraising team and connected thousands of Winnipeggers with opportunities to make a meaningful difference in our community.

It wasn’t long before Rachelle realized the impact in her own life. Growing up with violence, she had relied on several programs and services supported by Winnipeggers’ donations to United Way. “That really brought it home for me,” she says. “We really are all impacted in one way or another, whether we know it or not.”

Having come so far and learned so much, Rachelle was the perfect choice for valedictorian when it came time to bid SEs farewell.

Today, Rachelle is working at United Way as a Campaign Manager and continues to inspire and help Winnipeggers everywhere change lives in our community.



Oyate Tipi Cumini Yape executive director Millie Anderson and staff (from left) Paul Guyan, Josh Amos, Ed Cameron, and Cole Scott with the new truck the Essential Needs Fund made possible.



"The Trustees of the Richardson Foundation were very pleased with the response to the Essential Needs Fund. Through this partnership with United Way, we have the opportunity to fill a funding gap for these vital community agencies."

Hartley Richardson, President & Chief Executive Officer of James Richardson & Sons, Limited, and a Trustee of the Richardson Foundation



JAMES RICHARDSON & SONS, LIMITED
ESTABLISHED 1857
AND AFFILIATED COMPANIES

An Essential Impact

Richardson Foundation fills immediate, high-need gaps for agencies

Another chapter in a long history of Winnipeg philanthropy began in 2014 when the Richardson Foundation partnered with United Way to establish the Essential Needs Fund.

With a focus on enhancing the quality, accessibility, and use of community facilities and programs through small-scale capital improvements, the Richardson Foundation Board of Trustees approved 27 high-need projects for United Way agencies in 2014.

Improvements like sports equipment, washers and dryers, kitchen upgrades and roof repairs have had immediate positive impacts in our community.

Oyate Tipi Cumini Yape, which distributes donations of lightly-used furniture and household goods to women and children rebuilding from challenges like fire, bed bugs, and having to flee from abusive relationships, were able to purchase a badly-needed new truck.

"I was just so relieved," said Oyate Tipi executive Director Millie Anderson.

An unreliable truck had been causing delays that meant lost donations or postponed client deliveries.

"We want to express our gratitude for the help they've given us...to the women and children, so they can continue on with their lives."

The Richardson Foundation has renewed their commitment to the Essential Needs Fund for a second year.



172
Day of Caring Projects

124
Volunteer Groups
(workplaces, schools, etc.)

63
Host Agencies

1547
Volunteers

5645
Volunteer Hours



DAY OF CARING



Game for change

2014 Golf Tournament

On August 5, 2014, 136 generous Winnipeggers took to the links at Pine Ridge Golf Club and raised almost \$127,000 through the 22nd Annual United Way Golf Tournament.

"A huge thank you to everyone who played a part," said Tim Prokipchuk, Director of Business Sales for Rogers Communications and 2014 Tournament Chair. "It's an achievement that puts us within putting distance of a historical milestone in 2015, when we hope to surpass \$1 million raised since the tournament began."

In a heartfelt presentation during dinner, Phil Chiappetta, Co-Executive Director at Rossbrook House, explained the links between the tournament and United Way's work in our community. Sponsors and donors expressed appreciation by presenting Phil with a variety of sports equipment for Rossbrook recreation and after school programs that help vulnerable kids stay safe, nourished, off the streets, and engaged in positive, supervised activities.



GENNEXT

Moving forward, giving back.

Since its inception in 2007, United Way of Winnipeg's GenNext program has brought passionate young leaders together to create meaningful social change in the city where they live, work and play. Through innovative and exciting volunteer and engagement initiatives GenNext is inspiring our next generation of leaders.

In 2014 United Way saw the development of the GenNext Workplace Ambassador Program, which encourages young professionals to take leadership roles within their workplace by becoming internal champions for their peers and United Way; providing better understanding of the issues that are critical to this important future generation.



