



United Way
For a Better Winnipeg



UNITED WAY WINNIPEG 2016-17 ANNUAL REPORT

winnipeg is our city



2016-17 ANNUAL REPORT

winnipeg is our city

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



ON THE COVER

Sacha and her family received help from Family Dynamics—one of 24 family resource centres you make possible.



Message from the Board Chair and President	2
United Way Winnipeg's Community Impact Framework	3

INSPIRING ACTION 4

Campaign Community Kickoff brings a new beginning	4
A strong Winnipeg pulls together	6
Sponsored Executives: a vital support	7
Something to celebrate	7
Community as a core workplace value	8
GenNext leadership	9
Engagement with heart	9
Essential support	10
Going further in a time of need	10
Working together	11
Driving change in Winnipeg	11

ALL THAT KIDS CAN BE 12

Finding strength	13
Youth lead change	14
Youth United	14
Much more than warmth	15

FROM POVERTY TO POSSIBILITY 16

Reaching self-worth	17
WPRC focus on youth employment	18
Learning about Living on the Edge	19

HEALTHY PEOPLE, STRONG COMMUNITIES 20

The gift of connection	21
Help starts here	22
Boldness	22
For Every Family	23

BUILDING KNOWLEDGE 24

Peg: a tool for understanding how our community is changing	24
Vibrant community space	24
Stronger Together — networks of caring	25
Making a difference	26
A commitment to cultural awareness	26
Spreading kindness in our community	27

EFFICIENT & EFFECTIVE ORGANIZATION 28

Volunteers nourish the spirit	29
Imagine Canada accreditation	29
Treasurer's Report & Financial Statements	30
Partners & sponsors	36



Marilyn McLaren
2017 Chair, Board of Trustees

Connie Walker
President & CEO

MESSAGE FROM THE BOARD CHAIR & PRESIDENT

Last September, surrounded by hundreds of children, community members, parents and teachers at Hugh John Macdonald School, United Way kicked off the 2016 fundraising campaign with an urgent message and a bold new three-year plan.

Created with the input of nearly 2,000 Winnipeggers, the plan (titled *Three Years for a Better Winnipeg*) was a resonant call to action to: a) keep the current United Way network of programs and services strong and available for thousands; and b) go even further to provide youth mentorship and mental health support, job and money management training, and greater access to help close to home through a network of family resource centres.

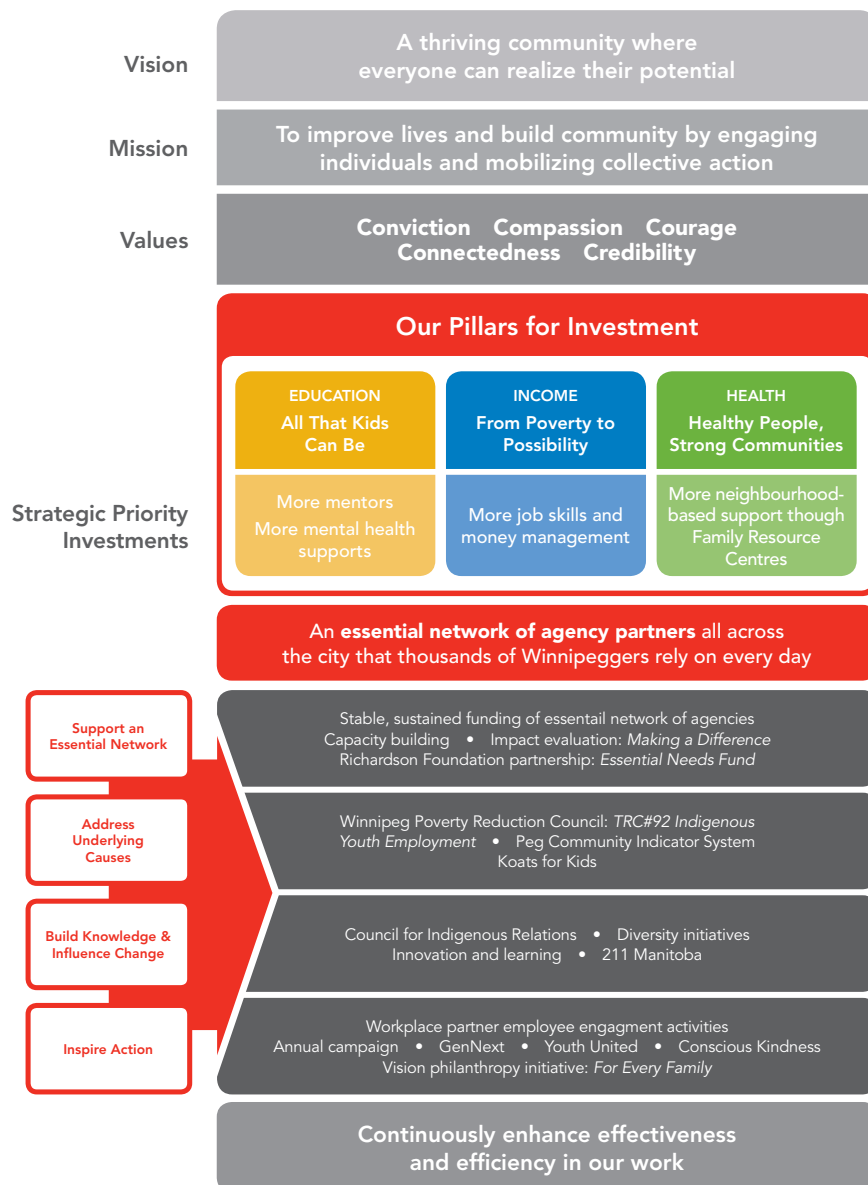
The generosity of Winnipeggers shone brightly, raising over \$20 million and ensuring life-changing programming will continue to remain stable and available. Today we are seeing some of the important first steps in being able to provide more help in those four priority areas.

The pilot of a formal network of youth mentorship program providers will help serve kids even better by creating a way to share knowledge, best practices and resources. We will also be piloting the expansion of a youth mental health outreach program, to increase the mental health awareness and knowledge of coping mechanisms and supports. And we will be supporting families close to home through 24 United Way-supported family resource centres which will increase hours and programming.

There is indeed much to celebrate! At the same time, we are focused on the reality that to achieve these goals and continue the help we already make possible, we need to grow United Way's annual campaign to \$23 million by 2018. While this is a challenging goal, it is a critically important one because there are still children and families who need our help. More than anything, we are privileged to see every day what Winnipeggers can make possible when they come together.

In the following pages you will find a snapshot of just some of the things our amazing volunteers, donors and partners are doing to make Winnipeg a city that has opportunity for every one of us.

Thank you so much for all that you do. Be it as a volunteer, a donor or a partner, you are making a very real difference in the lives of people all across this city. Together, we know that Winnipeg's foundation is strong, and its future is full of hope.



UNITED WAY WINNIPEG'S COMMUNITY IMPACT FRAMEWORK

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

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

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

Within this overarching framework, United Way's work is shaped by a three-year strategic plan. The 2016-18 plan calls for us to keep our current support for an essential network strong while going even further to help Winnipeggers by responding to four community priority areas.

This work is highlighted in the following pages.

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



Community Campaign Kickoff brings a new beginning

Hundreds of children, parents, community members, teachers and volunteers came together for a community breakfast in the gymnasium of Hugh John Macdonald School in September to join the effort to do more for kids and families still struggling in our city.

2016 Campaign Chair, Neil Besner, told the crowd that during conversations with nearly 2,000 Winnipeggers during United Way's 50th anniversary year in 2015 we learned two very important things.

"First, people know that together, through United Way, we're making a real difference for thousands of people every day in Winnipeg, and that we must continue to do so. But we also heard that Winnipeggers are worried about the growing challenges many kids and families in our city are facing."

To that end, *Three Years for a Better Winnipeg*, focuses on two things. First, it puts emphasis on keeping the programs and services Winnipeggers already support through United Way strong and available for our co-workers, friends, neighbours and loved ones.

Second, it challenges us to go further to help more kids and families who desperately need it by focusing on four critical priorities: providing more mental health support for youth, more mentors for kids, more people helped to find their independence through employment, and more families provided with safety and support close to home at family resource centres.

Accomplishing this plan for Winnipeg means the annual campaign must grow from \$20 to \$23 million.

"We're here this morning to celebrate our communities and the kids and families that bring them to life. Families are the foundation of our community," said United Way's volunteer Chair of Community Investment, Dr. Jodene Baker.

