

BECAUSE WE ♥ WPG



United Way
Winnipeg

UNITED WAY WINNIPEG ANNUAL REPORT 2019-2020



United Way
Winnipeg

Throughout this report, you'll see examples of our work in social innovation highlighted. We define "social innovation" as initiatives that promote:

- new relationships and collaborations
- new ways of working together
- new solutions to social problems

SPOTLIGHT
ON INNOVATION



BECAUSE WE ♥ WPG

UNITED WAY WINNIPEG ANNUAL REPORT 2019-20

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United Way Winnipeg acknowledges our work takes place on Treaty 1 territory, original land of the Cree, Ojibway, Dene and Dakota peoples, and homeland of the Metis Nation, where the original people of Turtle Island have gathered for as long as can be remembered. Treaty No. 1 was entered into on August 3, 1871, at Lower Fort Garry.

We also acknowledge the water we drink comes from Treaty 3 territory of Shoal Lake 40 First Nation, and our electricity comes from Treaty 5 territory.

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.





WE WANT TO SEE A WINNIPEG FILLED WITH

OPPORTUNITY & PROMISE FOR EVERYONE

WHO LIVES, WORKS, AND PLAYS HERE.

For well over 50 years, Winnipeggers have recognized that by working together in a united way, we provide both stability and responsiveness to the needs in our community. There is no better illustration of that than the last few weeks of the 2019/20 fiscal year. Thanks to our donors, volunteers and many partners, United Way Winnipeg was both a stabilizing force and a responsive community support during the immediate crisis of the COVID-19 pandemic.

Here's how we responded on your behalf:

- We quickly affirmed stable, flexible funding to agency partners supporting the front-line fight against COVID-19. This gave agencies the room to change how they deliver services to ensure physical distancing while continuing their much-needed support to community members.
- Because of our solid community relationships that kept our finger on the pulse of community needs, we channelled additional immediate funding to agencies supporting Winnipeg's most vulnerable, including homeless-serving organizations and family resource centres.
- We matched volunteers to agencies looking for help and established a knowledge hub of curated resources for nonprofit agencies.
- We partnered with the Government of Canada to apply our community knowledge and strong stewardship practices to the distribution of crisis relief funding to areas of greatest need in our city and beyond.

The last weeks of the fiscal year of 2019/20 were exceptional, illustrating with absolute clarity what's possible when we work together. In fact, the whole of 2019 and 2020 to date speaks to the power of people and possibility, the value of living—and giving—united.

It is our pleasure to bring you this comprehensive annual report. In the pages ahead, there are countless stories of lives changed, inclusion, and social change. We hope you read every page of this report and feel as proud as we do.

Last year, for example, our community achieved our largest fundraising campaign goal ever, inspired in part by the remarkable Wawanesa Insurance Leadership Challenge. As you will see, there have been thousands of lives impacted by the generosity and kindness of Winnipeggers.

It was also a year of innovation, and we've spotlighted some of our amazing community innovators throughout this report. Like GenNext, the next generation of leaders who will inspire our community toward what could well be the strongest years of social change in our lifetimes. We're also thrilled to share exciting, innovative results on the For Every Family initiative, End Homelessness Winnipeg, the Winnipeg Poverty Reduction Council, and Peg. We have so much to celebrate!

As for the year ahead, it's going to be challenging—perhaps one of our most challenging years ever. Research shows that large-scale disasters are followed by increases in depression and substance abuse, as well as a range of other mental and behavioural disorders like domestic violence, child welfare issues, and more.



United Way
Winnipeg

We already see the impact on our community. More people are living with uncertainty. There has been a toll on our mental health, our relationships, and our financial security. More Winnipeggers are living in or on the edge of poverty. Stress is high.

There are, however, many aspects of our city that have not changed. Our care and compassion for each other. Our prairie determination. Our sense of community.

Because we love Winnipeg, we will rally. We will rally our energy, time, and talents. And where we can, our dollars.

We are, and always will be, stronger together. United.

Joan Hardy

Joan Hardy
Volunteer Chair,
Board of Trustees

Connie Walker

Connie Walker
President & CEO

*We are,
and always
will be,
stronger
together.
United.*

Why does Winnipeg need a community fund?

