
BECAUSE WE ♥ WPG



United Way
Winnipeg

UNITED WAY WINNIPEG ANNUAL REPORT 2018-19

United Way Winnipeg acknowledges that our work takes place on Treaty One Territory, original land of the Cree, Ojibway, Dene and Dakota peoples, and homeland of the Métis Nation, where the original people of Turtle Island have gathered for as long as can be remembered.

We acknowledge the harms and mistakes of the past, and dedicate ourselves to moving forward in partnership with Indigenous communities in a spirit of truth, reconciliation and collaboration.

Treaty No. 1 was entered into on August 3, 1871 at Lower Fort Garry.



BECAUSE WE ♥ WPG

UNITED WAY WINNIPEG ANNUAL REPORT 2018-19

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



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ON THE COVER

Rose struggled with depression and anxiety in her youth. United Way Winnipeg donors helped her overcome her challenges. We were pleased to feature Rose throughout our 2018 Because I Love Winnipeg campaign as a shining example of hope, perseverance, and inspiration.

PHOTO: ANNA OLLINGER



We believe
everyone in Winnipeg
deserves a chance
to reach their full

potential.



United Way
Winnipeg





Joan Hardy
Chair, Board of Trustees



Connie Walker
President & CEO

2018 was a year of firsts

Last year was a remarkable year. Winnipeggers came together in so many ways to make our city better for everyone who lives here. The year was truly a demonstration of love!

Last year we invested more than \$24 million in our community! With stable funding from United Way Winnipeg donors behind them, agency partners delivered front line support to thousands of Winnipeggers every day. Individuals, families, and youth were listened to and supported at their own pace to achieve their goals and dreams.

Additionally, on the base of stable funding, agency partners worked collaboratively and innovatively to better serve our community. The For Every Family initiative, for example, saw 24 family resource centres open for 20,000 more hours, with some now open evenings and weekends. And family resource centres began a shared services approach that included SEED Winnipeg and Community Financial Counselling Services bringing their expertise, training, and income tax clinics to nine family resource centres. This single collaborative effort in just one month resulted in more than \$1 million going into the hands of families living on low incomes. This way of working—a network of shared resources—is just

one example of the kind of innovation made possible by our choice as Winnipeggers to give and work together.

Inspired by the tremendous generosity of Payworks and their Leadership Challenge, Winnipeggers also raised a record \$21.3 million last year, setting the stage for significant and important investments in our community in the year ahead. The 2018 Campaign grew in another way as well, with a 5% increase in our numbers of donors! We are grateful to everyone who participated. The time, passion, and leadership you inspired will make a difference in countless lives in the year ahead. We are also so grateful to the Province of Manitoba for their long-standing partnership that ensures 100% of the dollars raised go to our community.

Volunteers make everything possible at United Way Winnipeg. You'll find Winnipeggers serving Winnipeggers in every corner of our organization—in our boardroom, around the Campaign Cabinet table and in workplaces, through Days of Caring, and much more. We are truly thankful for their dedication and commitment to making our community better.

The theme for the past year was "Because I Love Winnipeg" and love is indeed the perfect word. When you love something you support it, you pour your heart into it, and

With stable funding from United Way Winnipeg donors behind them, agency partners delivered front line support to thousands of Winnipeggers every day. Individuals, families, and youth were listened to and supported at their own pace to achieve their goals and dreams.

you fight for it. It's a force that's proud. One that protects and notices when things aren't as they should be, and rallies.

Because we love Winnipeg, Winnipeggers are choosing to put their time, talent, and dollars together, and the pages ahead are a testament to the difference we are making for so many people in our city. Winnipeggers know we can do more together than we can on our own. This collective spirit is in our soul.

In the Winnipeg Free Press recently, Niigaan Sinclair wrote, "This is our community, and no one else will create it but us." So true.

We hope you enjoy reading this year's annual report. We're sure you'll find it not only informative and interesting but absolutely inspiring! Together, we are building a better Winnipeg for everyone.



Our community fund makes great things happen!

Winnipeg's community fund supports a network of more than 100 agencies and programs that Winnipeggers in every neighbourhood of the city depend on.

By pooling our gifts, we smooth the natural ups and downs in giving each year, and, together, provide stable, multi-year funding to agency partners. When agencies have the stability of United Way Winnipeg donors behind them, they can plan, hire qualified staff, and ensure programs are there to help Winnipeggers.

Stable funding means agencies and programs will be there to help when help is needed most by our family, friends, neighbours, and those we may never know. This is community.

The community fund makes a network of support possible. Members of a single family might need help from multiple agencies and programs to stay strong.

And further, as one community, United Way Winnipeg donors tackle emerging and complex social issues, sometimes long before they are on an individual donor's radar.

Together we do more than we ever could on our own. This is your community fund.



The power of collective giving



We build capacity

United Way Winnipeg brings community organizations together to share best practices, standardize evaluation, and ensure an integrated approach to better serve our city. Working with partners, we strengthen the nonprofit sector and its effective and efficient service delivery.



We are accountable

United Way Winnipeg's volunteer-led panels evaluate and make recommendations to invest donor dollars into programs that make a real difference in people's lives. United Way Winnipeg volunteers also work with agency partners to evaluate their impact and help improve their ability to deliver effective programs and services.



We connect people around a common goal

Through United Way Winnipeg, people and partners from all sectors work together to create integrated responses to complex community issues like poverty, homelessness and unemployment, drawing on one another's experience, expertise, and influence to address underlying causes and make lasting change.



We use research

With the help of many partners, United Way Winnipeg understands the needs in our community, both long-standing and emerging issues. We research the most effective and innovative ways to make the biggest difference possible for people in our city.



Thank you to our partner, the Province of Manitoba

Since 1978, United Way Winnipeg and the Province of Manitoba have worked together for a better Winnipeg. This partnership provides an annual operating grant that offsets fundraising and administration expenses. As a result, every single dollar Winnipeggers invest in their city's community fund goes into the community.

Together we raised more money than ever before!

Barb Gamey reflects on a remarkable campaign.

It has been an absolute pleasure and honour to serve as Chair for United Way Winnipeg's 2018 Campaign. We set an ambitious, unprecedented goal of \$21 million for our campaign, and I am so proud that not only did we reach this goal, we far surpassed it. Thank you for helping us raise \$21.3 million for Winnipeg's community fund!

This past year, I have seen such amazing generosity and dedication at work, a true testament to our commitment to our community, and to showing just how much we can achieve together when we work towards our united goal: a better Winnipeg for all.

I'd like to thank all the volunteers who helped make this campaign possible. We simply couldn't have

accomplished all that we did without your efforts. So many wonderful people went above and beyond to make a difference.

I'd also like to thank all our donors for your investment in our community. By choosing to give to United Way Winnipeg, you have demonstrated your belief that a strong and healthy Winnipeg is possible. Thank you for your vision and your generosity.

If I had to choose what impacted me most during my time as Campaign Chair, I'd shine a spotlight on these three groups:

Workplaces: Whether I was invited to give a leadership presentation at a workplace event, speak at a kickoff, or just be part of their campaign in some

way, I was struck by their collaboration and enthusiasm, and their support and awareness of our community. Thank you to our hundreds of workplaces for reinforcing the importance of employee engagement.

Impact Speakers: United Way Winnipeg's Speakers Bureau Speakers gave more than 500 presentations throughout Campaign 2018. I was so inspired by their messages of hope and resiliency as they shared stories. Thank you to all the Speakers for sharing these stories.

GenNext: I was thrilled to attend the GenNext Summit in October. How inspiring to see 400 passionate young people unite under one roof, committed to finding ways to engage in our



community. I know that as long as we have individuals who care and want to make a difference, Winnipeg is in great hands. Thank you to all the GenNexters.

Serving as Campaign Chair has been such a remarkable opportunity for me. I have met so many amazing people who have affirmed my faith in the power of community. To incoming Campaign Chair, Jeff Goy, I'm sure you will find your experience to be just as rewarding, and I know under your direction, we're in for a great year! I wish you every success.



Barb Gamey
2018 Campaign Chair

Barb Gamey





Remarkable campaign highlights!

Campaign 2018 brought Winnipeggers together with the love we share for this city.

Last September, almost 2,000 of us gathered at the annual United Way Winnipeg Plane Pull & Campaign Kickoff.

The Plane Pull was an energizing and fun first step in a campaign that raised an unprecedented \$21.3 million for Winnipeg's community fund. This incredible achievement will enable United Way Winnipeg to continue providing stable and sustainable funding to more than 100 agencies and programs in our city, and help even more Winnipeggers.

Like so many workplaces, staff at Quintex Services Ltd. were inspired to give by the diverse network of

programs made possible by Winnipeg's community fund.

"We definitely look at the list of agencies," said Dana Bogers, Human Resources Coordinator at Quintex Services Ltd. and Co-chair of their United Way Winnipeg workplace campaign.

"Everyone can get on board and appreciate what we're fundraising for. It speaks to everyone in some way," said Dana.

"We want to be doing things that are important to our employees and that they will be involved and engaged with. We want to support what they care about."

In addition to workplace donors,

Employee Campaign Chairs and their teams also played a significant role in this year's campaign achievements. These volunteers worked extremely hard to make sure their workplace campaigns succeeded.

And finally, our campaign could not have been so successful without Sponsored Executives (SEs), who join United Way Winnipeg for 14 weeks each year to help with the campaign. These hard-working people are loaned or sponsored by generous workplaces to help support annual United Way Winnipeg campaigns across our city.

"Because your employers believe in you, believe in United Way Winnipeg,



and love Winnipeg, they were willing to part with you for over three months because they knew you would make a difference,” said Whitney Morrison, the 2018 Sponsored Executive valedictorian, to her fellow SEs at a campaign gathering.

“I will carry this education and these experiences with me always.”

This past year we have shown how, together, we can achieve a better Winnipeg for everyone. We look forward to Campaign 2019 with hope, optimism, and a love for our city that is stronger than ever.



Grateful for a game changer

Matching donations from Payworks Leadership Challenge took Campaign 2018 to new heights.

The Leadership Challenge was a game changer for Campaign 2018 and Winnipeg’s community fund.