"I want to thank each and every one of you. Every single one of you makes our community a better place to live."

The Honourable Brian Pallister, Premier of Manitoba, brought greetings and acknowledged the partnership between United Way and the Province of Manitoba, as did Winnipeg's Mayor Brian Bowman. This partnership, which provides an operating grant for United Way, means every dollar Winnipeggers give to the annual campaign is invested directly into our community.

Those generous investments have also created some exciting progress towards meeting the goals to help even more people in the *Three Years for a Better Winnipeg* plan.

Look for updates on this progress in this report appearing with personal stories on pages – 12, 16, and 20.



A Strong Winnipeg Pulls Together

The 13th Annual Plane Pull was the biggest ever with almost 2000 people and 78 teams bringing their good cheer, costumes, strong backs and generosity to Red River College's Stevenson Campus under a September sun.

Pullers came from workplaces around the city. The occasion marks the wrap-up of the Pacesetter campaigns and gave a strong start to the city-wide fundraising campaign that raises more than \$20M each year in support of life-changing programs and services.

With friendly but fierce competition, teams pulled a Boeing 727 or a CL-215 water bomber—each weighing in excess of 80,000 pounds. Together, they raised over \$52,000 during the event alone, helping to create more mentors for kids—one of four pillars in our community's *Three Years for a Better Winnipeg* plan.

"United Way knows how important mentors are to youth in our city—and that's something that's made all the difference in my life, too," Victor Golondrina told the plane pullers.

Victor said the mentorship he found as a youth kept him on a good path when his family was in crisis. Today he works at a United Way agency partner, helping guide other kids.

"They gave me hope, and now I am giving it back...and United Way has been there every step along the way."

2016 Campaign Chair Neil Besner talked about United Way's *Three Years for a Better Winnipeg* plan to help more people than ever facing challenges like Victor did, while keeping strong the essential network that thousands of people depend on in our community every day. Helping 1,800 more kids connect with mentors is one of the pillars in the plan.

"It's a journey that promises to take us closer than ever to a better Winnipeg for everyone who lives here," said Neil.

"It's also about going further to do even more for kids and families...remember, they are the ones we're pulling for."



'Payworks employees love participating in the Plane Pull. The energy of everyone working together to pull an actual plane is exhilarating. It's equally as inspiring to work together to build a better Winnipeg through United Way.'

JP Perron, President, Payworks



Sponsored Executives: a vital support

Each year Sponsored Executives (SEs) join United Way for 14 weeks to help workplaces complete successful United Way fundraising campaigns. The incredible skill and enthusiasm of our SEs ensures the sustained, annual funding that 100 United Way agency partners depend on remains available to help thousands in our city each day.

This past year 37 SEs were loaned or sponsored by generous organizations—a vital link between United Way and workplaces that support our community.

Shannon Leppky, Vice President of Human Resources at MPI, talked about the benefits to her organization that comes from loaning SEs to help workplaces during United Way's campaign.

"I've watched our employees return to their positions after their 14-week terms more confident, productive, and skilled. But most of all they've returned inspired."

"Without a doubt, the Sponsored Executive program has become one of the cornerstones of our robust leadership development program at MPI," said Shannon, adding MPI loaned four employees to the 2016 campaign.

Sue Tardi, the volunteer chair of United Way's Leadership Development Program had words of encouragement for the SEs winding down the 2016 campaign.

"Take enormous pride in your leadership and the role you've played—and will continue to play I hope—as ambassadors for change in our community."



The 2016 Sponsored Executives on stage at The Met during a celebration of their essential role last December.



Melody and Carter share a hug at the 2016 Campaign Celebration

something to celebrate

When Melody Tardiff joined a team of Sponsored Executives at United Way last fall, she didn't realize how many connections she would discover.

Melody, on loan from Agriculture & Agri-Food Canada Farm Income Programs Directorate, began to learn, in her SE role, about the work of United Way's agency partners. She also learned what it meant to her own family.

Her 12-year-old son, Carter, began facing mental health challenges when he was six. When he was 10 he expressed a fear of becoming a suicide statistic.

"We felt really alone and not sure where to turn, but we knew we had to help Carter," said Melody.

Her family found help at several agencies that Melody hadn't realized were all supported by United Way.

"I have been donating to United Way for the past 17 years at work and never thought about why. Now I know exactly why I donate."

Today Carter is well—making friends and finding balance in his life at home and at school.

Melody has shared her family's story many times during United Way campaign events at workplaces, and when more than 800 people came together last December to celebrate the generosity of Winnipeggers during the 2016 Campaign, she shared again. A special guest to the stage—her son Carter stepped to the mic and said:

"Thank you for your support and providing me a chance to live my life to the fullest."



Clockwise from top left, Princess Auto CEO Geoff Frodsham (driver), Employee Campaign Co-chairs Kevin Mauws and Kim Downie, and Reverly Hart, Senior Vice President, People & Communications. Reverly continues a tradition of caring she began with Sandy Gable when Princess Auto's partnership with United Way Winnipeg started 25 years ago.

Community as a core workplace value

Workplaces that make caring for community a part of their culture create something people want to be part of.

Princess Auto understands this, and includes “community” as one of their core values. Their employees—who they refer to as “team members”—live these values every day, and it shows.

“At Princess Auto we are big believers in connecting and caring for communities where our stores and Distribution Centres are. It’s where our teams work and live,” says Kevin Mauws, an Assortment Planning & Process Specialist at Princess Auto.

“It’s one of the things that attracted me to work at Princess Auto,” adds Kevin, who has helped run their Winnipeg Home Office workplace campaign as an Employee Campaign Co-chair for six years.

“Princess Auto cares about our neighbours. We invest in our communities, our customers, and most importantly our team members, here in Winnipeg and across Canada,” said CEO Geoff Frodsham. “It’s in our DNA. It’s a part of who we are and it’s the foundation on which our company was built in Winnipeg almost 85 years ago.”

Princess Auto is marking its 25th United Way campaign in 2017, and if the past is any indication, it will be another year of generosity.

Kevin and his Campaign Co-chair, Kim Downie, coordinated a workplace campaign in 2016 that raised a record amount for the community.

“In the last five years we’ve doubled the amount we’ve raised, and last year we had a record year. Our goal was \$60,000 and last year we raised about \$64,500. Our team is really proud of that,” says Kevin.

Princess Auto also added to their United Way commitment in 2016 by loaning Team Leader Becky Bonertz as a Sponsored Executive for 14 weeks to help other workplaces achieve successful campaigns.

Kevin says the introduction of a United Way workplace online donation portal several years ago made it more convenient for team members to contribute. He also credits the help he and Kim get from their 10 campaign committee members, and the fun they bring to their October campaign at events like a team member jail and Halloween Carnival.

Kevin says bringing team members together in support of their community is rewarding work and lots of fun. He and his team rely on the support from Princess Auto’s Executive Leadership Team for each campaign. It sends a positive message, creates the opportunity for teamwork, and inspires everyone to participate in giving back to our community.

engagement with *heart*

Every year hundreds of people from workplaces across Winnipeg gain a meaningful connection to our community through United Way engagement opportunities.

While the annual campaign provides critical, stable funding to agencies, volunteering for a United Way Day of Caring or a Collection Drive are two ways to make a real difference while also learning about the essential agencies helping thousands of kids and families in our city every day.

The benefit to our community, and to the participants, really stands out in the feedback participants have shared:

"The people working for this organization are absolutely amazing human beings. I am so happy to have been a part of this experience and will definitely do something like this again."

"It was wonderful to see first-hand one of the places that gets United Way funding. It helped me also appreciate all the work that the volunteers do. Thank you!"

To find out more about engagement opportunities or to get your workplace involved, contact United Way!



159
Days of
Caring

Day of Caring partners a workplace with a United Way agency or other non-profit organization to lend a hand completing a project that contributes to community development, renewal, and pride.

Collection Drives offer a workplace a chance to collect much-needed items.

1420
volunteers

136
Collection
Drives



GenNext Winnipeg members, along with Jenna Wirch (left) of Aboriginal Youth Opportunities, after helping host a Meet Me at the Bell Tower event in 2016. The public gathering happens at 6 p.m. each week at Selkirk Avenue and Powers Street to bring people together against violence and to build community.

GENNEXT Leadership

The GenNext program continues to give opportunities to up-and-coming leaders in Winnipeg to engage with our community through United Way and its partners.