A child is hungry, and her parents don't have the money to provide a nutritious breakfast before school. A youth is struggling with depression and anxiety, with no one to talk to. A family flees for their lives, leaving their war-torn country and all their possessions behind. These are just a few examples of the people in our community who have something in common: they need support. And they have something else in common, too: *potential*.

United Way Winnipeg believes everyone who lives here should have the opportunity to overcome their challenges and realize their potential. A gift to United Way Winnipeg is more than a donation, it's an investment in people and a commitment to community.

United Way Winnipeg is Winnipeg's community fund. When Winnipeggers give to United Way Winnipeg, they're giving in a united way. A gift to the community supports an entire network of community-serving organizations, comprising more than 100 agency partners and programs. Each of these organizations offers essential services to people in our community, people who need support to set them on their path to potential. And these organizations, in turn, rely on stable support from the community fund to plan for the future, invest in valuable life-changing programs, and hire qualified staff.

As long as there's a community fund, there will be hope and a promise of a better Winnipeg—not just for some, but everyone.



"One of our greatest, most enduring partners is the United Way. For over 50 years, the United Way has provided a strong and effective focus for Winnipeg's compassion, in the spirit of partnership and bringing our community together and empowering and transforming lives."

— Mayor Brian Bowman



Thank you to the Province of Manitoba,

our partner in change since 1978. A generous grant provided by the Province offsets fundraising and administration expenses, ensuring all donations to United Way Winnipeg's annual campaign go directly toward agencies and programs that help Winnipeggers.

"We create this together
to support all of us."

TENS

OF THOUSANDS
OF GENEROUS DONORS

\$21.6M

RAISED

2,000+

VOLUNTEERS
IN THE LEAD

100+

AGENCY PARTNERS
& PROGRAMS

340,000+

LIVES CHANGED



A simple formula for a thriving community

It was an exciting day when our volunteers set an unprecedented fundraising goal of \$21.6 million for our community fund. Before we committed to that goal, however, there were some considerations and questions that needed to be answered first. Is this possible? Can we top last year's remarkable generosity from Winnipeggers? Can we inspire them to give even more?

The answer, of course, to all of the above was: absolutely! We'd find a way to top it. We'd be innovative. We'd be collaborative. We'd stand united because that's what Winnipeggers

do, and we knew we could do more together than we ever could alone.

We didn't use some complex mathematical equation to calculate whether we'd hit our campaign goal; the formula was actually a simple one. There is strength in numbers. The more we pull together, and the more money we raise means more services for more people.

Thankfully, Winnipeggers, too, know this is a formula that works. They've seen the difference their support has made in our city, and they know an investment in United Way Winnipeg

is an investment in a better city for everyone.

At Celebration 2019, when it was announced we had reached our goal, I was filled with such pride. It was a testament to our shared belief that whatever obstacles we're facing in our community, we can work together to overcome them and build the Winnipeg we know our city can be.

A huge thank you to the immensely generous donors and extremely hard-working volunteers who made this a reality. I came into the role of Campaign Chair inspired and wanting



to play my part and make a difference, and I leave it with a new perspective and even more inspired than before.

A lot of what the volunteer role of Campaign Chair entails is going to the various workplaces to help kick off their campaigns or participate in one of their fun events. It was always a fantastic experience, seeing the motivation and support for United Way Winnipeg first-hand.

Something that really opened my eyes was visiting the agency partners United Way Winnipeg donors support—the hard-working staff who provide life-changing programs and services for thousands of

Winnipeggers. The work they do every day is amazing.

And then there was the terrible snowstorm last October, which was also the first campaign breakfast update for our 2019 Campaign. The inclement weather was not a factor, and over 150 Winnipeggers showed up for their city. This speaks volumes about what a truly special bunch we are and how much we love Winnipeg.

It's been a pleasure serving as Campaign Chair, and to my successor Dave Angus, I wish you every success. I'm sure you will be as inspired by Winnipeggers as I am.