Made possible by Payworks Inc., the Leadership Challenge matched the generosity of new Leadership donors up to \$1,200 and also matched increases by existing Leadership donors up to \$300.

“This made it possible for Winnipeggers to double the impact of their donations, and generated a lot of excitement throughout the campaign,” said Joan Hardy, Chair of United Way Winnipeg’s Board of Trustees, at Celebration 2018.

The Challenge resulted in more than 700 new Leadership donors, and almost 50% of existing Leaders increased their gift, contributing to a record campaign achievement of \$21.3 million.



Barb Gamey
Campaign Chair
Payworks Inc.

Thank you to the **2018 Campaign Cabinet**,
for your outstanding contributions and your
commitment to Winnipeg.



**The Honourable
Brian Pallister**
Honourary Member
Premier of Manitoba
Province of Manitoba



**His Worship Mayor
Brian Bowman**
Honourary Member
City of Winnipeg



Paul Edwards
Co-Chair,
Major Donors
Duboff Edwards
Haight & Schachter



Shaun Hauser
Co-Chair,
Major Donors
Wellington-Altus
Private Wealth Inc.



Jeff Goy
Deputy Chair,
Business
Development
Wawanesa Mutual
Insurance Company



Dave Angus
Deputy Chair,
Leadership
Johnston Group Inc.



Basia Sokal
Deputy Chair, Labour
Engagement
Winnipeg Labour
Council



Jane Helbrecht
Deputy Chair,
GenNext
Acuity HR Solutions



Pat LeBlanc
Deputy Chair, Agency
Partners
Teen Stop Jeunesse



Ward Keith
Co-Chair, Major
Corporations
Manitoba Public
Insurance



Donald MacDonald
Co-Chair, Major
Corporations
IG Wealth
Management



Paul Norris
Co-Chair, Growth
Bell MTS



Jamie Hall
Co-Chair, Growth
SAFE Work Manitoba



Chris Chernecki
Co-Chair, Growth



Bruce Gehlen
Co-Chair, Nationals
RBC Royal Bank



Simon Hong
Co-Chair, Nationals
TD Canada Trust



Patrick Daniels
Co-Chair, Industry
Payworks Inc.



Mike Beaulieu
Co-Chair, Industry
The North West
Company

United Way Winnipeg's volunteer Campaign Cabinet was a driving force behind the success of our 2018 fundraising campaign. Representing all sectors of our city's workforce—business, labour, government, and the community—this team of outstanding volunteers first came together in early March, meeting regularly throughout the year in the early hours of the day, giving their time, talents and energy for their city. They worked closely with the many generous people and 500+ workplaces that support United Way Winnipeg—Winnipeg's community fund.



Joan Hardy
2018 Chair,
Board of Trustees
Canadian Pacific Railway



Craig White
Co-Chair,
Tech & Finance
Endeavour Wealth
Management



Ryan Klassen
Co-Chair,
Tech & Finance
Bell MTS



MaryAnn Kempe
Co-Chair,
General Business
Birchwood Automotive
Group



Munther Zeid
Co-Chair,
General Business
Zeid Enterprises Co.
Ltd.



Jody Langan
Co-Chair, Professions
Fillmore Riley



Gurpreet Brar
Co-Chair, Professions
Pricewaterhouse-
Coopers LLP



Lori Lamont
Co-Chair, Health &
Community Services
Winnipeg Regional
Health Authority



Krista Williams
Co-Chair, Health &
Community Services
Winnipeg Regional
Health Authority



Charlene Paquin
Co-Chair, Government
Civil Service
Commission



Michael Jack
Co-Chair, Government
City of Winnipeg



Maria Rice
Co-Chair, Government
Public Services and
Procurement Canada



David Mandzuk
Co-Chair, Universities
& Colleges
University of Manitoba



Danny Blair
Co-Chair, Universities
& Colleges
University of Winnipeg



Jason Drysdale
Co-Chair, Schools
River East Transcona
School Division



Ted Fransen
Co-Chair, Schools
Pembina Trails
School Division



Grant A. White
Co-Chair,
Community Leaders
Endeavour Wealth
Management



Edward Acuna
Co-Chair,
Community Leaders
RBC Royal Bank



Sue Tardi
Leadership
Development Program
People Corporation

CORPORATE CORNERSTONES

A Cornerstone is the foundation on which the existence, success or truth of something depends. It perfectly describes what the following companies and organizations mean to United Way Winnipeg.

Thank you to all the Corporate Cornerstones for your support and commitment to a better Winnipeg.

BellMTS

Birchwood
AUTOMOTIVE GROUP

canada **life**

Stronger
Communities
Together™

Cargill®



UNIFOR
theUnion | Canada



CWB
NATIONAL
LEASING

Government of Canada Workplace Charitable Campaign
Campagne de charité en milieu de travail du gouvernement du Canada



IG WEALTH
MANAGEMENT



JAMES RICHARDSON & SONS, LIMITED
ESTABLISHED 1857
AND AFFILIATED COMPANIES

Johnston
group

Manitoba
Hydro

CUPE



UNIFOR
theUnion | Canada



Manitoba
Public Insurance

MGEU Manitoba
Government
and General
Employees'
Union

THE
NORTH WEST
COMPANY

Payworks



UNIVERSITY
OF MANITOBA

CUPE

UNIFOR
theUnion | Canada

AESES

UNIFOR
theUnion | Canada



Wawanesa
Insurance

BECAUSE WE LOVE WINNIPEG

Investing in our community and our future with the Tomorrow Fund

United Way Winnipeg's Tomorrow Fund is a unique opportunity for forward-thinking Winnipeggers to leave a lasting legacy by investing in their community both now, and in the years to come.

This endowment fund was established in 1990 in celebration of United Way Winnipeg's 25th anniversary. While the principal stays permanently

invested, and a portion of the annual investment income is retained to keep purchasing power, the remaining investment income goes directly into our community.

Investing in the Tomorrow Fund also provides seed money to drive innovation and encourage creative, new ideas to make Winnipeg a better city for all.

Giving gifts that last through the Legacy Circle

110 Winnipeggers have let us know they've made provisions for United Way Winnipeg in their will. Not only does this generous act mean United Way Winnipeg can plan for the future, it allows their names to stand as an inspiration to future generations as part of the Legacy Circle.

Members of the Legacy Circle are invited to the Legacy Circle signing ceremony, an annual event to honour people who have the foresight and generosity to make lasting gifts to our community by investing in the Tomorrow Fund.

Leaving a legacy with Named Funds

Established at \$5,000, there is no limit to how high a Named Fund can climb, or who can contribute to celebrate birthdays, anniversaries, or special moments. There are currently 123 Named Funds in the Tomorrow Fund.

Current value of the Tomorrow Fund: **\$16,465,000**

Commissioned for United Way Winnipeg's 50th anniversary in 2015, the Book of Names signifies the generosity and commitment of Winnipeggers and their vision for a brighter tomorrow.



Children and youth are

our future.

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.

STABLE SUPPORT IN OUR COMMUNITY

35

AGENCIES

12

COUNSELLING
AND CRISIS
INTERVENTION
PROGRAMS

37

OUT-OF-
SCHOOL AND
SUMMER
PROGRAMS

24

LEADERSHIP/
MENTORING
PROGRAMS

86,468

WINNIPEGGERS
IMPACTED

GOING FURTHER TO HELP EVEN MORE KIDS & FAMILIES

EXPANDED YOUTH MENTAL HEALTH SUPPORTS:

2,500 children improved their coping skills,
and **3,188** youth learned how to reduce stigma around
mental health challenges.

MORE MENTORING OPPORTUNITIES FOR YOUTH:

A **United Mentoring Network** was created with **nine**
youth-serving agencies to help us offer mentorship to more kids.

We've connected kids with **444** more mentors.



Here..
Fish... Fish...

ONE
OF A

*“At school, I didn’t have
a single friend.”*

Nicolai’s story

When kids feel like they belong, they can thrive.

For 10-year-old Nicolai, he found that feeling at Building Belonging, a United Way Winnipeg donor-funded program run by Spence Neighbourhood Association.

“At school, I didn’t have a single friend, but then I had a friend I made here who comes to my school too. That’s how I made my first friend.”

Nicolai started attending the Building Belonging program after coming to Winnipeg from Japan with his family last fall.

The program gives kids a nutritious meal, activities and outings, and help with homework after school and during summer months. Staff also walk kids to the program from two area schools.

Nicolai says it feels like a home to him. And he feels safe.

His Mom, Nobuko, cares for Nicolai and his three siblings while dad Alexander goes to school full time. They have very little money to spare.

Nicolai needs the activities and outings, Nobuko says, and she could not provide them without the program.

“He gets to go to many places and is learning about our city. He’s getting an education and also lots of physical activities, and he needs that because he is a very active boy.”

Their first winter here was brutally cold, and Nobuko is grateful for the advice and help provided to her by the program staff.

“In Tokyo, when the temperature gets below zero, we panic. When we get snow, the public transportation system stops,” said Nobuko. “Here, -40C and people live normally. That’s amazing to me.”

“When the temperature is very cold, it’s hard for me to pick Nicolai up from school, so I really appreciate the staff bringing him here and keeping him safe.”

United Way Winnipeg donors create not only belonging and safety for kids with programming like this, but also a sense of family that stretches across generations.

Building Belonging coordinator Allison Besel has watched kids grow up through the program. She says participants and their family members will often stay engaged in the community for as long as they live there.

“The greatest compliment comes when kids invite their younger family members or new friends to join them at the program and I hear them list all their favourite parts of what we do.”

Nicolai (left), sister Zahlia (back), brothers Oliver and Austin (sleeping), and mom Nobuko at the centre where Nicolai finds fun, safety, and a sense of belonging thanks to United Way Winnipeg donors.







More mentors like Ahmad Moussa are being made possible by the United Mentoring Network. Ahmad says his goal, when mentoring youth through UMN partner Gang Action Interagency Network, is to help them create a positive relationship with themselves.

"It's about showing kids a relationship that's based on respect and dignity," says Ahmad.

"The key is to restore the trust, and that takes honesty and integrity.

*You don't
give empty
promises,
and you
don't break
promises.*

You have to come in with true intentions. Kids will feel it, whether you know it or not. They know."