Many of the 600 GenNext members belong to a GenNext Workplace Chapter, taking the lead in their workplaces to initiate community involvement like targeted collection drives and United Way Days of Caring to give essential support for agencies doing front-line work in our city. Beyond community involvement, a GenNext Workplace Chapter also creates valuable connections within and between workplaces.

Last year saw the inaugural GenNext Summit: Our City bring together almost 300 of Winnipeg's community leaders for an impactful full-day event of distinguished speakers, cutting-edge panels, and discussions to inspire attendees to take a leading role in strengthening our city.

"The Summit was an eye-opening experience of things that are happening right in front of us in everyday life," said attendee Johann Kristjanson.

Topics included reconciliation, homelessness and mentorship, and focused on the role each of us can play in making a difference.

The 2017 GenNext Summit happens Wednesday, October 18.



Thrift Shop coordinator Kristy Muckosky, left, and Thrive executive director Rhonda Elias-Penner cut a ribbon to mark the shop reopening in November.

Essential Support

The Richardson Foundation continued to create positive change in 2016 with the Essential Needs Fund, helping 26 United Way agency partners realize small-scale capital projects.

The capital improvements—and the profound impact they bring to the agencies and Winnipeggers helped by them—would otherwise be unaffordable for the non-profit organizations.

“Partnering with United Way Winnipeg to establish the Essential Needs Fund has been a wonderful undertaking,” said Kelly Harris, Executive Director of the Foundation. “Our Board of Trustees is honoured to be able to provide funding for these capital projects and allow agencies to remain focused on delivering their programs.”

“We are so grateful to the Richardson Foundation,” said Kristy Muckosky, coordinator of the Thrive Thrift Shop, renovated with help from an Essential Needs Fund grant.

“They helped us create a space that feels so much more uplifting and safe, and gives people a more enjoyable shopping experience than before.”

The Thrift Shop helps fund the Thrive Community Support Circle (formerly PFSS)—a United Way-supported family

resource centre that provides respite daycare, family counselling, parenting classes, monthly emergency food, and baby supply services. It also provides volunteer opportunities and employment skills to community members.

With funding from the Richardson Foundation, the shop was able to refresh its space for the first time in 20 years. New flooring, paint, lighting and shelving gave the shop a fresh and more “boutique-like feel,” Kristy says, which has volunteers working at the shop and visitors looking for low-cost items feeling better in the space.

“When people come in, they all comment. It looks so nice, and the air feels lighter,” said Kristy.

Thrive Community Support Circle executive director Rhonda Elias-Penner helped Kristy cut the ribbon on the spruced-up shop last November. Before she did, she gave thanks for the support received by Thrive, and explained the value of the improvements to the community.

“We know that this renovation is going to go a long way to not only generating more support and income for the Thrift Shop and the organization, but also just comfort and safety and dignity for the people who are coming here.”



**RICHARDSON
FOUNDATION**

The Essential Needs Fund, established in 2014 by the Richardson Foundation, has provided over \$1.4M in support of more than 84 projects.



Driving change in Winnipeg

The 24th Annual United Way Winnipeg Golf Tournament saw sunny skies and much generosity at the beautiful Bel Acres Golf & Country Club in August.

More than 140 golfers and dozens of sponsors helped raise a record amount—over \$133,000—bringing the 24-year total to \$1.23 million to support United Way's core work with a network of programs and agencies that help thousands of Winnipeggers each year.

When golfing was over for the day Ron Brown, President & CEO of United Way agency partner Boys & Girls Clubs of Winnipeg, spoke about a 12-year-old boy who was able to fulfill a dream of going to a Winnipeg Jets game through United Way's Dream Seats program. The youngster got to watch the Jets beat the Edmonton Oilers in overtime, and a Jets player gave him a team-signed stick—something he now treasures.

Thank you volunteers and golfers!





Trevor Champagne, union member and Winpak United Way campaign committee member (left), Charlene Matheson, President UNIFOR 830, and David Johns, President of Winpak, outside Winpak's Saulteaux Crescent plant.

Working together

The Winnipeg Labour Council and the Winnipeg Chamber of Commerce joined forces to create United Way Winnipeg in 1965. It was a show of unity towards a goal we all share—a better Winnipeg.

More than 50 years later this spirit of working together continues to inspire people to create real and lasting change in our city.

Labour and management at Winpak and UNIFOR 830 partnered for their United Way workplace campaign. The result was a record level of donor participation.

"It's really about working together—uniting, for the community, and giving back. It's so important," said Charlene Matheson, President of UNIFOR 830.

Winpak President David Johns said the teamwork at Winpak in support of the United Way campaign hits home.

"Over the years some of our own employees have needed help from United Way agencies. You just never know who might need some help in their life. So, it's about all employees joining together to support our whole community," said David.

Joining together within workplaces to support the goals we share through United Way is how we can continue to create a thriving community where everyone can reach their potential.



'Unions work to raise the bar for our most vulnerable citizens. Working together with United Way, labour is able to reach all citizens, not just unionized workers.'

Basia Sokal, President, Winnipeg Labour Council



Going further in a time of need

Last year saw a growing number of refugee claimants coming to our city, stretching the existing resources available for settlement thin. Winnipeggers wanted to help, and along with partners in our community supporting newcomers and refugees, we came together to create a chance for people to direct their generosity and show compassion during this important time.

HelpRefugees.ca was created in March to provide a central portal for people to donate with confidence, knowing United Way is working with community partners to ensure every dollar will make the biggest difference in the lives of refugees needing support.

Dr. Jodene Baker, long-time United Way volunteer, donor, and Chair of United Way's Community Investment Committee, said United Way agency partners are finding ways to do more and go further, but they need our help.

"There's only so far they can go without breaking. This is about mobilizing our compassion and humanity to go further as a community to ensure that doesn't happen."



all that kids can be

Children belong at the centre of all we do. Our vision of a community where everyone can reach their potential begins with our young people, and together we are focused on strengthening the foundations and conditions that help kids thrive today and for generations to come.

KEEPING OUR CURRENT NETWORK STRONG

39

agencies, including
**3 time-limited
investments**

41

of out-of-school
and summer
programs

19

leadership/
mentoring
programs

10

counselling and
crisis intervention
programs

69,500 estimated number of participants

GOING FURTHER

Youth mentors

We're piloting a youth-based mentoring network, linking organizations so they can work and plan together, so more kids can connect with mentors

Youth mental health supports

We're piloting an evidence-based youth mental health program rooted in prevention and early intervention to help more young people get mental health support

*"I am now symptom-free
80 per cent of the time."*

Finding strength

With stable funding provided thanks to United Way donors, eight United Way-supported agency partners provided mental health support to almost 7,000 young people last year.

Three Years for a Better Winnipeg includes a commitment to make this essential support available to 4,000 more young people by 2018.

peg tells us...

24.4% of Winnipeggers had a diagnosed mood or anxiety disorder between 2007/08 and 2011/12.

Learn more about Peg on page 24.

At the age of 12, Griffin Jenkins experienced symptoms of depression. It began what he calls, "a long journey of self-doubt and self-harm and really not knowing who I was."

His symptoms escalated, and by the time he was 13, Griffin had tried to end his life by suicide twice.

"I had told myself that I didn't deserve to be alive anymore."

At 14, Griffin started down his road to recovery, which included a United Way-supported camp for kids at the Mood Disorders Association of Manitoba (MDAM).

Today he says he is symptom-free 80 per cent of the time, and he credits the camp for giving him the strategies and coping mechanisms to make it possible.

Griffin now helps bring mental wellness to other young people as the Director of Education and Youth Services at MDAM,

and his musical and personal skills have helped build resiliency and wellness in young people attending the same camp he relied on years earlier.

Griffin says his first advice to any young person who notices changes in themselves—low energy, withdrawing, losing interest in things they once enjoyed or feeling down and sad all the time—is to talk about it with someone they trust.

"An important first step, no matter how sad you are or how painful it is, is to find that little bit of strength to tell one person, to find that friend, that teacher, that family member—whoever it is."

Reaching out can help someone acknowledge there may be something going on, and open them up to receiving some help from others if it's needed.

"The important part is to find the courage to open up to that first person."

Youth lead change

The United Way Youth United Council awarded more than \$17,000 in grants for 24 youth-led projects in 2016-17 that contributed to positive social change in Winnipeg and neighbouring communities.

The Youth United grant program provides a maximum of \$1,000 to projects that are organized, planned, and performed by volunteer youth age 24 and under.