Efficient & Effective Organization

A Strong Partnership made Stronger

Since 1978, United Way of Winnipeg and the Government of Manitoba have forged a strong partnership committed to working together, and with others, for a better Winnipeg.

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

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

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



Measuring Change

Measuring outcomes is one component of an effective non-profit organization. To this end, in 2014 we worked with partner agencies to create the Measuring Change report. It

found positive outcomes in all three of our focus areas. Look for it online under the [UnitedWayWinnipeg.ca](http://UnitedWayWinnipeg.ca/reports) reports page.

Going forward, in 2015 we began a three-year evaluation with 23 agency-run neighbourhood resource centres to define common performance indicators and report outcomes focused on healthy people and strong communities.

98

Agency Liaison Volunteers

2870

volunteer hours spent reviewing, assessing and evaluating impacts and outcomes

5

Standing Committee of the Board of Trustees

8

Councils & Committees of the Board of Trustees

30

Members of the Board of Trustees

Treasurer's Report

In 2014-2015, United Way of Winnipeg continued to demonstrate prudent fiscal management and solid fundraising performance.

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

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

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

In 2014-2015, the Board of Trustees with the support of the Finance & Administration Committee:

- Developed, implemented and closely monitored a financial plan to focus the investment of human, financial and in-kind resources required to achieve United Way of Winnipeg's organizational goals and strategies, and the desired outcomes for the community.
 - In 2014-15 United Way reported revenues of \$29.4 million which will be invested in our community to help create opportunities for a better life for everyone.
 - Thanks to an annual grant for fundraising and administrative expenses from the Province of Manitoba, every dollar raised in the Annual Campaign goes directly into the community. United Way's work, investments and partnerships are focused on providing tools and supports that help kids be all they can be, help people move from poverty to possibility, and support strong communities and healthy people.
 - United Way invested \$16.7 million in 98 community organizations that support our areas of focus and \$3.4 million in United Way community programs and partnerships.
- Managed the investment of funds with a balanced approach and a long-term focus.
 - During 2014-2015, investments yielded returns of 11.64%.
 - The Board of Trustees approved a 4.5% expenditure of investment income based on the average results over the previous five years. In accordance with policy, in any year where the investment returns are higher/lower than the budgeted amount, the excess/shortfall will serve as an increase/decrease to the Stabilization Fund. The higher than budgeted investment return resulted in an increase of the Stabilization Fund of approximately \$0.525 million for 2014/15, after allocations made as approved in the 2014/15 budget.

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



Stefan Kristjansson, Treasurer

Financial Statements

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Members, United Way of Winnipeg

The accompanying summary financial statements, which comprise the summarized balance sheet as at March 31, 2015 and the summarized statement of community and operating activities and changes in fund balances for the year then ended, are derived from the audited financial statements of United Way of Winnipeg (the "Organization") for the year ended March 31, 2015. We expressed an unmodified audit opinion on the financial statements in our report dated May 25, 2015. The financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

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

Management's Responsibility for the Summary Financial Statements

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

Auditor's Responsibility

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

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of the Organization for the year ended March 31, 2015 are consistent, in all material respects, with the financial statements, in accordance with the Canadian Auditing Standard 810, Engagements to Report on Summary Financial Statements.

Chartered Accountants



Winnipeg, Manitoba
June 3, 2015

BALANCE SHEET

March 31, 2015

	2015	2014
ASSETS		
Cash and Investments	\$31,984,104	\$31,319,064
Pledges Receivable	10,885,424	10,639,783
Capital Assets	9,137,109	9,243,693
	\$52,006,637	\$51,202,540
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$1,394,025	\$1,292,034
Mortgage Payable	1,714,347	2,789,365
Deferred Contributions	1,006,945	1,519,847
Other Liabilities	1,561,661	1,377,120
	\$5,676,978	\$6,978,366
FUND BALANCES		
Community Fund	\$20,637,545	\$20,104,536
Operating Fund	364,268	722,176
Capital Assets Fund	7,284,093	6,550,676
Tomorrow Fund	12,268,005	11,720,606
Stabilization Fund	5,635,748	5,111,180
Building Fund	140,000	15,000
	46,329,659	44,224,174
	\$52,006,637	\$51,202,540