MORE MENTORS FOR KIDS THIS YEAR!

Connecting kids with mentors through the United Mentoring Network

Winnipeggers want to see more kids connected with mentors. United Way Winnipeg donors are helping make it happen through a new collaborative network of nine child- and youth-serving agencies.

The network, called the United Mentoring Network (UMN), uses a website as its central hub (www.winnipegmentors.ca) where people can request a mentor or volunteer to be a mentor. Child- and youth-serving agencies interested in joining the network can connect through the website and share effective practices and approaches to help enhance mentorship experiences.

Volunteers can choose from many types of mentoring, including short- or long-term, newcomers, Indigenous peoples, LGBTQ2S+, school-based, after-school, group, one-to-one, and paid mentoring programs.

Big Brothers Big Sisters of Winnipeg is the leading agency for UMN, administering the website and all requests received through it.

"Evidence clearly shows that a mentor can help a young person succeed in life," said Jane

Marion, Director of Service Delivery and Community Connections at Big Brothers Big Sisters of Winnipeg.

"This is an example of true collaboration. Together we will increase the number of mentored youth, and the number of Winnipeg adults becoming mentors."

Jane said she is excited to see inquiries coming in through the website now, and new mentoring relationships taking shape.

All UMN mentors have access to online and in-person training in topics such as emotion coaching, trauma, relationship development, conflict resolution, gender and sexuality, suicide and self-harm, and more. Mentors are supervised by network partner program staff as well as UMN staff to ensure safe and effective mentoring practices.

UMN, funded by United Way Winnipeg donors, represents progress in United Way Winnipeg's Community Plan for a Better Winnipeg goal of connecting 1,800 more kids with mentors.

UNITED MENTORING NETWORK MEMBERS

Big Brothers Big Sisters of Winnipeg

NEEDS Centre

CanU

Gang Action Interagency Network (GAIN)

Spence Neighbourhood Association

West Central Community Program

Ka Ni Kanichihk

Art City

Boys and Girls Clubs of Winnipeg



Members of the Manitoba Islamic Association Youth Council deliver meal packages to Main Street Project. Their support for clients of the United Way Winnipeg donor-supported agency was made possible by a Youth United grant. Pictured from left: Ahmad Elzayat, Heba El Gubtan, and Mirha Zohair.

Youth United turns ideas into action

Young people have the passion and vision to create positive change in our community. To help youth create that change, Youth United awarded grants in 2018-19 totalling more than \$16,000. The grant projects are organized, planned, and delivered by volunteer youth ages 24 and under, and funded by Shaw.



United Way
Winnipeg
Youth United

The Manitoba Islamic Association Youth Council received a \$1,000 Youth United grant for their Pack-a-Blessing initiative. Eight Council members made nutritious meal packages for people experiencing homelessness and distributed them to shelters in Winnipeg.

“These are real people living real lives, and we got to build connections with them and have conversations with them. They’re not just statistics,” said Council member Mirha Zohair.



Student Community Service Awards recipients (L-R): Janine Brown, Anika Binding, Shayann Jolicoeur

Recognizing outstanding youth

United Way Winnipeg’s Youth United program was proud to recognize youth through the Student Community Service Awards, funded by Canada Life. These awards were given to 39 Grade 11 students who showed outstanding volunteer leadership and commitment to a better Winnipeg.

Youth United also awarded four \$500 Youth Leaders in Action Scholarships to celebrate the contributions of young community leaders who have made a difference in the lives of others.

326
volunteers

2,102
hours

36,000
articles of
clothing

Keeping our kids warm and toasty with Koats for Kids

United Way Winnipeg’s Koats for Kids program has been an essential source of winter clothing for Winnipeg children for more than 30 years.

Every winter, with the help of generous Winnipeggers, the program keeps thousands of children in warm clothing and able to safely attend school and play outside.

This year, **kind-hearted Winnipeggers donated more than 2,100 volunteer hours and 36,000 articles of clothing** to the Koats for Kids program.

Koats for Kids would not be possible without all of the volunteers, donors, and community groups who help distribute winter wear to Winnipeg kids in need. We are grateful for their participation and support.

A very special thank you to our program partners CTV, 103.1 Virgin Radio, 99.9 BOB FM, TSN 1290, Winnipeg Sun, Winnipeg Fire Paramedic Service, AMJ Campbell, Holiday Inn Winnipeg Airport West, Perth’s, Motel 6, PUPS Containers, and Access Storage.

Koats Kindness



A special thank you to **Motel 6** and **Holiday Inn Winnipeg Airport West** for washing and drying thousands of coats and snow pants this year. Thank you also to **Bell MTS** volunteers for delivering winter wear to schools and agencies. We could not have done it without you!

A thriving community is
one where everyone has an

opportunity

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

STABLE SUPPORT IN OUR COMMUNITY

25

AGENCIES

14

LIFE AND
EMPLOYMENT
SKILLS/SOCIAL
ENTERPRISE
PROGRAMS

12

ASSET BUILDING,
MONEY MANAGEMENT
& FINANCIAL
INCLUSION PROGRAMS

35,043

WINNIPEGGERS
IMPACTED

GOING FURTHER TO HELP EVEN MORE KIDS & FAMILIES

ENHANCED FINANCIAL EMPOWERMENT INITIATIVES:

2,700 low-income community members received money management training.



“We came here with nothing.”

Catherine's story

So many reasons to smile.

“I had a great life in Congo. I had a job, a family, and many friends,” said Catherine. “But then the war started, and everything changed. I saw and experienced terrible things, and we had no choice but to leave.”

Poverty is often a consequence of situations beyond our control.

Violence and war forced Catherine and her family to flee their home in the Democratic Republic of Congo to a bleak refugee camp in Uganda, leaving everything behind.

Then she was given the opportunity of a lifetime. Catherine, her husband, and four children came to Canada in October of 2007 as government-sponsored refugees. They were greeted at the airport by a social worker and life skills trainer from Welcome Place, a donor-supported United Way Winnipeg agency partner.

“It was a chance for a new life, and I was excited and grateful, but still, we were filled with so much anxiety,” Catherine said. “We came here with nothing. Zero.”

The people at Welcome Place provided valuable life skills information for Catherine and her family, showing them everything from how to use a stove, to how to take the bus and navigate around the city.

“I cannot express enough what getting this kind of life skills training meant to us, how valuable it was,” said Catherine. “It was like taking something that was blinding our eyes, and removing it so we could see.”

Moving to a new country with no income can make purchasing even the bare essentials a challenge, so accessing services such as dental care was not an option for Catherine.

“Without a job or benefits, I just didn't have the money for dental care,” she said.

Then Catherine discovered United Way Winnipeg agency partner Mount Carmel Clinic and their dental care program for newcomers. She was so grateful for the chance to have a proper teeth cleaning. During her time in a refugee camp in Uganda, she would use a piece of tree branch to clean her teeth.

“Now my teeth are pearly white, and I'm smiling all the time!” she said.

Catherine wanted to help newcomers as she had been helped, and made the decision to go to school to become a community worker.

“I didn't want to be on social assistance; I wanted to work,” Catherine said. “And once again, a United Way Winnipeg agency helped me. It was our second year in Winnipeg, and I was going back to school!”

Catherine received assistance from the Community Education Development Association (CEDA), a United Way Winnipeg agency partner.

“They took care of my tuition and living expenses so that I could take the Community Development / Community Economic Development Program at Red River College,” Catherine said.

When Catherine's son needed a computer for school, Catherine contacted SEED Winnipeg, the fourth United Way Winnipeg agency to help her. She was able to access funding through their asset building program in partnership with Assiniboine Credit Union.

“I can't imagine what my life would have been like without the support I received from these four United Way Winnipeg agencies and the generosity of donors,” said Catherine. “They helped me become who I am today.”

Catherine now works as a Community Health Facilitator at Mount Carmel Clinic.



Catherine is also a volunteer member of United Way Winnipeg's Speakers Bureau. In 2018 she gave 41 presentations throughout Winnipeg. Thank you, Catherine!



Making families financially strong

The Manitoba Financial Empowerment Network (MFEN) works to financially empower low-income families. This unique collaboration of government, business, and nonprofit organizations, made possible by United Way Winnipeg donors, focuses on programs in support of five initiatives:

- Financial information education, coaching, and counselling
- Access to income-boosting benefits and tax credits
- Access to safe and affordable financial products and services
- Opportunities to reduce debt, grow savings and build assets
- Consumer awareness and protection

53,000+ people received financial literacy education

Almost **300** people opened bank accounts

1,656 applications for benefits

593 RESP accounts opened

23,349 people filed tax returns with **\$71 million+** returned to low-income families

500 people experiencing homelessness helped at the Gizhe Waa Ti-Sii-Win Service Delivery Expo



Mani Sheppard-Luangkhot, Manager of Financial Access Programs at Assiniboine Credit Union, volunteers to help people open RESPs as part of a MFEN initiative to help parents save for their children's education.



The Gizhe Waa Ti-Sii-Win Service Delivery Expo hosted by End Homelessness Winnipeg provided services to more than 500 people experiencing homelessness.

End Homelessness Winnipeg to lay the groundwork for federal housing strategy

Imagine you're homeless and you can't see an end to this reality. Then you learn of an organization that's made it their sole mission to wipe out all homelessness in Winnipeg. This means something to you. It means people care. It means there's hope. There's End Homelessness Winnipeg.

End Homelessness Winnipeg was recommended as the Community Entity for 2019-20 to oversee the administration of federal funding for the Government of Canada's new Reaching Home homelessness strategy, with its goal of working towards a 50% reduction in chronic homelessness over the next 10 years.

End Homelessness Winnipeg also led the Extreme Weather Response Committee to coordinate the efforts of emergency shelters, first responders, and service providers helping people experiencing homelessness during extreme weather.

Providing backbone support for the homeless-serving sector, End Homelessness Winnipeg brought together 24 local providers to the first annual Gizhe Waa Ti-Sii-Win Service Delivery Expo at the Neeginan Centre in May. These providers helped more than 500 people experiencing homelessness with services like foot care, hair cuts, photo ID and income tax filing. \$128,503 in tax returns were processed at the event.