Jeff Goy

President and CEO,
Wawanesa Mutual Insurance Company
2019 Volunteer Campaign Chair,
United Way Winnipeg



WORKPLACE CAMPAIGN SPOTLIGHT:

United in supporting mental health

Bell MTS is one of United Way Winnipeg's corporate cornerstones and a partner for change in promoting mental health in our community.

Bell MTS reinforces the Bell Let's Talk commitment to mental health by working together with United Way Winnipeg to raise funds for agency partners and programs that provide mental health supports and services.

"Bell MTS is pleased to align with United Way Winnipeg in its efforts to make mental health a priority," said Lana Bakun, Pricing Specialist at Bell MTS. "It's part of our company's commitment to making our city a better place to live, and creating an environment where people can access the programs and services they'll need to feel safe and supported."

Lana is also a dedicated volunteer with United Way Winnipeg, having served in such roles as Employee Campaign Chair, Agency Liaison Volunteer, and a member of the GenNext Council.

One in five people in Canada will experience a mental health issue or illness in any given year.

Five ways to help end the stigma of mental health:

- **Talk about it**
- **Be kind**
- **Educate yourself**
- **Listen and ask**
- **Language matters**

You've really done it this time, Winnipeg...



It was the moment everyone had been waiting for. The payoff for all their hard work and generosity; for their leadership and vision of a better city.

It was United Way Winnipeg's 2019 Celebration and Winnipeggers representing business, Labour, nonprofit, and other members of our community gathered for a night recognizing their collective efforts and also to hear the big news.

The excitement in the room was almost palpable as the number was announced: \$21.6 million raised for our community fund!

Winnipeggers had done it! Through their efforts, they ensured United Way Winnipeg met its ambitious campaign goal for 2019. And it simply wouldn't have been possible without the 500+ workplaces throughout Winnipeg that ran campaigns.

Employees wanted to engage in their community in a huge way, and their organizations responded, giving staff the chance to work together with their peers and effect positive change in their community. From dunk tanks to Days of Caring, bake sales to Brain Architecture Games, fundraising and engagement activities were in full swing in workplaces all over the city.

There were the Winnipeggers who

fundraised and came out to Plane Pull on that cold, rainy September morning, proudly representing their workplaces as they pulled the Boeing or Herc, showing what's possible when we work united.

There were the Employee Campaign Chairs, who took on a leadership role within their organizations planning fundraising events, encouraging participation and pledging, and inviting speakers from United Way Winnipeg's Speakers Bureau to increase awareness about the essential work of agency partners in the community.

And then there were the thousands of volunteers who donated their time and many talents to United Way Winnipeg's campaigns, serving in various roles that would energize, motivate, and inspire other Winnipeggers to play their part and give and make their city a better place to live.

United Way Winnipeg would like to thank all the individuals, workplaces, and Unions, who embraced the vision of working together to build a better and brighter Winnipeg for all. To everyone who donated, volunteered or both, your contributions made the difference.

Thank you.

A win-win-win for Winnipeg

Take one highly capable staff member. Add one forward-thinking, community-driven organization. What's the result?

The answer is a unique experience called United Way Winnipeg's Leadership Development Program. For 14 weeks, hard-working and driven Winnipeggers are loaned from their employers to assist running United Way Winnipeg campaigns for other organizations in the community.

No workplace campaign could run as efficiently or effectively without the generous time and talents of Sponsored Executives (SEs). And for the SEs, not only do they feel they're directly impacting their community, they're participating in a one-of-a-kind professional development opportunity.

Once they've completed their term at United Way Winnipeg, SEs return to their workplace with more confidence and greater leadership skills, which is both a benefit to the SEs and the organizations that invested in their professional development.

Danijela Travica was loaned to United Way Winnipeg by her employer, Manitoba Public Insurance. In addition to the leadership and project

management skills she gained during her SE experience, Danijela said she found visiting the donor-supported agency partners particularly eye-opening.

"Having an opportunity to see these agencies in action is what makes this a life-changing experience for me," she said. "You become more appreciative, humble, and get to see life in a different perspective."