Approved on Behalf of the Board of Trustees



Herb Peters, Chairperson



Stefan Kristjanson, Treasurer

STATEMENT OF

Community & Operating Activities

& CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2015

	2015						2014
	COMMUNITY FUND	OPERATING FUND	CAPITAL ASSETS FUND	TOMORROW FUND	STABILIZATION FUND	BUILDING FUND	TOTAL
REVENUE							
Net campaign contributions:							
Donations	\$19,480,225						\$19,480,225
Donor directed	934,701						934,701
Donor directed fees		34,188					34,188
Recoveries from the campaigns of prior years	171,841						171,841
Province of Manitoba		4,189,888					4,189,888
Legacy giving				359,398			359,398
Sponsorships, grants and other income	319,668	477,652					797,320
Funding partners and special initiatives	83,437						83,437
Boldness Project Revenue	712,925						712,925
Investment income					2,652,808		2,652,808
	21,702,797	4,701,728	–	359,398	2,652,808	–	29,416,731
COMMUNITY INVESTMENT							
Funding to agencies	16,702,488						16,702,488
Donor directed	934,701						934,701
Programs and activities	3,359,414						3,359,414
Boldness Project Expenses	712,925						712,925
Management and administration		520,905					520,905
United Way of Canada		215,720					215,720
	21,709,528	736,625	–	–	–	–	22,446,153
OPERATIONS							
Resource development		4,174,421					4,174,421
Business Development		65,071					65,071
Organizational development initiatives		35,311					35,311
Amortization of capital assets			424,939				424,939
	–	4,274,803	424,939	–	–	–	4,699,742
One-Time Special Initiatives	–	165,351	–	–	–	–	165,351
Net funds before transfers	(6,731)	(475,051)	(424,939)	359,398	2,652,808	–	2,105,485
Interfund transfers	539,740	117,143	1,158,356	188,001	(2,128,240)	125,000	–
Opening fund balance	20,104,536	722,176	6,550,676	11,720,606	5,111,180	15,000	44,224,174
Closing fund balance	\$20,637,545	\$364,268	\$7,284,093	\$12,268,005	\$5,635,748	\$140,000	\$46,329,659
							\$44,224,174

Financial Statements

MARCH 31, 2015

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

NATURE OF FUND BALANCES

Community Fund

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

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

The revenues presented in the 2015 Statement of Community and Operating Activities and Changes in Fund Balances include the proceeds of the 2014 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, 2016.

Operating Fund

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

The purpose of the Operating Fund is expenditures on: resource development, management and administration, marketing and

communication, administration of community investments, research and development and purchase of capital assets for operating purposes.