In 2012, the Winnipeg Poverty Reduction Council and United Way Winnipeg created a multi-sector community task force comprising key community players, including all three levels of government, an Elders Council, community organizations, and the private sector. Together, this group gave rise to End Homelessness Winnipeg in 2015, and the organization is now leading the implementation of a 10-year Plan to End Homelessness, which includes four pillars: prevention, housing supply, person-centred care, and measurement. A key consideration when developing this plan was that the majority of homeless people in Winnipeg are Indigenous.

TRACKING OUR PROGRESS

Released in February, the **2018 Winnipeg Street Health Survey Report** shared findings from more than 400 interviews of people living with homelessness and their health, housing and social service needs.

United in a journey of truth and reconciliation

Building bridges with TRC92: Youth Employment.

United Way Winnipeg's Winnipeg Poverty Reduction Council (WPRC) creates meaningful opportunities for employers on a journey of truth and reconciliation by connecting them with Indigenous youth.

Creating culturally safe employment for Indigenous youth will have a significant impact on reducing poverty in our community.

WPRC brought private sector employers together in consortiums to learn from community organizations about Indigenous history and training youth for employment, and then to meet with Indigenous youth themselves. Sitting together in a circle, youth and prospective employers talked about everything from job skills, hours of work, and salary, to questions about how employers deal with workplace racism, and what they are doing to promote inclusive workplaces.

Inspired by these conversations, WPRC worked with employer consortium members to offer workplace tours for youth, to see with their own eyes the different types of jobs available and to talk to staff in the workplaces.

"For the employers to come to us and ask us what we think, it was amazing. I feel like they really do care about our opinions and what we have to say."

— Kyla Henry,
youth employment training program participant

"I saw a lot of confidence in my participants, and for days afterward they really felt like they were heard and that there is a place for them in the workforce, and that people really want them there."

— Crystal Byer,
youth employment training program facilitator

What is TRC92: Youth Employment?

Grounded in Call to Action #92 from the Truth and Reconciliation Commission of Canada's 2015 report, TRC92 brings together private sector employers, community organizations who train youth, and young Indigenous people looking for culturally safe job opportunities. Working towards independence through income from inclusive, meaningful employment will help Indigenous youth thrive.



Construction Sector Employer Consortium members and Indigenous job seekers in a conversation circle at BUILD (Building Urban Industries for Local Development).



Youth tour the Birchwood Reconditioning Centre to learn about job opportunities.

Employer consortium: A group of private sector employers who are working together to respond to TRC Call to Action #92

HEALTHY PEOPLE, STRONG COMMUNITIES



BECAUSE WE LOVE WINNIPEG

Vibrant, safe, and friendly
communities begin with personal

wellness

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

STABLE SUPPORT IN OUR COMMUNITY

64

AGENCIES

44

COMMUNITY
DEVELOPMENT
PROGRAMS

14

NEIGHBOURHOOD
SAFETY
& COMMUNITY-
BUILDING
PROGRAMS

34

LIFE SKILLS
AND ACCESS-
TO-RESOURCES
PROGRAMS

63

COUNSELLING,
WELLNESS, &
EDUCATION
PROGRAMS

219,492

WINNIPEGGERS
IMPACTED

GOING FURTHER TO HELP EVEN MORE KIDS & FAMILIES

MORE OPPORTUNITIES FOR FAMILIES TO GROW AT FAMILY RESOURCE CENTRES:

Each of the **24** family resource centres was able to maintain their enhanced hours of operation for an additional **20,000** hours per year. They continued to offer another **7,000** hours of additional programs and services.

HEALTHY PEOPLE, STRONG COMMUNITIES





*“I thought about my children
growing up without a mother,
and I cried.”*

Sydney's story

Where hope meets opportunity.

It took a tragic event to make Sydney realize he wanted to change his life.

“It was the day of my daughter's fifth birthday party. I was looking after my children at their house, and waiting for their mother to return,” Sydney said. “Then the police officers showed up.”

Sydney learned the mother of his children had died that morning. Though the cause of death wasn't confirmed, Sydney believes she may have accidentally overdosed on drugs and alcohol.

“Like me, she had problems with substance abuse,” Sydney said. “It was a wake-up call for me. I thought about my children growing up without a mother, and I cried. I decided I needed to quit drinking, so I could be there for them; I needed to be strong for my children.”

Sydney had been drinking since he was 14 years old. He moved to Winnipeg with his mother and brother from a fly-in reserve in God's Lake Narrows when he was 10.

“After 14 years of marriage, my mother gathered up the courage to leave my abusive father,” Sydney said.

Sydney attended a junior high school where there weren't many other Indigenous people.

“It was a culture shock,” Sydney said. “I started hanging around the wrong people, drinking all the time, and getting kicked out of class.” While he was under the influence, Sydney would steal.

“I was in and out of the Remand Centre more times than I could count,” said Sydney.

He met a young woman, and they had two children together.

“We didn't stay together,” Sydney said. “It got to a point where my addictions were more important than my family life.”

Sydney was 25 years old, homeless, and

addicted to alcohol.

“I'd wake up, go and drink, then find my next drink,” Sydney said. “For three years, that was my life.”

On February 12, 2016, Sydney took his last drink, and six days later, he gave up smoking.

And then something else happened to change his life. Sydney had heard about EAGLE Urban Transition Centre, a United Way Winnipeg agency partner, where he could go to access computers.

“I went there to use the internet, check emails and Facebook,” Sydney said. “I didn't know much about EAGLE Urban. But then I overheard someone talking about how they can help people find housing, and so I asked about it.”

Sydney was introduced to a transition counsellor, who helped Sydney apply to a transitional housing establishment for youth. He was accepted into the program and was no longer homeless.

The staff at EAGLE Urban also encouraged Sydney to apply for their youth internship program, and to get his GED.

Once he received his diploma, he was offered a job at EAGLE Urban as a Community Transition Counsellor.

“It's been life-changing; I'm so grateful to EAGLE Urban and to United Way Winnipeg,” Sydney said.

Sydney wants to be a voice for all youth.

“There was this guy who came in (to EAGLE Urban), and he was in the same shoes I was in two years ago. I'm so happy to be able to give back, and to show people who are in the same position I was in that there's hope.”

Sydney feels every day he is getting closer to the life he wants for himself and his children.



For Every Family is working hard to keep families strong

The For Every Family initiative is a multi-sectoral partnership led by United Way Winnipeg and includes The Winnipeg Foundation, the Province of Manitoba, a number of foundations including the Moffat Family Foundation and the Asper Foundation, and private donors.

This collaboration is united with a single mission: to raise \$7.5M, with every dollar matched by the Province of Manitoba, to support and strengthen children and families by enhancing 24 United Way Winnipeg donor-funded family resource centres (FRCs). The FRCs are located throughout Winnipeg in some of our most challenged neighbourhoods.

With the creation of an FRC network, the initiative is helping build organizational capacity. A shared services approach increases efficiency and effectiveness.

In its second year, each of the 24 family resource centres was able to maintain its enhanced hours of

operation for an additional 20,000 hours per year. They continued to offer another 7,000 hours of additional programs and services.

Further investment is now focused on program augmentation, beginning with early childhood development. We're helping make sure children are ready for school by implementing a language-based, individualized practice called the Abecedarian approach. It's proven to have a significant impact on children's readiness for, and success in, school.

Additionally, we're partnering with SEED Winnipeg and Community Financial Counselling Services to develop financial empowerment strategies with FRCs, to put more money in the hands of families. This will include a shared service available to every FRC, enabling free tax filing and access to benefits for families.

There has been much interest and uptake on these efforts. For example, in March, 214 clients were served, 263 tax returns were filed, and \$1,182,246.05 in

refunds and benefits were processed at tax clinics offered by participating FRCs.

United Way Winnipeg is grateful for the leadership of Dave Johnston, as well as the members of the For Every Family fundraising committee, including Anne Mahon, Susan Glass, Ruth Chipman and Craig McIntosh. The fundraising goal of \$7.5M is in sight with almost 81.5% of that amount achieved to date! And because every dollar is matched by the Province of Manitoba, this means a potential investment of \$15M towards supporting children and families who rely on the support and services of family resource centres every single day in our community.

Manitoba 

THE
WINNIPEG
FOUNDATION 

"I never had love for myself because I never had love growing up. I left home at 12 years old and lived on the streets. I didn't know how to give love to my kids. It felt like giving love was weak, but coming here and meeting the staff was the best thing that could happen in my life. They showed me love and made me feel it's ok to love and forgive. Now I am a person who cares and my kids are my world, like it should have been."

— An FRC participant

FOR EVERY FAMILY VISION PHILANTHROPY GROUP

Dave Johnston, Chair
Ruth Chipman
Susan Glass
Anne Mahon
Craig McIntosh

THANK YOU TO THESE VISIONARY DONORS

\$1,000,000 +
The Moffat Family Foundation
The Winnipeg Foundation

\$500,000 +
Anonymous
The Asper Foundation

\$250,000 +
Anonymous
Bison Transport Inc.
Steve & Ruth Chipman
Susan Glass & Arni Thorsteinson
The Estate of Henri R. Gratton
Johnston Group Inc.
Paul & Anne Mahon
Craig McIntosh & Lorraine Beck
Price Family Foundation

\$100,000 +
Canada Life
Jewish Foundation of Manitoba
Johnston Family Foundation
Michael Nesbitt

\$75,000 +
Graham C. Lount Family Foundation
Pollard Family Foundation

\$25,000 +
Bell MTS
Gerry & Debbie Labossiere
John & Beth Pollard
Wellington West Foundation

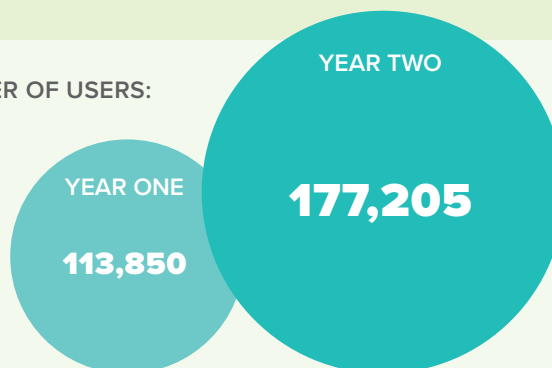
\$10,000 +
Anonymous
Carol & Barry McArton
Parrish & Heimbecker, Limited

\$3,000 +
Dalbir & Navneet Bains

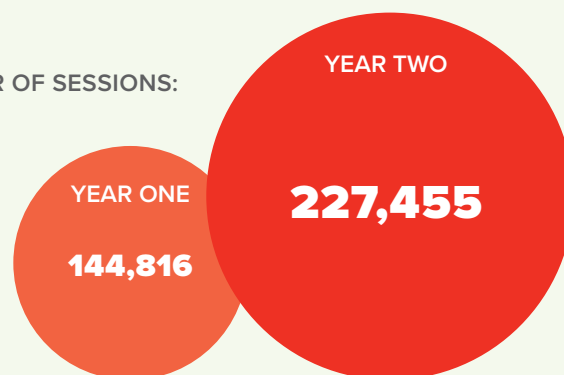
211 Manitoba celebrates two great years of service



NUMBER OF USERS:



NUMBER OF SESSIONS:



TOP THREE TOPICS SEARCHED:

- **Mental Health & Addiction**
- **Housing & Homelessness**
- **Health**

211 Manitoba (www.mb.211.ca) is a shared initiative of United Way Winnipeg and Volunteer Manitoba that helps Manitobans find the right help at the right time.