Youth United's grants committee chooses projects that build and strengthen skills in the youth involved and are associated with a school or non-profit community agency.

Committee co-chair Julia Stoyko says they carefully consider all grant applications they receive.

"Our most important criterion is that a project be led by youth, and it is really inspiring for us to get to see the work that youth in Winnipeg are able to accomplish."



A Youth United grant made The Project Pulse conference happen to bridge the gap between high school students interested in pursuing health sciences and people currently working in the field. The day included keynote speakers, panel discussions, workshops and time to connect with like-minded peers.



Marissa Rykiss, a parent-child coordinator at the North End Women's Centre, talked about the centre and thanked youth before they started cleaning up the garden and yards. The United Way agency partner provides a multitude of services including counselling, drop-in, addictions recovery and transitional housing.

Youth United

Youth United creates opportunities for young people in Winnipeg to use their passion and vision for change in our community.

The Youth United volunteer council of 16-24-year-olds used their leadership to create incredible initiatives such as the Youth Day of Caring, which saw over 100 high school students give their time and sweat equity to make improvements at 15 different social agencies last May. Besides providing valuable on-the-ground help to the agencies, the annual event is a chance for students to learn about the important work happening in their communities.

"They have multiple services for families, such as daycare, nursery, school programs for parents, etc." wrote one youth about their experience at an agency.

The Youth United Council also recognized 52 outstanding Grade 11 students with Student Community Service Awards and awarded four \$500 Leaders in Action Scholarships, while at the Leadership Conference last fall youth engaged in activities and workshops to foster cultural, mental and environmental health.





Dan & Karl of the Winnipeg Fire Paramedic Service brought their truck to help spread the warm word at the Koats for Kids drive-thru launch in October. Each year, from September to January, Winnipeggers can drop off winter gear at any Winnipeg Fire Paramedic Station or Perth's Drycleaners location.

Much more than warmth

The generosity of Winnipeggers brought warmth to young people in need of winter gear again this year through United Way's Koats for Kids program.

In October, Winnipeggers helped launch the Koats program by contributing to a donation drive-thru at United Way's Main Street building.

Every winter thousands of kids from schools, community organizations, daycares and individual families rely on the Koats for Kids program.

Thank you again to all the donors, volunteers, and community groups whose support helped children stay warm in appropriate winter clothing, so that they could attend school and play with their peers outside. A big thank you to program partners Motel 6, Perth's Drycleaners, Winnipeg Fire Paramedic Service, AMJ Campbell Van Lines, Modular Storage Systems, CTV, Winnipeg Sun, 103.1 Virgin Radio, and 99.9 BOB FM.



400
volunteers

1,600
hours

28,000
articles of
clothing

6,400
coats

from poverty to possibility

Everyone wants to be independent—to provide for themselves and their family. Removing the barriers to this universal desire unleashes pride, dignity, and achievement. Working to ease poverty helps lift families and our entire community to a place of greater health, security, and happiness.

KEEPING OUR CURRENT NETWORK STRONG

16

**life and employment
skills/social enterprise
programs**

26

agencies

11

**asset building, money
management and financial
inclusion programs**

20,200 estimated number of participants

GOING FURTHER

Job skills and money management training

We're investing in the Manitoba Financial Empowerment Network. See page 25.

Reaching self-worth

"With the help I've received I've been able to find employment and gain my self-worth and self-confidence back."

United Way Winnipeg supports 14 agency partners that provided life and employment skills to almost 8,000 people last year. The **Three Years for a Better Winnipeg** plan unveiled in June commits to connecting 2,800 more people with the skills to find employment and financial stability by 2018.

peg tells us...

In 2014, 11.2% of Winnipeggers were living in low income, down from a high of 21.7% in 1991.

Learn more about Peg on page 24.

Deanna knows the impact unemployment and financial instability bring to a person's life, and the profound changes that come with a little help.

A visual impairment she has lived with since birth has worsened in recent years and made it difficult to find a job. In 2007 she was unable to afford her apartment and was forced to move.

"My periods of unemployment were very hard and very financially and emotionally stressful. My vision has presented many barriers for me finding employment."

She felt hopeless, and was dealing with anxiety and depression.

"We all have a basic human need to contribute and have community around us. When it's taken away we feel depressed and lonely and isolated."

Help came in the form of employment training. Through United Way-supported programs at Reaching E-Quality Employment Services (REES) Deanna was able to gain the job search skills and support she needed to overcome her barriers to employment. REES, which offers employment services to anyone living with a physical disability or health condition, counselled and trained Deanna to give her the skills, knowledge, and confidence to find work. Deanna has since secured fulfilling employment and returned to school to take financial accounting.

"With the help I've received I've been able to find employment and gain my self-worth and self-confidence back. I have a social life and I have structure during the day. And I feel like I'm contributing to society."

WPRC focus on youth employment

The Winnipeg Poverty Reduction Council (WPRC) brings leaders from across our community together to address some of our city's most challenging issues.

In 2016, the WPRC explored its priority focus area of *Independence through income* by consulting with over 150 individuals and groups representing a range of community organizations and sectors. The purpose was to learn more about what's happening in relation to youth employment through an Indigenous lens—what jobs skills are needed, what Indigenous youth are experiencing, and what gaps exist keeping youth from meaningful and supportive employment.

Similar themes are reflected in the 94 Calls to Action released by the Truth and Reconciliation Commission of Canada (TRC). In particular, the 92nd Call to Action, titled *Business and Reconciliation*, calls upon the corporate sector to ensure “equitable access to jobs, training, and education,” exists for Indigenous peoples, along with training for all employees in areas of intercultural

competency and Indigenous history. This became a touch point for WPRC's development of the action plan *TRC92: Youth Employment*.

The long-term goal of *TRC92: Youth Employment* is safe, inclusive and meaningful employment that supports Indigenous youth to thrive. Achieving widespread private sector engagement in Indigenous youth employment will result in more workplaces that incorporate learning about Indigenous peoples, cultures, and histories, and a workforce that better reflects and serves our community.

WPRC's role in implementing this action plan will be to seek out and connect employers with community trainers and youth, leverage resources and facilitate planning, evaluation, and ongoing communication between all stakeholders.

Learning from the consultations included:

- There are numerous community-based organizations training Indigenous youth for the workforce. They shared that they often have difficulty linking their graduates to good jobs.
- Private sector business leaders want to employ Indigenous youth. They recognize an urgent need to create good job opportunities for a growing, young Indigenous population in Winnipeg.
- It is not just youth that need to be trained. Workplaces also need to be prepared so youth are welcomed into culturally safe environments.
- One of the most important factors to ensuring long-term successful employment for individuals facing barriers is post-employment support.



Top: WPRC Council members on United Way Winnipeg's rooftop last summer.



peg tells us...

Winnipeg's youth employment rate was **14.7% in 2016**, 5.6% higher than ten years ago.

Learn more about Peg on page 24.



Simulation facilitator Jason Granger explains to a family that they have been evicted from their home for failing to pay their rent.

peg tells us...

In 2015, 58,050 Winnipeggers used food banks—a **22% increase** from just five years earlier.

Learn more about Peg on page 24.



Community volunteers Regina Ramos-Urbano (left) and Anita Krushel plan their next move in their simulated lives on a low income during a Living on the Edge poverty simulation.

Learning about Living on the Edge

Almost 1,500 people participated in 27 United Way Living on the Edge poverty simulations last year to gain a greater understanding of the challenges faced by people who live in a low-income situation.

During a simulation, participants assume new identities and navigate through a month of a life in poverty represented by four 15-minute weeks. In their new roles as low-income families they have to attend school and work, deal with government and financial agencies and the justice system, pay for a host of essentials like rent, transportation and food while juggling various unexpected challenges, including sick children.

"I was so busy just trying to exist. Just trying to make a living and stay alive," said one participant in a group debriefing after a special simulation opportunity for community volunteers in April.

Regina Ramos-Urbano wrote an article about her simulation experience for the Pilipino Express News Magazine.

"Stress and worry were constant companions for my little family as we found a place to live, made sure to eat, paid bills, and still have enough for transportation to get to work and to see the doctor," wrote Regina, who took the role of a 25-year-old male with a 19-year-old girlfriend and one-year-old baby.

"The Living on the Edge simulation provided me with 'heart knowledge' that facts and figures can't provide. It gave me a small glimpse of what it's like to be in poverty....I am grateful for the experience."

healthy people, strong communities

Thriving communities begin with empowering people and creating spaces where they can connect and grow. Every time we come together to empower kids and families to improve their health and well-being, our community takes a step forward.