Capital Assets Fund

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

Tomorrow Fund

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

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

Stabilization Fund

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

Building Fund

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

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

Agency Partners

2014-2015 FUNDING

A&O Support Services for Older Adults.....	\$434,328
Aboriginal Health and Wellness Centre of Winnipeg.....	\$195,748
Aboriginal Vision for the North End	\$66,319
African Communities of Manitoba Inc.....	\$34,684
Andrews Street Family Centre	\$213,049
Art City	\$38,372
Aurora Family Therapy Centre.....	\$179,632
Big Brothers Big Sisters of Winnipeg.....	\$259,835
Boys & Girls Clubs of Winnipeg.....	\$586,526
Canadian Community Economic Development Network - Manitoba.....	\$189,321
Canadian Mental Health Association (Winnipeg Region).....	\$392,073
Canadian Muslim Women's Institute	\$44,172
CNIB Manitoba and Saskatchewan Division.....	\$429,726
Canadian Paraplegic Association (Manitoba Division)	\$131,987
Canadian Red Cross Society (Manitoba Region).....	\$320,994
Centre Renaissance Centre.....	\$66,215
Community Education Development Association.....	\$438,174
Community Financial Counselling Services.....	\$219,241
Community Living Winnipeg	\$191,461
Community Ownership Solutions - Inner City Renovations	\$46,827
Community Unemployed Help Centre.....	\$155,359
Elizabeth Fry Society of Manitoba	\$151,570
Elmwood Community Resource Centre and Area Association.....	\$168,231
Elwick Village and Resource Centre	\$70,868
Eyaa-Keen Healing Centre Inc.....	\$175,645
Family Dynamics	\$850,821
Fort Garry Women's Resource Centre*.....	\$135,413
Girl Guides of Canada (Three Areas of Winnipeg)	\$60,432
Good Neighbours Active Living Centre	\$54,132
Graffiti Art Programming.....	\$163,458
Guid'Amies franco-manitobaines	\$2,900
ImagineAbility	\$37,462
Immigrant and Refugee Community Organization of Manitoba*	\$175,969
Immigrant Centre Manitoba	\$158,990
Independent Living Resource Centre.....	\$164,785
Jewish Child and Family Service.....	\$181,629
John Howard Society of Manitoba	\$163,607

Kā Ni Kānichihk Inc.....	\$214,494
Kildonan Youth Activity Centre	\$54,688
Knowles Centre	\$75,466
L'Arche Winnipeg Inc.	\$19,996
Learning Disabilities Association of Manitoba.....	\$121,202
Ma Mawi Wi Chi Itata Centre *	\$336,540
Macdonald Youth Services *	\$172,560
Main Street Project	\$151,949
Manitoba Association for Rights and Liberties	\$56,415
Manitoba Interfaith Immigration Council (Welcome Place).....	\$107,203
Manitoba School Improvement Program	\$92,407
Maples Youth Activity Centre.....	\$55,214
Marlene Street Resource Centre.....	\$74,681
Marymound	\$80,062
Meals on Wheels of Winnipeg.....	\$81,889
Mediation Services: A Community Resource for Conflict Resolution.....	\$158,204
Mood Disorders Association of Manitoba.....	\$22,032
Mount Carmel Clinic.....	\$154,754
Multiple Sclerosis Society (Winnipeg Chapter)	\$129,188
Native Women's Transition Centre.....	\$154,788
Ndinawemaaganag Endaawaad.....	\$163,238
New Directions for Children, Youth, Adults and Families	\$106,566
New Life Ministries	\$26,164
North End Community Renewal Corporation - PATH Employment Centre	\$49,801
North End Women's Centre.....	\$155,800
North Point Douglas Women's Centre	\$68,438
NorWest Co-op Community Health*.....	\$309,700
Ogijiita Pimatiswin Kinamatwin.....	\$121,613
Opportunities for Employment.....	\$106,580
Oyate Tipi Cumini Yape	\$107,438
Palliative Manitoba (formerly Hospice and Palliative Care Manitoba)	\$147,974
Pluri-elles Manitoba*.....	\$105,371
Pregnancy & Family Support Services.....	\$110,924
Rainbow Resource Centre.....	\$72,929
Reaching E-Quality Employment Services	\$37,616
Resource Assistance for Youth	\$108,270
Rose & Max Rady Jewish Community Centre	\$272,736
Rossbrook House*	\$295,480
Scouts Canada (Manitoba Council).....	\$9,271

SEED Winnipeg	\$583,585
Sexuality Education Resource Centre.....	\$118,712
SMD Self-Help Clearinghouse*.....	\$125,397
SMD Services.....	\$1,006,733
Social Planning Council of Winnipeg.....	\$319,805
South Winnipeg Family Information Centre	\$51,470
Spence Neighbourhood Association	\$66,920
Stroke Recovery Association of Manitoba.....	\$62,204
Teen Stop Jeunesse	\$226,269
The Arthritis Society (Manitoba Division).....	\$105,668
The Laurel Centre	\$122,133
Urban Circle Training Centre*.....	\$19,051
Villa Rosa*.....	\$287,990
Volunteer Manitoba	\$215,460
West Broadway Youth Outreach	\$121,650
West Central Community Program.....	\$135,117
West Central Women's Resource Centre.....	\$89,109
Winnipeg Central Park Women's Resource Centre	\$57,699
Wolseley Family Place	\$63,236
Women's Health Clinic	\$232,455
YMCA-YWCA of Winnipeg	\$475,453
Youth Agencies Alliance	\$176,776