Danijela, who immigrated to Winnipeg from Bosnia when she was 13, knows what it's like to be on the receiving end of support from an agency partner.

"The Immigrant Centre, one of United Way Winnipeg's funded agencies, provided free settlement service to my family and me when we needed help the most," she said. "The programming I received at the Immigrant Centre played a big role in where I am today."

Thank you to Danijela, and the 25 other dedicated Sponsored Executives who served their community in 2019, and to the generous organizations that sponsored them or offered a financial contribution to United Way Winnipeg.



Sponsored Executive Danijela Travica shares her story at a United Way Winnipeg Event.

I'll see your Leadership gift, and raise you

The Leadership Challenge of 2018 was such an amazing success that Wawanesa Insurance generously picked up the torch in 2019 with the same outstanding offer, plus they kicked it up a notch! Winnipeggers could double their impact with the Leadership Challenge or try their hand at the Wawanesa Super Challenge.

Birchwood was one of the many organizations that got behind the Challenge in a huge way and had the most Leaders for both years.

"183 Birchwood team members made this amazing, generous gift, demonstrating their love for their community and compassion to help those in need," said MaryAnn Kempe, United Way Winnipeg Leadership Co-Chair and team member at Birchwood. "The Leadership Challenge was already such a game changer, so for Wawanesa to step up even more with the Super Challenge is simply fantastic."

646

NEW
LEADERS!

120

WINNIPEGGERS
TOOK THE
WAWANESA SUPER
CHALLENGE

Thank you to all our Leaders and to Wawanesa Insurance!



Wawanesa
Insurance



Thank you to the
2019 Campaign
Cabinet for your
exceptional
volunteerism,
many contributions,
and commitment
to our city.

As a volunteer-led organization, United Way Winnipeg relies on the dedication, talents, and vision of experts in various fields to execute a successful campaign. Our 2019 Campaign Cabinet came from all sectors of our city's workforce—business, labour, government, and the community, and each brought their unique skill set and style. More than 500 workplaces came together to help us reach our fundraising goal of \$21.6 million for Winnipeg's community fund.



Jeff Goy
Campaign Chair
Wawanesa Mutual Insurance
Company



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



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



Dave Angus
Incoming Chair
Johnston Group Inc.



J.P. Perron
Deputy Chair,
Business Development
Payworks Inc.



Bernie Wood
Co-Chair, Labour
Engagement
Canadian Labour Congress



Paul Dueck
Deputy Chair, GenNext
Castle Mortgage Group



Dorota Blumczynska
Deputy Chair,
Agency Partners
IRCOM



MaryAnn Kempe
Co-Chair, Leadership
Birchwood



Adam Hanson
Co-Chair, Leadership
Johnston Group Inc.



Darryl Levy
Co-Chair, Major
Corporations
Wynward Insurance Group



Donald MacDonald
Co-Chair, Major
Corporations
Pitblado Law



Paul Norris
Co-Chair, Growth
Bell MTS



James Holland
Co-Chair, Growth
Winpak Ltd.



Louise Mitchell
Co-Chair, Nationals
Wawanesa Mutual Insurance
Company



Jamie Hall
Co-Chair, Industry
SAFE Work Manitoba



Bruce Gehlen
Co-Chair, Industry
RBC Royal Bank



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



Ryan Klassen
Co-Chair,
Tech & Finance
Bell MTS



Kimberley Gray
Co-Chair,
General Business
Wawanesa Mutual Insurance
Company



Darren Dunn
Co-Chair,
General Business
Assiniboia Downs



Jim Ludlow
Co-Chair,
General Business
True North Sports
& Entertainment



Jody Langhan
Co-Chair, Professions
Fillmore Riley LLP



Joe Healey
Co-Chair, Professions
Ernst & Young LLP



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



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



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



Charlene Paquin
Co-Chair, Government
Civil Service Commission



Michael Jack
Co-Chair, Government
City of Winnipeg



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



Danny Blair
Co-Chair, Universities
& Colleges
The 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
Cambrian Credit Union



Meaghen Johnston
Co-Chair,
Community Leaders
Intentional Futures
Counselling



David Filmon
Co-Chair,
Major Donors
MLT Aikins LLP



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



Nicole Stewart
Deputy Chair
Leadership Development
Program
Payworks Inc.