When Family Dynamics staff, working with Winnipeg's Neighbourhood Immigrant Settlement Workers, were looking for a comprehensive listing of services available to newcomers, they discovered 211 Manitoba. Finding a site that provides information on a range of health and social service resources on an easy-to-access website meant they didn't have to recreate their own resource guide,

and they could instead use their time providing direct services.

Together with 211 in most provinces and territories, more than 26 million Canadians have access to local 211 information.

211 Manitoba celebrated its second anniversary on February 9, 2019. Usage has grown by more than 50% over the last year, with a daily average of 729 individuals now using the site.



A healthy community is an involved community. When we reach out and find ways to make a difference, we send a message of compassion and

kindness

across our city. United Way Winnipeg supports community engagement with many opportunities to help make Winnipeg better for everyone.





"It was a very professional and well-organized event. It was thought-provoking and highlighted the need for more support in the community while promoting the values of caring and collective impact. I thought it was excellent."

— Summit attendee

Winnipeg leaders get inspired by GenNext Summit's "Momentum"

Four hundred of Winnipeg's brightest community leaders attended the 3rd annual United Way Winnipeg GenNext Summit last October.

The one-day personal and professional development conference has grown into a much-anticipated opportunity for Winnipeggers who care about the future of our city to share their knowledge and vision.

The 2018 Summit theme was "momentum," recognizing Winnipeg's emerging leaders have already started the movement towards building a better Winnipeg. They have the ambition and the ideas to take ownership and bring meaningful change to our community. The GenNext Summit is a place for these leaders to come together. It gives them a space to build relationships and take collective action to create the city they are proud to call home.



Mark Chipman, Executive Chairman of the Board of True North Sports + Entertainment and Winnipeg Jets Hockey Club, in conversation about the values that inspire him and his family.

WE WILL INSPIRE, CONNECT, AND ACT.

BUILD COLLECTIVE OWNERSHIP OF OUR CITY

EVERYONE DESERVES A CHANCE. COMRADERY OVER DIVISIVENESS

IF WE ALL DO MORE **WE CAN MAKE A DIFFERENCE**

DON'T SIT ON THE SIDELINES. KEEP AN OPEN MIND.

BELIEVE, ELEVATE AND THRIVE

— THE HANDRAISERS AND CHANGEMAKERS —

MOVEMENT FOR POSITIVE GROWTH

THE NEXT GENERATION OF COMMUNITY LEADERS **CHALLENGE THE STATUS QUO.**

CONNECT PASSION WITH PURPOSE

The GenNext Manifesto, created through the input of 2018 Summit participants.

United Way Winnipeg's GenNext program is engaging the next generation by providing opportunities to learn about our city through volunteering and connecting with United Way Winnipeg donor-supported agency partners.

Leading from the workplace with GenNext Chapters

The number of GenNext Chapters continued to grow in Winnipeg workplaces last year. The workplace Chapters give employees the chance to show leadership and be involved in volunteer opportunities that make our city better for us all. They work together to support United Way Winnipeg agency partners and by doing so, they galvanize social responsibility and community spirit in the workplace.

Employers with a GenNext Chapter often see younger employees take leadership roles as they increase their organizational and communication skills. The collective effort to make our communities better also grows corporate pride as employees recognize they work for an organization that embraces employees' values.

GENNEXT CHAPTERS: Workplace teams that mobilize their co-workers to take meaningful action towards making Winnipeg better for everyone.

Bell MTS

Birchwood Automotive Group

Cargill Limited

CWB National Leasing

Canada Life

James Richardson & Sons, Limited and Affiliated Companies:

- Richardson International Limited
- Richardson Financial Group
- Richardson GMP Limited
- Richardson Capital Limited
- Richardson Centre Limited
- Tundra Oil & Gas Limited
- Wynward Insurance Group

Johnston Group Inc.

Manitoba Hydro

Manitoba Public Insurance

Motor Coach Industries Ltd.

The North West Company

Online Business Systems

Payworks Inc.

PCL Constructors Canada Inc.

PricewaterhouseCoopers LLP

Taylor McCaffrey LLP

TD Bank Group

Workers Compensation Board of Manitoba



Six GenNext Chapters came together for a United Way Winnipeg Day of Caring at Big Brothers Big Sisters of Winnipeg's Rudolph Red Tag Sale. They helped make it possible for "Littles" to purchase and wrap donated gifts for their loved ones over the holidays.

"The GenNext Chapter has had a significant, positive impact in my workplace. It gives people the opportunity to get involved and learn about our community. The Chapter is such a fun way to meet like-minded people, give back to our city, and make a true and meaningful difference in people's lives."

— Trevor MacHutchon,
GenNext Chapter member, Payworks Inc.

25 unionized United Way Winnipeg agency partners
38.8% of Manitoba's workforce is unionized

BECAUSE UNIONS ♥ WPG

Uniting in our partnership with Labour

United Way Winnipeg and Labour have long been partners in building a better Winnipeg. The Winnipeg Labour Council was a founding partner of United Way Winnipeg in 1965, but the love shown for Winnipeg by our Labour community goes back further than that.

Following the 1919 Winnipeg General Strike, the Labour movement in our city was at the core of founding the Federated Budget Board and Community Chest of Winnipeg. These were forerunners of today's United Way Winnipeg. At the time, more than 30 community organizations were supported by these collective giving efforts.

Today there are nine United Way Winnipeg donor-funded agency partners that were among those supported by the community funds of the Winnipeg General Strike era:

Boys and Girls Clubs of Winnipeg
formerly Winnipeg Boys' Club

CNIB
formerly Canadian National Institute for the Blind

Jewish Child and Family Service
formerly Children's Aid Society of Winnipeg, United Hebrew Relief, and the Jewish Orphanage

Knowles Centre Inc.
formerly Knowles Home for Boys

Marymount Inc.
formerly Home of the Good Shepherd, and then, Sisters of the Good Shepherd

New Directions for Children, Youth, Adults and Families
formerly Children's Home of Winnipeg

Red Cross
formerly Red Cross Society

Social Planning Council of Winnipeg Inc.
*formerly Community Welfare Council
 (currently celebrating its 100th anniversary)*

YMCA-YWCA of Winnipeg

"Winnipeg's Labour movement marks the 100th anniversary of the Winnipeg General Strike this spring, and we look forward to working with them to recognize this important milestone in our city's history."

— Joan Hardy,
 Chair, Board of Trustees,
 United Way Winnipeg,
 Celebration 2018



Canadian Labour Congress
 Congrès du Travail du Canada



United Way Winnipeg and Labour: we remain, as always, stronger together

Union members across our city are involved in workplace campaigns and United Way Winnipeg volunteer engagement opportunities. It is a testament to the commitment Labour has to a better future for everyone.

"Members can get involved in their United Way Winnipeg workplace campaign, or start a new campaign if one is not yet happening in their workplace. United Way Winnipeg can also organize visits to donor-supported agencies so members can learn about the incredible work happening on the front lines of our city."

— Charlene Matheson,
 United Way Winnipeg
 Labour Committee volunteer
 and UNIFOR member

Whether it's a workplace campaign, a United Way Winnipeg Day of Caring, or a Collection Drive for essential items, members are helping support United Way Winnipeg agency partners that Winnipeggers visit over 325,000 times every year.



Eleven different unions were represented on Labour's 2018 Plane Pull team, the Winnipeg General Strikers. Labour fields a team at the United Way Winnipeg Plane Pull and Campaign Kickoff every year.



The Manitoba Federation of Labour gave from their hearts during a Day of Caring at SMD (Society for Manitobans with Disabilities), a unionized United Way Winnipeg agency partner. The day included baking cookies, a tour, and a presentation about how United Way Winnipeg donors support the programs and services of SMD.

"Unions are proud to support United Way Winnipeg because we know that everyone benefits from strong, healthy communities."

— Kevin Rebeck,
President, Manitoba Federation of Labour



The Manitoba Nurses Union held two Make the Month online poverty simulations with all staff to increase understanding of poverty. MNU also ran a workplace campaign and hosted a speaker from CNIB, a unionized United Way Winnipeg agency partner, to learn how their donations impact lives in our community.

"As the union representing nurses across Manitoba, we understand the critical link between community and health. United Way Winnipeg makes critical investments in the social determinants of health and helps people who need it most. We share those values, and we're a proud supporter."

— Darlene Jackson,
President, Manitoba Nurses Union

192
Days of
Caring

182
Collection
Drives

1,486
Volunteers

5,085
Volunteer
Hours



Outlet Collection Winnipeg and United Way Winnipeg teamed up in 2018 to offer The Wrapping Workshop, a holiday gift wrapping centre. The Wrapping Workshop provided shoppers with a convenient option for adding festive flair to their holiday gifts while supporting the community through donations to United Way Winnipeg. A team of 200+ United Way Winnipeg volunteers were the hardworking “elves” who wrapped each of the gifts—more than 1,400 over three weeks!