TOTAL 2014/2015 FUNDING	\$16,702,488
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* Net of unused allocations returned to United Way of Winnipeg.

Programs & Partnerships

2014–2015 FUNDING

Aboriginal Relations Strategy
Community and Agency Capacity Building
Community Engagement Program Incubation
Day of Caring
GenNext
Koats For Kids
Labour Engagement
Living on the Edge - Poverty Simulation
Learning & Innovation Programs
National Initiatives
Peg (Community Indicators System)
Research
Winnipeg Poverty Reduction Council (WPRC)
Youth United Strategy
211 Manitoba

TOTAL 2014/2015 FUNDING	\$3,359,414
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PARTNERS & SPONSORS

Our sponsors are investing in a better Winnipeg

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

Media Partners

103.1 Virgin Radio
Canstar Community News
Creswin
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Victoria Inn Hotel & Convention Centre
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Major Donor Appreciation

RBC

Celebration

MTS
Victoria Inn Hotel & Convention Centre

Leadership Appreciation

Cargill Limited
National Bank Financial Wealth Management
PCL Constructors

Report Session 2

Manitoba Federation of Labour
Winnipeg Labour Council

Report Session 3

Manitoba Public Insurance

Jets Raffle

Armcon
Assiniboine Credit Union
Birchwood
Manitoba Blue Cross
Charlie Spiring
Colin Ryan
Darcy Zaporzan Wealth Management Group
Dave Johns
Garth Manness
MTS
National Leasing
Northwest Company

PCL Constructors
Sierra Systems
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Winnipeg Jets Hockey Club
Winnipeg Free Press
Winnipeg Sun

AGM

Gail Asper Family Foundation

SE Appreciation Night

Winnipeg Labour Council

Youth United Grants

Shaw Communications Inc.

Student Leadership Conference

Great-West Life

Student Community Service Awards

Great-West Life

Golf Tournament Sponsors

TITLE SPONSOR

Rogers Communications

TEE GIFT SPONSORS

CIBC

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PUTTING GREEN SPONSORS

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College

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Delta Winnipeg

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FLOFORM Countertops

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MacDon Industries Ltd.

Pattison Outdoor

PCL Constructors Canada Inc.

Quintex Services Ltd.

RCS Insurance Consultants

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Greg Bieber

TDS Law

Vector Construction Group

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Winnipeg Airports Authority

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Towers Realty Group Ltd.

Visions Electronics

Westgate Enterprises Ltd.

Winpark Dorchester Properties

OTHER CONTRIBUTORS

Boston Pizza

Buy Rite Business Furnishings Source

The Fairmont Winnipeg

FB Hospitality

Home Run Sports

The Keg Steakhouse

The Manitoba Chamber of Commerce

Manitoba Blue Cross

Natural Bakery

Nott Autocorp

Old Dutch Foods Limited

Play It Again Sports

Pereux Financial Services

Rogers Communications

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Supreme Office Products Inc.

Winnipeg Blue Bombers

Winnipeg Jets

ZEV/Dollarwise Quality Cleaners

Koats for Kids

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— Fire Paramedic Service

CTV Winnipeg

Modular Storage Systems

Perth's

Winnipeg Sun

Peg

City of Winnipeg

Great-West Life

Healthy Child Manitoba

International Institute for Sustainable

Development

Investors Group

Province of Manitoba

Winnipeg Regional Health Authority



United Way
Winnipeg

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