Joan Hardy
2019 Chair,
Board of Trustees
Canadian Pacific Railway

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 in helping us build a better Winnipeg.

BellMTS



UNIFOR
theUnion | Canada



Birchwood

canada **life**

Stronger
Communities
Together™

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



Manitoba Public Insurance

Payworks

CUPE



UNIFOR
theUnion | Canada



MGEU
Manitoba Government and General Employees' Union



THE
NORTH WEST
COMPANY



University of Manitoba

CUPE



AESES

UNIFOR
theUnion | Canada



Wawanesa Insurance

An investment in the Tomorrow Fund is an investment in Winnipeg

The Tomorrow Fund is more than an investment; it's a legacy. The Tomorrow Fund was established in 1990 to celebrate United Way Winnipeg's 25th anniversary. It's a way for Winnipeggers to ensure the community is in good hands for the future. Donors can see the impact of their gift today and invest in the Winnipeg of tomorrow.

Investments in the Tomorrow Fund provide vital seed money that drives innovation to help more people, right here in Winnipeg. 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.

Thank you to all of our donors who have invested in a brighter future for our city through United Way Winnipeg's Tomorrow Fund.

A GIFT OF GENEROSITY AND VISION

Over 100 Winnipeggers have let us know they have included us in their Will. Joining the Legacy Circle with a bequest allows United Way Winnipeg to plan for the future and enables Legacy Circle members to inspire future generations. Members of the Legacy Circle are invited to sign the Book of Names at 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.



A NAME FOR TOMORROW

More and more donors who give to the Tomorrow Fund are choosing to create Named Funds for their endowments to leave a legacy of their giving. Established at \$5,000, there is no limit to how much one can contribute to a named endowment fund. Currently, there are 131 Named Funds.

The Lynn and Wally MacMartin Fund

When it came time to decide how to invest, Lynn & Wally MacMartin knew they wanted to leave a legacy with their name on it. The MacMartins established their own Named Fund in 2013 called "The Lynn & Wally MacMartin Fund."

"Having the experience of over 30 years volunteering with United Way Winnipeg and witnessing first-hand the impact of its donor-funded agency partners and programs inspired us to create a Named Fund," said Wally. "A monthly donation, no matter how little or substantial, combined with other donations, help to make improvements in people's lives. We wanted

to make sure the excellent contribution to society United Way Winnipeg makes will be supported long after our demise, as a legacy."

Wally has volunteered on numerous committees of United Way Winnipeg, including the Campaign Cabinet, Legacy Giving, as an Account Executive, and Community Leaders volunteer teams. He was also an employee of United Way Winnipeg.

Wally was chosen by his employer to support his workplace's Annual Campaign for three months as a Sponsored Executive. He says it was there he learned about the vital work of United Way Winnipeg, which



opened his eyes to the critical needs of Winnipeg.

"Every dollar donated to United Way Winnipeg goes back directly to support the donor-supported agencies and programs," said Wally. "With those efficiencies and the critical needs within our communities, the return on investment is an excellent return of resources."



Current value of the Tomorrow Fund: **\$17,900,000**

Stable support in our community.

36

AGENCIES

12

COUNSELLING
AND CRISIS
INTERVENTION
PROGRAMS

41

OUT-OF-SCHOOL
AND SUMMER
PROGRAMS

28

LEADERSHIP/
MENTORING
PROGRAMS

80,000+

WINNIPEGGERS
IMPACTED



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.

ADDRESSING THESE SUSTAINABLE DEVELOPMENT GOALS





Teaching real-life superpowers in the classroom



Batman. Black Panther. Wonder Woman. The Hulk. Equinox.

Haven't heard of the last one? 10-year-old Brooklyn can tell you all about her.

"Equinox is brave. She stands up for what's right, so kids can have a safe school. So when Equinox is eating lunch and looks down, she doesn't have to worry about mice running around like she used to," said Brooklyn. "And she went all that way to stick up for her school and have the right to go to school."