KEEPING OUR CURRENT NETWORK STRONG

57
agencies

32
community
development programs

9
neighbourhood
safety and community
building programs

22
leadership development
programs

14
life skills and access to
resource programs

60
counselling, wellness
and education programs

197,800 estimated number of participants

GOING FURTHER

We're piloting extended family resource centre hours

Doors open longer means more help to nearby kids and families

"I would share with them the emotions I was going through and they would support me."

The gift of connection

Malofo with her boys, Hassan and Ahmed, at the family resource centre where she found support.

Last year United Way Winnipeg supported 24 family resource centres that helped about 44,000 families.

Three Years for a Better Winnipeg commits to connecting 2,700 more families with help at centres in their communities by 2018.

peg tells us...

More Winnipeggers are limited in daily activities due to inadequate physical or mental support than 10 years ago: from **31.7% in 2003** to **35.2% in 2014**.

Learn more about Peg on page 24.

When Malofo Fofana lost her husband to cancer in 2014, she found a healing human connection at the Winnipeg Central Park Women's Resource Centre—one of 24 United Way-supported family resource centres.

That connection was a gift that returned some light to her life during a time of incredible grief.

"I would just be crying. When my kids would go to school it was difficult for me to even stay alone in the house."

At the family centre people were there for her.

"I would share with them the emotions I was going through and they would support me."

Malofo came to Canada as a refugee in 2008 and has since used many of the family centre's resources and teaching opportunities, including the peer support group, computer skills, multicultural cooking and physical activity classes.

She says the community of families at the centre, which is used by many newcomers, helps each other by sharing stories and knowledge about life in Canada.

"It's very supportive, especially when people newly come to Canada with a family."

Malofo learned how to sew at the centre—a skill she's put to excellent use.

"I have lots of dresses that I made for myself, so I am very proud of myself, and it's thanks to this women's centre."

United Way-supported family resource centres are places around Winnipeg where families connect to community supports, and their neighbours. They offer opportunities to learn life skills and provide basic necessities like affordable food, laundry facilities, and job search resources.

And human connection.



The Winnipeg Boldness Project

What happens when a community is asked to identify solutions for challenges they face, and then invites other systems to join in addressing them?

That's what The Winnipeg Boldness Project has done in order to increase the number of Point Douglas children who are ready to learn when they begin kindergarten—and to increase the well-being of their families.

Using a process known as a social innovation lab, Boldness has invited community members, agencies, Indigenous Elders, government, and researchers to join together to find solutions to issues identified by community members. Their work began with increasing the uptake on the Canada Learning Bond—and their learnings are now informing a city-wide approach through The Winnipeg Promise. Current work includes focuses on support for dads, locally-informed early childhood education resources, an Indigenous doula program, baby baskets, natural supports, and participation in the arts.

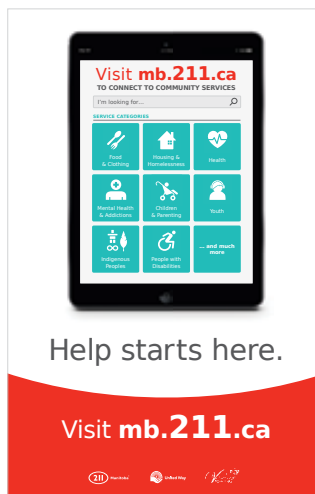
The Winnipeg Boldness Project is an initiative funded by the Province of Manitoba, the J.W. McConnell Family Foundation, and United Way. National Leasing provides in-kind support of the participation in the arts component.



Manitoba

Help Starts Here

Imagine, over coffee, a friend reveals her daughter is suicidal. Imagine your aging parents live in a rural community and you have no idea what's nearby to help them. Imagine you're on the verge of homelessness and don't know what to do.



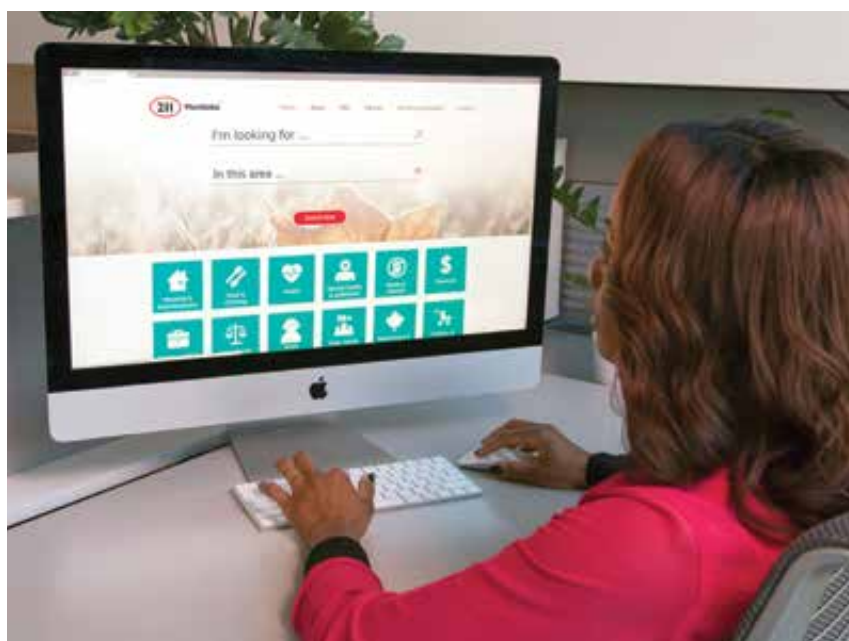
In February, United Way and Volunteer Manitoba partnered to launch a province-wide online service—211 Manitoba—to help people find the services to answer questions like these.

The simple, intuitive search helps guide Manitobans to the help they need, putting 5000 agencies, programs, and services at their fingertips.

"This is a wonderful example of the many ways people who donate to United Way are helping Winnipeg kids and families," said Dr. Jodene Baker, Chair, United Way Winnipeg Community Investment Committee.

"It's leveraging technology to provide people instant access to find the right help at the right time."

The service is available at www.mb.211.ca





Education and Training Minister Ian Wishart announces the Province of Manitoba's commitment to United Way's For Every Family initiative last March.



For Every Family

Families in Winnipeg are under stress, and it's showing.

Today in Manitoba more than 10,000 of our children have been placed in care. Only 50% of children in Winnipeg's poorest neighbourhoods are ready to learn when they enter school, and 1 in 10 Winnipeggers, including 1 in 4 children, live in poverty.

These realities are what inspired United Way volunteer leaders to step forward in their desire to make an even bigger difference for children and families through the For Every Family (FEF) – Family Resource Centre Initiative.

For Every Family stands out as a unique and innovative funding collaboration between private donors and United Way, together with our founding partners The Winnipeg Foundation and Province of Manitoba.

The working group chose to focus on Family Resource Centres because they are critical community driven places of support for kids and families. They offer safe, welcoming, nurturing space in the neighbourhoods where families need them most and provide a range of supports from basic necessities like food and clothing, access to phones, computers and laundry, to longer-term needs like counselling, childhood development programs, nutrition programs, parenting classes, or employment training.

The three-fold goal of the For Every Family Initiative is to increase hours Family Resource Centres are open; to enhance programming and services currently offered; and establish a formalized network that will make it possible for these resource centres to share knowledge, specialized services

and research, thereby reducing costs and competition for limited resources, while enhancing efficiency and preventing duplication of services.

In March, the Government of Manitoba announced their commitment to help families thrive with a pledge to match private sector fundraising efforts up to \$7.5M over 6 years in support of the FEF initiative.

"Our government is committed to improving the lifelong outcomes of women and children in Manitoba," said Education and Training Minister Ian Wishart announcing the news.

David Johnston, President of Johnston Group and chair of the FEF Working Group, called the initiative a "transformational opportunity for marginalized children and families in Winnipeg, and a way to strengthen all the neighbourhoods in our vibrant, caring city."

In addition to expanding capacity at family resource centres, the Family Resource Centre Network has been meeting for several months and will continue working in conjunction with the FEF Initiative to strengthen the centres and create better outcomes for families throughout Winnipeg. See page 25 for more details.

Together we can create thriving communities where all families can reach their potential.