“It was an eye-opening experience that I won’t forget. I will continue to help in the future, knowing I have made a difference.”

“There should be more days like this. I honestly feel great after participating today. I am going back feeling I did something good today!”

— Day of Caring participants



Because volunteers love Winnipeg, they’re engaging in a big way

Volunteers are the backbone of United Way Winnipeg and our agency partners. Their knowledge, passion, and love for our city make it a better place for us all.

Last year, hundreds of people volunteered their time through workplace engagement opportunities provided through United Way Winnipeg.

Winnipeggers also brought their generous spirits to The Wrapping

Workshop, a new holiday volunteer opportunity in 2018. More than two hundred gift-wrapping volunteers at Outlet Collection Winnipeg raised more than \$12,500 for Winnipeg’s community fund.

Our community involvement team is always ready to match a workplace with a volunteer project or collection drive in support of a United Way Winnipeg

agency partner. These partnerships provide essential items for agency clients, as well as much-needed help with small-scale projects and events.

The result is a stronger network of agencies, and Winnipeggers feeling good knowing they’ve made a difference.

A DAY OF CARING partners a workplace with an agency to lend a hand completing a project that contributes to community development, renewal, and pride.

A POP UP DAY OF CARING is a hands-on group volunteer project where employees come together to assemble kits of essential items for people connected to agencies.

A COLLECTION DRIVE offers a workplace a chance to collect much-needed items for an agency.

Agency Liaison Volunteers Making Winnipeg better

Agency Liaison Volunteers (ALVs) play an essential role in United Way Winnipeg’s community investment stewardship practices. One hundred members strong, United Way Winnipeg ALVs spend hundreds of hours annually meeting with agency partners to support their capacity building to provide for efficient operations, effective program delivery, evaluation and outcome measurement reporting.

“We are partners in helping the agencies reach their goals. When an agency tells their ALV team about successes and challenges, it’s a chance to strengthen the organization with resources and support so they can keep moving forward and serving people in the best ways possible. It’s such a rewarding role; the agencies are doing incredible work for people across Winnipeg, and I feel honoured to play a part in that.”

— Sandra Woloschuk
United Way Winnipeg Agency Liaison
Volunteer for five years



PHOTO: Ruth Bonneville, Winnipeg Free Press



A world of opportunities post retirement with What's Next

A person who is retired or is planning to retire soon may be asking themselves, "What's next?"

Launched in 2018, What's Next is designed to provide people in their retirement stage of life with opportunities to put their skills and experience to great use and get involved in our community.

Through volunteer input and feedback, United Way Winnipeg identified a need in the community to develop a strong connection with people beyond the workplace, to build a relationship that recognized people's time, energy and effort, and made them feel valued and appreciated.

"What's Next is a project near and dear to my heart," said Dennis Dyck, who is a past Executive Director of Volunteer Manitoba.

Dennis lent his knowledge and experience to the development of the What's Next program. "It's a wonderful way to help those near retiring and recently retired begin or continue their volunteer journey. Because without volunteers, there would be no community."

Since the launch of the program, Dennis and his wife, Brenda Dyck, have been actively involved with this new initiative. As What's Nexters, they give their time and talents to many of our events and programs.

What's Next is structured in a way that ensures volunteers feel they're part of a community, working towards a common goal. The program's flexibility allows What's Nexters to manage their own volunteer schedules.

"I've spoken with many people involved in What's Next, and it's really opened the door for them to so many rewarding volunteer opportunities," Brenda said.

Over \$2 million in critical funding! Thank you, Richardson Foundation!

Often it's the little things that add up to make a big difference. Without investment in small-scale capital projects, many of United Way Winnipeg's agency partners would be greatly limited in their capacity to do their important work in our community.

2018 marked an exciting five-year milestone for the Richardson Foundation's ongoing commitment to the Essential Needs Fund. This past year, United Way Winnipeg agency partners received the outstanding news that 31 of their vital capital improvement projects would be funded, a total investment of almost \$400,000.

One of those United Way Winnipeg agency partners was Reaching E-Quality Employment Services (REES). This modest but mighty nonprofit connects people living with physical disabilities and health conditions with employers, employment counselling, and consultation services. With the funding they received, REES repaired their walls and purchased some much-needed furniture.

"It is difficult to remember how we managed before this essential transformation of our space, and we are grateful to the Essential Needs Fund for choosing REES as a recipient of these funds," said REES's Executive Director, Lisa Dabrowski.

"The Richardson Foundation is incredibly pleased to mark the fifth year of the Essential Needs Fund and our partnership with United Way Winnipeg," said Kelly Harris, Executive Director of the Richardson Foundation. "We are humbled by the dedication of the individuals throughout United Way Winnipeg's agency network and proud to assist them in their continuing effort to create such positive impacts in the community."



**RICHARDSON
FOUNDATION**

The Essential Needs Fund, established in 2014 by the Richardson Foundation, has provided more than \$2.1 million in support of 144 projects.



Winnipeggers inspire kindness across the nation

United Way Winnipeg volunteers started Conscious Kindness Day in 2015 with a simple idea: make our world a more compassionate and caring place through individual acts of kindness.

Last year, the idea that began right here in Winnipeg moved onto the national stage, thanks to support from United Way Centraide Canada. People across Canada connected through social media to share the kindness they created.

Schools, workplaces, and people everywhere showed us how it makes

us feel better about ourselves, whether we give or receive, and how it allows us to express our connection to others. Kindness builds community.

Winnipeg teacher Niki Card's Conscious Kindness story was published last year in the book *Canadian Acts of Kindness: 101 Inspiring Stories of Caring and Compassion*. In it, she says her family embraced Conscious Kindness Day from the start, and she has helped children organize Kindness Clubs in her school. She has seen the celebration

of kindness create more positive and empathetic connections between her students.

"I have witnessed the desire to spread love and kindness grow in my own children, as well as those I teach," Niki writes.

And this effect, she says, extends beyond a single day.

Conscious Kindness Day helps us see that kindness can be part of everything we do, every decision we make, every day.



2018 United Way Winnipeg Golf Tournament Committee. Left to right: Terry! Luhowy, Dave Zulak, Sean Kavitch, Serena Brennan, Colin Bartlett, Michelle Bousquet, Christian Kennedy. Missing: Glenn Fleetwood and Kevin Kuryk

Another great golf tournament, par none

Generosity was in full swing at United Way Winnipeg's 26th Annual Golf Tournament, which took place on Wednesday, August 15, at Bel Acres Golf & Country Club.

It was a warm and sunny day as 120 Winnipeggers teed up for a great day of golf, networking and philanthropy, raising more than \$93,000 for United Way Winnipeg. Over the past 26 years, the golf tournament has raised an impressive \$1.4 million in support of United Way Winnipeg's work in our community.

At the banquet in the clubhouse following a great day on the course,

Sportsnet's Sean Reynolds kept the audience entertained as emcee for the evening. Sean introduced Pat LeBlanc, Executive Director of Teen Stop Jeunesse, a United Way Winnipeg agency partner. Pat has been a volunteer with Speakers Bureau for 20 years. He spoke about how his agency provides a safe, fun, home-away-from-home environment that fosters personal growth and development for young people looking for a place to belong and feel accepted.

Thank you to the hard-working 2018 Golf Tournament Committee: Chair, Serena Brennan, Supreme

Office Products; Colin Bartlett, Rogers Communications; Michelle Bousquet, Clinique St. Boniface Clinic; Glenn Fleetwood; Sean Kavitch, Jim Pattison Lease; Christian Kennedy, BMO Nesbitt Burns; Kevin Kuryk, Worldsource Financial Management; Terry! Luhowy, MNP LLP; and Dave Zulak, Birchwood Automotive Group.

Thank you also to our title sponsor Rogers Communications, all the other generous sponsors, our many dedicated volunteers, and the enthusiastic golfers for making this annual tradition the great success that it is!







We gain wisdom not only
through our own experiences,
but by sharing, learning, and
drawing from the experiences of
others. By building awareness
and knowledge, we create
mutual understanding and

respect

and can work
together to create a
strong, healthy, and
unified community.

Advancing our strategic plan with the Council for Indigenous Relations

2018 marked the second year of the Council for Indigenous Relations' (CIR) three-year Strategic Plan 2017-2020, which aligns with the priorities and commitments in Moving Forward, United Way Winnipeg's Strategic Plan.

CIR's Strategic Plan comprises seven distinct, yet interrelated goals:

- greater cultural inclusion and safety
- active engagement in truth and reconciliation
- recognizing and advancing Indigenous philanthropy
- increasing community collaborations and community capacity
- greater awareness of CIR/United Way Winnipeg involvement in the Winnipeg Indigenous communities
- increased CIR capacity
- more meaningful youth involvement

These seven goals stem from the seven sacred teachings—respect, humility, love, truth, honesty, courage and wisdom—and are supported by four pillars:

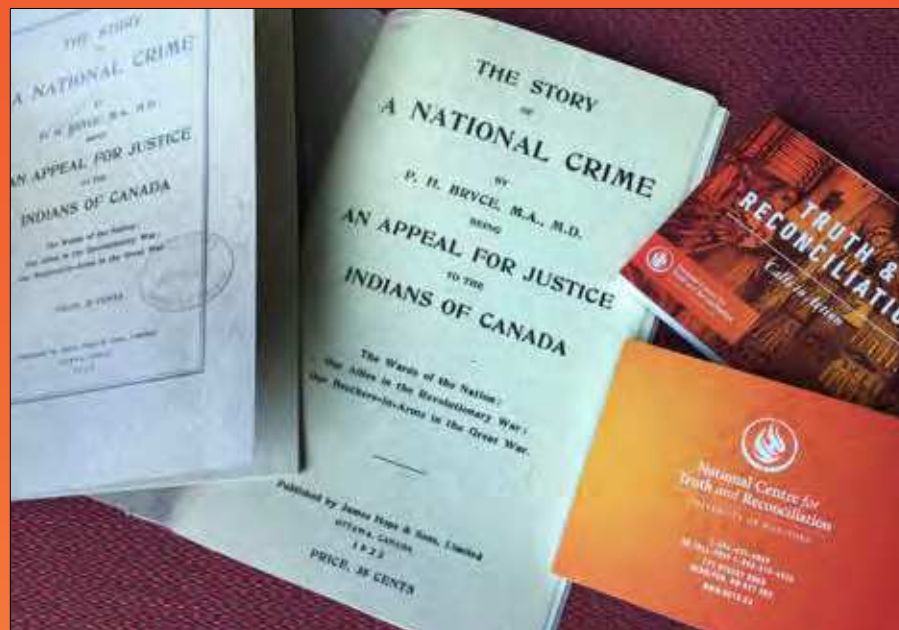
- Building Knowledge
- Building Relations
- Building Capacity
- Engaging Youth

A key focus this past year was to recognize and advance Indigenous philanthropy. Guided by the CIR Strategic Plan, actions focused on building knowledge around the history of the many different ways to give, through Indigenous world views, as well as building relationships with fundraising partners from Indigenous communities, both individual donors and companies.