Peg: a tool for understanding how our community is changing

As we, as a community, work toward a stronger city together, we wonder what impact our efforts are having. Are people's basic needs being met? Are more children ready to learn when they begin school—and are fewer children being taken into care?

Peg is a tool that helps us better understand our city's trends—the ways that we are changing and improving. Like other community indicator systems around the world, Peg is also a tool for planning. Businesses use community indicator systems to better understand their environment, social services to develop needs assessments and funding proposals, and governments to communicate the progress of planning and policy decisions. In fact, Peg data, along with community consultation, helped inform United Way's strategic plan.

Go to **MyPeg.ca** to explore the report findings, interactive visual tools, and videos that show the stories behind the data that builds our knowledge of Winnipeg and each other.



Are our lifestyle changes making a difference for the environment? Check out Peg's 2017 report which highlights the relationship between humans and our natural and built environments and what this means for our quality of life.



Sarah Cook, volunteer co-chair of United Way's Council for Indigenous Relations, speaks at the opening of *Forgotten: The Metis Residential School Experience* in United Way's atrium in January. The exhibit, developed by The Legacy of Hope Foundation, was presented in collaboration with the Louis Riel Institute and the Manitoba Metis Federation.

Vibrant Community Space

The vision for the United Way's Main Floor was that it be a vibrant space filled with diverse peoples every day, every hour. It was dreamed that it would be community space. Indeed, that is what it is known to be. Those who access the space at 580 Main Street often say they love it and feel it belongs to them.

Last year saw several exhibits in the Main Floor Atrium that advanced learning and inclusion in our city, including *Forgotten—the Metis Residential School Experience*, and the Manitoba Islamic Association's exhibit of Muslim history in Manitoba.

UNITED WAY'S MAIN FLOOR SPACE

Average more than
800 visitors each month

+500 participants
in Learning Centre
development opportunities

+4000 capacity
building learning hours

The Learning Centre, a rentable and up-to-date meeting space, can accommodate up to 60 people and is open to everyone in our community. In addition to affordable rental, the Learning Centre continues to strengthen our non-profit sector through high-quality knowledge and capacity building workshops for managers, front-line workers, and board leadership.

As well, the Innovation Centre provides shared office space to facilitate the strength and

impact of organizations with a social purpose. Anchor tenants over the past year included United Way agency partners CCEDNet (Spark) and ImagineAbility, as well as Proactive Information Services.

These spaces will continue to grow the capacity and connectedness of Winnipeg's non-profit sector and provide a place for all members of our diverse Winnipeg community to come together.

Stronger Together – networks of caring and action

United Way Winnipeg is uniquely positioned to build networks and partnerships among social agencies, enhancing delivery of essential services and helping them provide support to thousands of Winnipeggers every day. Our fundamental role includes making sure all of our partners are equipped with the best resources and knowledge for the life-changing work they do. This creates better outcomes for kids and families in our communities and truly shows how much better we are, together.

A new way of working together: For Every Family

Family resource centres are the backbone of healthy communities, providing connection, education, safety and resources to kids and families right where they live. They are also one of the four priority areas in our community's *Three Years for a Better Winnipeg* plan.

Last year United Way brought together representatives from all 24 United Way-supported family resource centres (FRC) to create a network of mutual support and sharing. The FRC Network has since:

- released a community report;
- developed an online portal so participating centres can share tools, resources and information;
- facilitated professional development and strategic planning; and
- created a common evaluation framework for drop-in programming.

We will continue to explore opportunities for shared services,



shared learning, and leveraging of scarce resources with a commitment to sustainability, effective practices, evaluation and continuous learning to benefit families and the communities they call home.

Youth Agencies Alliance (YAA)

Since 1995, United Way agency partner YAA has grown from a networked alliance of four youth-serving agencies to 18 agencies with six joint programs and countless collaborative efforts.

YAA is committed to addressing the needs of children and youth by helping its partner agencies take a holistic and preventative approach with a mission to act as “a collective voice that strengthens and enhances the capacity of youth-serving agencies in Winnipeg.”

Through YAA, youth-serving agencies are able to share ideas and resources, help each other provide the best programming possible, facilitate joint programs, and speak with a collective

voice to effect policy and change to benefit youth.

Manitoba Financial Empowerment Network (MFEN)

MFEN is a cross-sectoral collaboration that seeks to reduce poverty and improve the financial well-being of people living on a low income by enhancing the collective impact of financial empowerment initiatives throughout Manitoba.

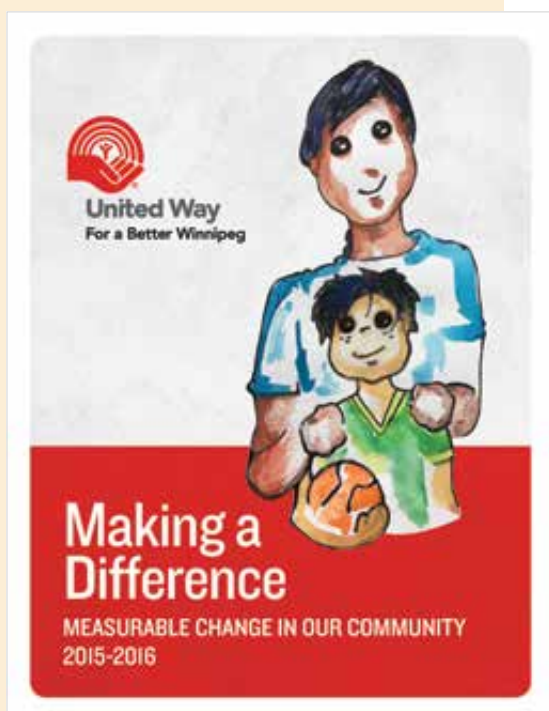
Empowerment initiatives include financial education and counselling, access to income-boosting benefits and tax credits, opportunities to reduce debt and grow savings, access to safe financial products and services, and consumer awareness and protection.

The work of the network provides pathways for financially vulnerable community members to move from financial crisis to meeting their basic needs and ultimately achieving sustainable livelihoods.

Making a difference

Ongoing evaluation is vital to keep improving and enhancing efficiencies. The generous investments by Winnipeggers in over 100 United Way agency partners, programs and services are well served by careful evaluation and measurement of outcomes.

The *Making a Difference: Measurable Change in Our Community 2015-2016* report takes a close look at the foundation of healthy kids and families in our city—family resource centres. The report details the numbers of people accessing the critical services at the centres and serves to inspire us to ensure this help remains available for all Winnipeggers.



United Way Winnipeg staff remembering residential school survivors and their families on Orange Shirt Day, September 30.

A commitment to cultural awareness

The Truth and Reconciliation Calls to Action are an appeal to make concrete changes in society. They list specific actions to redress the legacy of residential schools and advance the process of Canadian reconciliation.

United Way Winnipeg is committed to Truth & Reconciliation. Over time, and with guidance from the Council for Indigenous Relations, we have come to recognize how critical the truth is, and understand there is still much to be learned.

Our United Way Indigenous Relations Strategy is focused on enhancing and building relationships, knowledge and capacity between and within Indigenous communities, United Way and the community at large, as well as on enhanced engagement with Indigenous youth. In the context of that strategy, United Way has made a commitment to ensuring staff have a foundational awareness of the realities of Indigenous people in Canada. All United Way staff have taken this training and ongoing learning opportunities are available.

The experience of our staff underscores that cultural safety training is a key part of reconciliation. With a greater sense of cultural awareness across all sectors, greater understanding and respect can be given to Indigenous partners and we can truly work together to improve lives and build community.

"I learned that I have much more to learn!"

"I learned that there are differences between Indigenous Nations."

"I learned how and why to smudge."

Spreading kindness in our community

Kindness. It has a profound power to create change, and in June, the second annual United Way Conscious Kindness Day helped focus the power of our community to bring more kindness into our lives, and the lives of others.

The beautiful thing about kindness is it not only boosts the wellness of the giver and the receiver, but also for people who witness it. It's teachable, increases happiness, and it's contagious.

This consciously kind contagiousness was on display throughout Conscious Kindness Day as social media lit up with kind messages and kind acts being shared. United Way staff and volunteers braved the rain to wander downtown handing out cookies and a kind word with hugs and smiles. On Twitter we saw schools, workplaces, and individuals doing simple acts of connecting, and people celebrating each other.

Schools posted messages from students who described giving away food and books to friends, helping others with their work, and engaging in acts of caring and inclusion.

Long-time United Way volunteer Barb Palace-Churchill captured the concept of kindness perfectly in a media interview.

"It can be anything—smiling or saying something nice to a stranger or to someone you know and love."

A more inclusive, caring, and compassionate community is something United Way, our agency partners, and our volunteers strive towards each day. Together, with more kindness, we can continue to make Winnipeg better.



efficient & effective organization

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

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.

Manitoba 

30

members of
the board
of trustees

8

councils and
committees of
the board of
trustees

36

cabinet
members

200

campaign
volunteers

1000s

of workforce
campaign
volunteers

95

agency
liaison
volunteers

2655

volunteer hours spent
reviewing, assessing and
evaluating impacts and
outcomes

"We are all part of our community, and it's just right to be involved and engaged."



Ira Lester was recognized by Great-West Life for his volunteerism at United Way. He also volunteers at United Way agency partner The Arthritis Society.

Volunteers nourish the spirit

Volunteers are essential to the effective and efficient operation of most non-profits, and they are worth celebrating. They are an inspiration for others to consider volunteering—both for the personal rewards and for the wonderful benefit it brings to our community.

Great-West Life project manager Ira Lester is one such inspiration.

For about 20 years Ira has volunteered at a variety of non-profit organizations, and this year he was recognized by Great-West Life for many hours he has given to United Way's Living on the Edge poverty simulation.

"The thing about compassion, you have to keep at it. It's in the human spirit, but you have to do things to keep it fresh and keep it alive," says Ira.

"That's the joy. When you volunteer you're nourishing the compassion in your spirit."

Imagine Canada accreditation

United Way Winnipeg has been re-accredited by Imagine Canada's Standards Program. The Standards Program is designed to strengthen the practices of Canadian charities and non-profits and increase public confidence in the sector's work through demonstrated transparency, accountability, and strong board governance.

United Way was one of the first non-profit organizations to be accredited under The Standards Program—a rigorous set of 73 standards that enhances all areas of non-profit governance and management. Our agency partners benefit from similar standards through United Way's Effective Organizations resource guide. United Way's Agency Liaison Volunteers also use the guide as they work with agencies to ensure community investment creates positive outcomes.



Treasurer's Report

In 2016-2017, 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 2016-2017, 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 2016-17 United Way reported revenues of \$30.1 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, United Way continues to invest every donation to the annual campaign. United Way's work, investments and partnerships are focused on providing tools and supports that help kids be all they can be, help people move from poverty to possibility, and support strong communities and healthy people.
 - United Way invested \$17.3 million in approximately 100 community organizations that support our areas of focus and \$3.3 million in United Way community programs and partnerships.
- Managed the investment of funds with a balanced approach and a long-term focus.
 - During 2016-2017, investments yielded returns of 11.04%.
 - During this time, the Board of Trustees approved budgeted transfers of investment income equal to 4.5%. 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 in the Stabilization Fund of approximately \$1.184 million for 2016/17, after budgeted transfers and allocations made as approved in the 2016/17 budget.

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



Ainsley Donald, 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, 2017 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, 2017. We expressed an unmodified audit opinion on the financial statements in our report dated May 29, 2017. 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, 2017 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 Professional Accountants



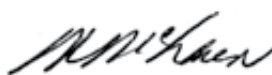
Winnipeg, Manitoba · June 5, 2017

STATEMENT OF FINANCIAL POSITION

March 31, 2017

	2017	2016
ASSETS		
Cash and Investments	\$ 33,826,548	31,624,076
Pledges Receivable	12,481,230	10,769,972
Capital Assets	8,743,801	8,988,005
	\$55,051,579	\$51,382,053
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$1,583,862	\$1,280,525
Mortgage Payable	1,289,024	1,550,870
Deferred Contributions	1,489,606	1,375,305
Other Liabilities	3,446,812	1,684,508
	\$7,809,304	\$5,891,208
FUND BALANCES		
Community Fund	\$20,957,714	\$20,918,180
Operating Fund	438,468	325,836
Capital Assets Fund	6,890,785	7,134,989
Tomorrow Fund	13,500,382	12,866,381
Stabilization Fund	5,264,926	4,080,459
Building Fund	190,000	165,000
	47,242,275	45,490,845
	\$55,051,579	\$51,382,053

Approved on Behalf of the Board of Trustees



Marilyn McLaren, Chairperson



Ainsley Donald, Treasurer

STATEMENT OF

Community & Operating Activities

& CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2017

	2017						2016
	COMMUNITY FUND	OPERATING FUND	CAPITAL ASSETS FUND	TOMORROW FUND	STABILIZATION FUND	BUILDING FUND	TOTAL
REVENUE							
Net campaign contributions:							
Donations	\$19,337,897						\$19,337,897
For Every Family - Vision Philanthropy	63,594						63,594
Donor directed	1,048,190						1,048,190
Donor directed fees		28,741					28,741
Recoveries from the campaigns of prior years	186,695						186,695
Legacy giving				453,286			453,286
Government Grants	80,000	4,436,603					4,516,603
Sponsorships, grants and other income	638,935	381,694					1,020,629
Funding partners and special initiatives	7,000						7,000
50th Anniversary Revenue		-					-
50th Anniversary - Crowd Funding	1,603						1,603
The Winnipeg Boldness Project Revenue	766,208						766,208
Investment income					2,640,078		2,640,078
	22,130,122	4,847,038	-	453,286	2,640,078	-	30,070,524
COMMUNITY INVESTMENT							
Funding to agencies	17,285,381						17,285,381
Donor directed	1,048,190						1,048,190
Programs and activities	3,347,527						3,347,527
The Winnipeg Boldness Project Expenses	766,208						766,208
For Every Family - Vision Philanthropy	63,594						63,594
50th Anniversary - Crowd Funding Expense	1,565						1,565
Management and administration		509,338					509,338
United Way of Canada		260,258					260,258
	22,512,465	769,596	-	-	-	-	23,282,061
OPERATIONS							
Resource development		4,390,837					4,390,837
Business Development		153,327					153,327
Organizational development initiatives		20,603					20,603
Amortization of capital assets	-		408,126				408,126
		4,564,767	408,126	-	-	-	4,972,893
One-Time Special Initiatives	-	64,140	-	-	-	-	64,140
Net funds before transfers	(382,343)	(551,465)	(408,126)	453,286	2,640,078	-	1,751,430
Interfund transfers	421,877	664,097	163,922	180,715	(1,455,611)	25,000	-
Opening fund balance	20,918,180	325,836	7,134,989	12,866,381	4,080,459	165,000	45,490,845
Closing fund balance	\$20,957,714	\$438,468	\$6,890,785	\$13,500,382	\$5,264,926	\$190,000	\$47,242,275
							\$45,490,845

Financial Statements

MARCH 31, 2017

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 2017 Statement of Community and Operating Activities and Changes in Fund Balances include the proceeds of the 2016 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, 2018.

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.

COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform with current year presentation standards.