Hundreds of businesses in Winnipeg

are owned and operated by Indigenous entrepreneurs, and Winnipeg is home to Canada's first Aboriginal Chamber of Commerce, of which United Way Winnipeg is a member.

"It's empowering for us to give back to our communities, and knowing that United Way Winnipeg supports so many Indigenous-led organizations, we understand that our dollars will have even more impact," said Sarah Cook, Council Chair and employee at Manitoba First Nations Education Resource Centre. "Through our fundraising, we are also building awareness of the fact that Indigenous people are not just recipients of services, but that we give as well."



Copies of Dr. Bryce's book, the Truth & Reconciliation Commission's 10 Principles of Reconciliation, 94 Calls to Action, and the 46 Articles of the United Nations Declaration on the Rights of Indigenous Peoples were made available to attendees of the exhibit launch.

Recognizing Dr. Peter Henderson Bryce, ally for change

United Way Winnipeg was honoured to host the Dr. Peter Henderson Bryce: Man of Conscience exhibit in our atrium from September 21 to October 5, 2018. More than 250 guests attended the exhibit to learn about Dr. Bryce's story of courage.

Dr. Bryce was a non-Indigenous Canadian doctor who reported on the abysmal health conditions and shockingly high mortality rates of children in Indian Residential Schools in the early 20th century.

In 1907, he released a groundbreaking report detailing his findings, and then, in 1922, Dr. Bryce published *The Story of a National Crime: Being an Appeal for Justice to the Indians of Canada*.

Sharing Dr. Bryce's thought-provoking story was an opportunity for our community to come together as allies for change and continue to move forward on our journey of truth and reconciliation.

United Way Winnipeg was proud to partner with the Legacy for Hope Foundation and the National Centre for Truth and Reconciliation on this exhibit.



Kevin Lamoureux, educator, addressing guests at the Dr. Peter Henderson Bryce: Man of Conscience exhibit reception.

United Way Winnipeg signed the City of Winnipeg's Indigenous Accord (the Accord) in 2017. The Accord is a living document. By signing, partners accept an ongoing responsibility to truth and reconciliation, and agree to report annually on their efforts, progress and future goals. Together, we can inspire each other to do more as part of our collective journey.

9,000
people
welcomed
to the main
floor space

1,000
Learning
Centre
workshop
guests

31
Learning
Centre
workshops

5
Innovation Centre
tenant organizations,
three of which are United Way
Winnipeg agency partners



"Participating in the class gave me a "safe" place to ask questions that maybe I didn't feel so safe asking at work and Barry Jansen (the facilitator) did an excellent job of working with all of us to make a cohesive group."

— Jennifer Gurke,
Executive Director, Palliative Manitoba

"I use the learning of the (training) sessions every single day in my work life as a Director. The principles that were taught and discussed were not complicated and are easy to remember. Barry's facilitation style made me excited to learn about Human Resources concepts. I also felt more confident in my knowledge and abilities after I left each session."

— Kerris Chinery,
Executive Director, West Central Community Program

A welcoming place for all

United Way Winnipeg's Learning Centre, Atrium and Innovation Centre.

United Way Winnipeg's main floor is an inviting space for people to gather, learn, share, and grow. The main floor comprises three unique areas: the Atrium, the Innovation Centre, and the Learning Centre.

United Way Winnipeg is committed to strengthening Winnipeg's nonprofit sector through its Learning Centre.

The Learning Centre offers high-quality, capacity-building opportunities at a low cost that enable participants to bring new skills and knowledge back to their workplace.

A key focus for 2018 was the testing of a new program offered by the Learning Centre for executive directors called the Executive Director Community of Practice (ED CoP).

This pilot project emerged from the success of the Human Resources Community of Practice (HR CoP) program, an approach that supports learning, formal networking, sharing, and developing and refining effective practice, as defined by Imagine Canada's HR Standards.

The catalyst for the ED CoP pilot

came from feedback from agency partners and workshop participants on the need for networking, learning, and training opportunities specifically for executive directors, both new and seasoned.

Executive directors from 15 agencies who are involved in the For Every Family initiative (see page 34) helped test the program. To determine the program's effectiveness, a social return on investment analysis will be completed in September 2019.



Anne Manitowich



Sydney Bee

Read about his journey on page 33.

Sharing leads to caring

Speakers Bureau Speakers share their stories to raise money and awareness.

Anne Manitowich is a stroke survivor. For the past 12 years, she has shared her powerful message about the help she received from the Stroke Recovery Association of Manitoba, a donor-supported United Way Winnipeg agency partner. To date, Anne has given more than 400 presentations throughout Winnipeg.

"I've enjoyed every moment of it," said Anne. "And when I tell people about United Way Winnipeg and all the agencies they support, it opens their eyes."

In 2018, 109 Speakers from United Way Winnipeg's Speakers Bureau shared stories in workplaces, schools, and throughout the city—stories about journeys of recovery from sexual abuse, poverty, addiction, mental illness, and more. Collectively, these Speakers gave more than 500 presentations, representing the impact of donations to the community fund.

In addition to long-serving Speakers like Anne, the Speakers Bureau

continues to recruit new members each year. Sydney Bee joined the Speakers Bureau in 2018. As a Speaker, Sydney shares his personal story as well as the impact of his current role as a staff member at EAGLE Urban Transition Centre.

Sydney and Anne were two of the many Speakers who gave presentations at Birchwood Automotive Group locations this past year, sharing their stories and increasing awareness about resources in our community.

"A big part of our campaign success this year is attributed to the generous matching of Payworks' Leadership Challenge and inviting community speakers to share their stories. We had Speakers Bureau Speakers share their experiences, and make that personal connection to how United Way Winnipeg has helped them, at almost every one of our locations," said Steve Chipman, President and CEO of Birchwood Automotive Group.



Good data inspires action

It helps us turn compassion into action, and guides informed decision making.

Peg, an initiative of United Way Winnipeg and the International Institute for Sustainable Development (IISD), provides that trustworthy data. Peg tells us how we're doing as a city on more than 60 indicators of well-being, showing us where we can celebrate and where we need to work harder.

In 2018, Peg launched its enhanced website mypeg.ca. In addition to tracking progress on community indicators, the site now integrates the United Nations Sustainable Development Goals (SDGs). The SDGs are a set of 17 global goals that were developed by the United Nations to address the world's most pressing issues.

With this integration, Winnipeg becomes the first city to have an indicator system aligned with the SDGs. This opens the door for Peg to increasingly be used by Winnipeg leaders and businesses to focus engagement and community investment, as well as to see how our local actions are part of global change.

This integration led to Peg being referenced in Canada's Voluntary National Review to the United Nations High-level Political Forum, as well as featured at one of the Forum's side events at the United Nations Headquarters in New York City this July.

IISD is currently using Peg as its flagship product, working with other municipalities to replicate it.



Thank you to The Winnipeg Foundation for its three-year contribution towards Peg and furthering the integration of the SDGs in our city.



Thank you to all our Speakers!

United Way Winnipeg is committed to the highest standards of effective and efficient operations.



United Way Winnipeg has been re-accredited by Imagine Canada's Standards Program. This set of 73 standards is designed to enhance all areas of nonprofit governance and management through demonstrated transparency and accountability. Accreditation is a mark of trust in United Way Winnipeg's efficiency and effectiveness in realizing our mission.



United Way Winnipeg is led by a strong **volunteer-staff partnership**. Key to the success of this model is our **volunteer Board of Trustees**. They provide invaluable guidance and oversight, ranging from finance and fundraising, to marketing and community investments. We are grateful for their commitment to ensuring, together, we meet the needs of our community in the most effective ways possible.

EXECUTIVE



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Vice President, Sales & Marketing,
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*Secretary
(Non-voting Officer)*
President & CEO,
United Way Winnipeg

Treasurer's Report

In 2018-2019, 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 financial management best practices;
- Accountability and maximizing impact of community investments;
- Prudent use of resources; and,
- Providing fair, accurate and transparent disclosure of information.

In 2018-2019, 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 2018-19 United Way reported revenues of \$33.0M 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 in our 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 \$19.5M in approximately 100 community organizations that support our areas of focus and \$3.7M in United Way community programs and partnerships. In addition, \$1.6M was added to the Tomorrow Fund and \$1.0M was directed to other charities designated by our donors.
- Managed the investment of funds with a balanced approach and a long-term focus.
- During 2018-2019, investments yielded returns of 5.33%.
- During this time period, 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. While the higher than budgeted investment return resulted in an increase in the Stabilization Fund of approximately \$0.170M for 2018/19, after budgeted transfers and other approved allocations out of the Stabilization Fund the result was an overall increase in the Stabilization Fund of \$0.035M.

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



Heather Reichert, Treasurer

Financial Statements

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of United Way of Winnipeg

Opinion

The summary financial statements, which comprise the summary statement of financial position as at March 31, 2019, and the summary statements 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, 2019.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, in accordance with the criteria disclosed in the notes to the summary financial statements.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the Organization's audited financial statements and the auditor's report thereon.