Agency Partners

2016-2017 FUNDING

A&O Support Services for Older Adults.....	\$428,278	Mediation Services: A Community Resource for Conflict Resolution	\$157,622
Aboriginal Health and Wellness Centre of Winnipeg	\$194,620	Mood Disorders Association of Manitoba	\$37,546
Aboriginal Vision for the North End.....	\$67,754	Mount Carmel Clinic.....	\$154,240
African Communities of Manitoba Inc.	\$36,546	Multiple Sclerosis Society (Winnipeg Chapter).....	\$132,234
Andrews Street Family Centre.....	\$213,930	Native Women's Transition Centre.....	\$151,921
Art City.....	\$43,790	Ndinawemaaganag Endaawaad	\$162,754
Aurora Family Therapy Centre	\$200,380	New Directions for Children, Youth, Adults and Families	\$107,006
Big Brothers Big Sisters of Winnipeg.....	\$257,240	New Life Ministries	\$17,166
Boys & Girls Clubs of Winnipeg	\$574,247	North End Community Renewal Corporation-PATH Employment Centre	\$51,365
Canadian Community Economic Development Network - Manitoba	\$202,689	North End Women's Centre.....	\$157,815
Canadian Mental Health Association (Winnipeg Region).....	\$386,860	North Point Douglas Women's Centre	\$72,494
Canadian Muslim Women's Institute	\$93,231	NorWest Co-op Community Health*	\$309,007
CNIB (Manitoba and Saskatchewan Division)	\$423,768	Ogijiita Pimatiswin Kinamatwin	\$121,953
Canadian Paraplegic Association (Manitoba Division).....	\$131,924	Opportunities for Employment	\$107,020
Canadian Red Cross Society (Manitoba Region)	\$317,188	Oshki-Giizhig.....	\$25,000
Centre Renaissance Centre	\$69,018	Oyate Tipi Cumini Yape	\$108,059
Community Education Development Association.....	\$432,048	Palliative Manitoba	\$147,594
Community Financial Counselling Services.....	\$218,490	Pluri-elles Manitoba*	\$103,511
Community Ownership Solutions - Inner City Renovation.....	\$34,422	Rainbow Resource Centre.....	\$76,830
Community Unemployed Help Centre	\$154,833	Reaching E-Quality Employment Services	\$39,774
Elizabeth Fry Society of Manitoba	\$151,119	Resource Assistance for Youth.....	\$108,676
Elmwood Community Resource Centre	\$170,000	Rose & Max Rady Jewish Community Centre	\$276,330
End Homelessness Winnipeg.....	\$300,000	Rossbrook House.....	\$299,675
Eyaa-Keen Healing Centre Inc.....	\$174,915	SEED Winnipeg	\$720,127
Family Dynamics	\$931,088	Sexuality Education Resource Centre	\$118,911
Fort Garry Women's Resource Centre	\$126,830	SMD Self-Help Clearinghouse*	\$99,167
Girl Guides of Canada (Three Areas of Winnipeg)	\$60,432	SMD Services	\$989,350
Good Neighbours Active Living Centre	\$55,610	Social Planning Council of Winnipeg	\$316,023
Graffiti Art Programming.....	\$162,772	South Winnipeg Family Information Centre	\$55,560
Guid'amies franco-manitobaines	\$2,900	Spence Neighbourhood Association.....	\$75,178
ImagineAbility.....	\$39,270	Stroke Recovery Association of Manitoba.....	\$66,222
Immigrant and Refugee Community Organization of Manitoba*	\$156,684	Teen Stop Jeunesse	\$226,434
Immigrant Centre Manitoba Inc.	\$158,392	The Arthritis Society (Manitoba Division)	\$106,126
Inclusion Winnipeg (formerly Community Living Winnipeg)	\$190,220	The Laurel Centre	\$122,265
Independent Living Resource Centre	\$164,072	Thrive Community Support Circle (formerly Pregnancy & Family Support Services).....	\$116,278
Jewish Child and Family Service	\$180,583	Urban Circle Training Centre*	\$33,081
John Howard Society of Manitoba.....	\$162,918	Urban Indigenous Theatre Co.	\$75,000
Kā Ni Kānichihk.....	\$213,784	Villa Rosa Inc.	\$276,232
Kildonan Youth Activity Centre.....	\$56,670	Volunteer Manitoba.....	\$213,740
Knowles Centre	\$76,522	West Broadway Youth Outreach.....	\$122,267
L'Arche Winnipeg Inc.	\$22,546	West Central Community Program	\$134,992
Learning Disabilities Association of Manitoba	\$118,802	West Central Women's Resource Centre.....	\$92,444
Ma Mawi Wi Chi Itata Centre *	\$369,401	Winnipeg Central Park Women's Resource Centre	\$61,656
Macdonald Youth Services	\$175,770	Wolseley Family Place.....	\$67,083
Main Street Project.....	\$98,854	Women's Health Clinic	\$230,402
Manitoba Association for Rights and Liberties	\$57,848	YMCA-YWCA of Winnipeg	\$478,010
Manitoba Interfaith Immigration Council (Welcome Place).....	\$107,630	Youth Agencies Alliance.....	\$203,340
Manitoba School Improvement Program	\$93,771	Miscellaneous Adjustments	\$(584)
Maples Youth Activity Centre	\$56,671		
Marlene Street Resource Centre	\$79,310		
Marymount.....	\$81,027		
Meals on Wheels of Winnipeg	\$82,818		
		TOTAL 2016/2017 FUNDING.....	\$17,285,381

*Net of unused allocations returned to United Way of Winnipeg

Programs & Partnerships

2016-2017 FUNDING

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

TOTAL 2016/2017 FUNDING	\$3,347,527
-------------------------	-------------

PARTNERS & SPONSORS

Our sponsors are investing in a better Winnipeg

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

CAMPAIGN LUNCH

Manitoba Public Insurance

CELEBRATION

AVentPro

COMMUNITY BREAKFAST AND CAMPAIGN KICKOFF

AVentPro
BellMTS
Birchwood Automotive Group
Cambrian Credit Union
Great-West Life, London Life, and Canada Life
Hugh John MacDonald School
Johnston Group
Manitoba Liquor & Lotteries
Manitoba Public Insurance
The North West Company
PCL Constructors Canada
RBC
Western Glove Work
Workers Compensation Board of Manitoba
Kinsmen Club of All Saints
Salisbury House

GENNEXT SUMMIT

Media Sponsor

CBC Manitoba

Silver Sponsors

Payworks
Richardson International Limited
Planners Plus
Vantage Studios
Print Shop by Vantage
Sparker Strategy Group

Bronze Sponsors

McLaughlin Capital Management
Tangerine Banking
Direct Focus Marketing

Partners

CentrePort Canada
The Winnipeg Chamber of Commerce

Prize Sponsors

Kal Barteski
Diamond Gallery
Callia Flowers
Manitobah Mukluks
Winnipeg Pass

GIVING TUESDAY

Media Partner

Corus Entertainment

GOLF TOURNAMENT

Title

Rogers Communications

Tee Gift

MNP LLP
CIBC

Dinner

Samsung

Putting Green

Birchwood Automotive Group

Eagle

Fairmont Winnipeg
Johnston Group
Vins Philip Dandurand Wines
Winnipeg Free Press

Birdie

Vector Construction Group

GOLF TOURNAMENT cont'd

Driving Range

Aikins Law

Event

On The Mark

Hole Sponsors

Manitoba Pork
PCL Constructors Canada Inc.
FloForm Countertops
Cambrian Credit Union
Bridgeport Office Solutions
Quintex Services
BFL CANADA Insurance Services Inc.
Delta Winnipeg
Winnipeg Airports Authority
Supreme Office Products
Wakefield Foods
Maple Leaf Construction
Red Wireless
Investors Group
BMO Nesbitt Burns
Pattison Outdoor
Pattison Broadcast Group
Hugh Munro Construction

KOATS FOR KIDS

99.9 BOB FM
103.1 Virgin Radio
AMJ Campbell Van Lines
City of Winnipeg – Fire Paramedic Service
CTV Winnipeg
Modular Storage Solutions
Motel 6
Perth's Drycleaners
Winnipeg Sun

LEADERSHIP APPRECIATION

Diversity Catering

MEDIA PARTNERS

Canstar Community News
Winnipeg Free Press
Winnipeg Sun

PLANE PULL

17 Wing Winnipeg
103.1 FM Virgin Radio
Academy Lanes
Airport Terminal Services
BellMTS
City of Winnipeg
Dakota Lanes
Epic Escape Winnipeg
Esso
Fairmont Winnipeg
Golf Dome
Jane's Restaurant
Lasertopia
Progressive Waste Solutions
Rae & Jerry's
Red River College of Applied Arts, Science and Technology
Red River College – Stevenson Campus
Salisbury House
Seven Oaks School Division
Shelter Canadian Properties Limited
Sobeys Inc
Via Rail Canada
Winnipeg Airports Authority
Winnipeg Blue Bombers
Winnipeg Fire Paramedic Services
Winnipeg Symphony Orchestra
Yoga Public

SE APPRECIATION

Dave Sauer and the Winnipeg Labor Council

STUDENT COMMUNITY SERVICE AWARDS

Great-West Life, London Life and Canada Life

STUDENT LEADERSHIP CONFERENCE

Great-West Life, London Life and Canada Life

YOUTH DAY OF CARING

Santa Lucia Pizza

YOUTH UNITED GRANTS

Shaw Communications Inc.



United Way
For a Better Winnipeg

580 Main Street, Winnipeg MB R3B 1C7 P 204-477-5360 F 204-453-6198 E info@UnitedWayWinnipeg.mb.ca W UnitedWayWinnipeg.ca



[unitedwaywinnipeg](https://www.facebook.com/unitedwaywinnipeg)



[unitedwaywpg](https://twitter.com/unitedwaywpg)



[unitedwaywpg](https://www.instagram.com/unitedwaywpg)



[unitedwaywpg](https://www.linkedin.com/company/unitedwaywpg)