The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

The Audited Financial Statements and Our Report Thereon

In our report dated May 27, 2019, we expressed an unmodified audit opinion on the audited financial statements.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with the financial reporting provisions in accordance with the criteria disclosed in the Notes to the summary financial statements.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, *Engagements to Report on Summary Financial Statements*.

Chartered Professional Accountants



Winnipeg, Manitoba • May 31, 2019

STATEMENT OF FINANCIAL POSITION

March 31, 2019

	2019	2018
ASSETS		
Cash and Investments	\$38,475,013	\$36,848,061
Pledges Receivable	12,047,743	10,923,013
Capital Assets	8,228,600	8,510,544
	\$58,751,356	\$56,281,618
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$1,072,299	\$1,415,834
Mortgage Payable	841,398	1,028,580
Deferred Contributions	5,176,175	4,675,200
Other Liabilities	1,424,189	1,498,824
	8,514,061	8,618,438
FUND BALANCES		
Community Fund	22,109,636	20,919,620
Operating Fund	-	355,023
Capital Assets Fund	6,380,370	6,662,314
Tomorrow Fund	16,465,804	14,545,900
Stabilization Fund	5,017,295	4,982,718
Building Fund	264,190	197,605
	50,237,295	47,663,180
	\$58,751,356	\$56,281,618

Approved on Behalf of the Board of Trustees



Joan Hardy, Chairperson



Heather Reichert, Treasurer

STATEMENT OF

Community & Operating Activities & CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2019

	2019						2018
	COMMUNITY FUND	OPERATING FUND	CAPITAL ASSETS FUND	TOMORROW FUND	STABILIZATION FUND	BUILDING AND TECHNOLOGY FUND	TOTAL
REVENUE							
Net campaign contributions:							
Donations	\$ 20,552,712						\$ 20,552,712
For Every Family–Vision Philanthropy	2,304,373						2,304,373
Donor directed	1,047,114						1,047,114
Donor directed fees		20,953					20,953
Recovery/(Deficiency) from the campaigns of prior years	232,452						232,452
Legacy giving				1,556,927			1,556,927
Government grants	50,000	4,436,836					4,486,836
Sponsorships, grants and other income	414,469	400,374					814,843
Funding partners and special initiatives	3,600						3,600
50th Anniversary–crowd funding	-						-
The Winnipeg Boldness Project revenue	556,399						556,399
Investment income	309,833	609,573		362,977	169,865		1,452,248
	25,470,952	5,467,736	-	1,919,904	169,865	-	33,028,457
COMMUNITY INVESTMENT							
Funding to agencies	17,226,606						17,226,606
For Every Family–Vision Philanthropy	2,304,373						2,304,373
Donor directed	1,047,114						1,047,114
Programs and activities	3,116,270						3,116,270
The Winnipeg Boldness Project expenses	556,399						556,399
50th Anniversary–crowd funding	-						-
Management and administration		599,121					599,121
United Way of Canada		237,011					237,011
	24,250,762	836,132	-	-	-	-	25,086,894
OPERATIONS							
Resource development		4,812,415					4,812,415
Organizational development initiatives		42,911					42,911
Amortization of capital assets			444,710				444,710
	-	4,855,326	444,710	-	-	-	5,300,036
One-time special initiatives	-	67,412	-	-	-	-	67,412
Total expenditures	24,250,762	5,758,870	444,710	-	-	-	30,454,342
Net funds before transfers	1,220,190	(291,134)	(444,710)	1,919,904	169,865	-	2,574,115
Interfund transfers	(30,174)	(63,889)	162,766	-	(135,288)	66,585	-
Opening fund balance	20,919,620	355,023	6,662,314	14,545,900	4,982,718	197,605	47,663,180
Closing fund balance	\$ 22,109,636	\$ -	\$ 6,380,370	\$ 16,465,804	\$ 5,017,295	\$ 264,190	\$ 50,237,295

Financial Statements

MARCH 31, 2019

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 on our website or by request to info@unitedwaywinnipeg.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 agrees 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 2019 Statement of Community and Operating Activities include the proceeds of the 2018 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, 2020.

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, Community Fund and Building and Technology 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, in conjunction with its annual budgeting process, the Board of Trustees approves an allocation of investment income from the Stabilization Fund to the Community and Operating Funds. 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 and Technology 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. In 2018, it was expanded to become a Building and Technology Fund in order to similarly set aside funds for large technology infrastructure purchases in future years.

The source of the Building and Technology Fund is annual transfers from the Operating and Community Funds allocated through the annual budgeting process.

COMPARATIVE FIGURES

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

UNITED WAY WINNIPEG

Agency Partners 2018-2019 FUNDING

A & O Support Services for Older Adults	428,578	Mount Carmel Clinic	154,540
Aboriginal Health & Wellness Centre of Winnipeg	194,920	Multiple Sclerosis Society of Canada—Winnipeg Chapter	132,530
Aboriginal Vision for the North End	68,054	N.E.E.D.S. Inc.	20,000
African Communities of Manitoba Inc. (ACOMI)	36,850	Ndinawemaaganag Endaawaad	163,054
Andrews Street Family Centre **	258,151	New Directions for Children, Youth, Adults & Families	107,306
Art City	44,104	New Life Ministries	17,463
Arthritis Society, Prairie Division—Manitoba/Nunavut	106,426	North End Community Renewal Corporation	51,665
Aurora Family Therapy Centre	155,167	North End Women's Centre **	275,130
Big Brothers Big Sisters of Winnipeg	304,682	North Point Douglas Women's Centre **	159,327
Boys & Girls Clubs of Winnipeg	739,323	NorWest Co-op Community Health */**	810,908
Canadian Community Economic Development Network—Manitoba (CCEDNet-MB)	192,989	Ogjiita Pimatiswin Kinamatwin (OPK)	122,253
Canadian Mental Health Association—Manitoba and Winnipeg	462,160	Opportunities for Employment	107,320
Canadian Muslim Women's Institute **	257,166	Oshki-Giizhig	25,000
Canadian Red Cross Society (Manitoba Region)	317,488	Oyate Tipi Cumini Yape Inc.	108,359
Centre Renaissance Centre	69,318	Palliative Manitoba	147,894
CNIB	424,068	Pluri-elles (Manitoba) *	98,112
Community Education Development Association	452,348	Rainbow Resource Centre	77,135
Community Financial Counselling Service **	306,895	Reaching E-Quality Employment Services	40,080
Community Unemployed Help Centre	155,133	Resource Assistance for Youth	108,976
EAGLE Urban Transition Centre	50,000	Rose & Max Rady Jewish Community Centre	276,630
Elizabeth Fry Society of Manitoba	151,419	Rossbrook House	259,338
Elmwood Community Resource Centre **	265,521	SEED Winnipeg **	840,283
End Homelessness Winnipeg	300,000	Sexuality Education Resource Centre	119,211
Eyaa-Keen Healing Centre Inc.	172,365	SMD	989,650
Family Dynamics **	1,027,160	SMD Self-Help Clearinghouse *	100,850
Fort Garry Women's Resource Centre **	166,189	Social Planning Council of Winnipeg Inc.	316,323
Girl Guides of Canada (Three Areas of Winnipeg)	60,427	South Winnipeg Family Information Centre Inc. **	132,332
Good Neighbours Active Living Centre	55,910	Spence Neighbourhood Association	75,478
Graffiti Art Programming	163,072	Spinal Cord Injury Manitoba (SCI)	132,224
ImagineAbility	39,570	Stroke Recovery Association of Manitoba	63,672
Immigrant & Refugee Community Organization of Manitoba (IRCOM) *	191,231	Teen Stop Jeunesse	187,434
Immigrant Centre Manitoba Inc.	158,692	The Laurel Centre	122,565
Inclusion Winnipeg	190,520	Thrive Community Support Circle **	189,579
Independent Living Resource Centre	164,372	Urban Circle Training Centre Inc. *	32,063
Indigenous Women's Healing Centre	151,921	Villa Rosa Inc. *	281,141
Jewish Child and Family Service	180,883	Volunteer Manitoba	214,040
John Howard Society of Manitoba	203,218	West Broadway Youth Outreach	122,567
Ka Ni Kanichihk	214,084	West Central Community Program	135,292
Kildonan Youth Activity Centre	56,971	West Central Women's Resource Centre **	272,797
Knowles Centre	76,822	Winnipeg Central Park Women's Resource Centre **	110,862
L'Arche Tova Café Inc.	22,846	Wolseley Family Place **	88,919
Learning Disabilities Association of Manitoba Inc.	121,652	Women's Health Clinic	230,702
Ma Mawi Wi Chi Itata Centre */**	603,817	YMCA-YWCA of Winnipeg	478,310
Macdonald Youth Services	169,308	Youth Agencies Alliance	32,954
Main Street Project	148,940	TOTAL 2018/2019 FUNDING	\$19,408,695
Manitoba Association for Rights and Liberties	58,148		
Manitoba Interfaith Immigration Council	107,930		
Manitoba School Improvement Program—The Peaceful Village Inc.	94,071		
Maples Youth Activity Centre	56,971		
Marlene Street Community Resource Centre */**	118,364		
Marymount	81,327		
Meals on Wheels of Winnipeg	83,118		
Mediation Services: A Community Resource for Conflict Resolution	157,922		
Mood Disorders Association of Manitoba	37,846		

* Net of unused allocations returned to United Way of Winnipeg.

** Includes funding made through the For Every Family Initiative (FEF) totalling \$2,182,088. Remaining FEF expenses of \$122,285 relate to FRC network coordination and outcome evaluation.

2018-2019

Programs and Partnerships

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

TOTAL 2018/2019 FUNDING	\$3,672,669
--------------------------------	--------------------



Our generous sponsors

A huge show of support.

United Way Winnipeg was honoured to host many events and celebrations throughout the city this past year, and it was our generous sponsors who made it possible. These events inspire, educate, and motivate people to get involved and help make our city a better place to live.

Campaign Breakfast

Manitoba Egg Farmers

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Rapid RTC
Red Wireless
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Winnipeg Free Press

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E & J Gallo Winery
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Centre
Jim Pattison Broadcast Group
Lakeview Management Inc.

Manitoba Film and Music
 Manulife Financial
 Pasquale's Italian Restaurant
 Pattison Outdoor Advertising
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