Equinox is a superhero in DC Comics' Justice League. The character is based on the real-life story of Shannen Koostachin, a 13-year-old Indigenous girl who sought justice by travelling from her remote Cree community, to stand on the steps of Parliament Hill and fight for equitable education funding for her community.

Brooklyn's teacher, Ms. Catherine Siller, teaches her students about Shannen to help them learn more about Indigenous history and also as part of the Thrival Kits curriculum, where kids can create their own superhero, or choose an existing one.

"In our classroom, we use Equinox as our superhero, since we're really focusing on social justice issues and building empathy and perseverance," said Ms. Siller.

Thrival Kits were developed in 2017-18 through a partnership between the Canadian Mental Health Association (CMHA), a United Way Winnipeg donor-supported agency partner, and the Manitoba Advocate for Children and Youth, in collaboration with Manitoba teachers. The curriculum was developed to promote mental health strategies in the classroom for students in grades 4-6.

In addition to the superhero theme, two of many powerful tools Ms. Siller said she uses in her Thrival Kits curriculum are mindfulness and meditation.

For a lot of kids, she said it's a real lightbulb moment when they realize it's okay to feel and react a certain way, and it's also fine to take the time and use tools to decompress.

"Meditation may not get rid of the problem, but it takes the heaviness away, and it makes things more clear," said Ms. Siller. "Maybe there's some tension at home, but they can better understand where it's coming from and understand other people's anger as well. We're building empathy together, big time."

Not every school has access to the kits, but Brooklyn hopes one day they will.

"Maybe if they learn how other people feel, there won't be any more school fights or bullying," she said. "Since they'd know how it would feel."

70% of mental health issues first occur during childhood or adolescence.



Engagement opportunities that can last a lifetime

In high school, Megan Dufrat volunteered on a number of committees. When she was looking for something to be involved with after graduation, United Way Winnipeg's Youth United program was the answer.

Youth United's volunteer council of passionate young Winnipeggers work to connect youth from across the city with valuable volunteering, learning, networking, and skills development opportunities that inspire and celebrate youth leadership.

More than eight years after she joined Youth United, Megan serves as the Council's chair.

"I've found since being involved, my knowledge and understanding of community issues have grown immensely," said Megan, who graduated from the University of Manitoba last June with a master's degree in music. "I really like the positive social change aspect of United Way Winnipeg and Youth United. It's really cool to see the impact in our own communities of the work that we do."

Youth United has undergone a thorough strategic review in the past few years. Council members had in-depth conversations about new ways they can work to fund and support youth-driven projects that connect young people with the community, and provide them with the skills and help they need to take action on issues most important to them.

The most impactful initiative to emerge out of the strategic review this past year was the creation of a Youth United Chapters pilot program in a number of Winnipeg high schools. The new Chapters program, supported by a generous grant from Canada Life, is an innovative way to engage school-age youth in what's happening in their city, and foster a lifelong relationship with United Way Winnipeg. Youth United Chapters act as an entry point into caring about what our organization does and an introduction to the different ways they can be involved in their community throughout their lives.

Through the pilot program, Youth United Council members work with the Chapters to support them in applying for grants of up to \$1,000 to fund projects focused on creating positive social change in their schools and beyond. In developing and implementing their projects, youth are exploring tools and resources such as 211 Manitoba and the Peg community indicator system.

Youth United launched the Chapters pilot program at a kickoff

event last October. Students and teachers from participating schools celebrated the program with Youth United Council members, where

they were invited to hear guest speakers from United Way Winnipeg's Speakers Bureau share their stories. The Chapters also actively engaged in their community by visiting United Way Winnipeg donor-supported agencies and participating in a Day of Caring.

"That event has been the highlight of the year so far," Megan said. "Lots of people came away with the idea that even though they're young and in high school, they can make a difference."



Megan Dufrat
Volunteer Chair
Youth United Council



Youth putting a stop to period poverty

Period poverty is a global issue affecting millions of people who don't have access to safe, hygienic sanitary products, including people in Winnipeg. But Nelson McIntyre Collegiate's Youth United Chapter is doing its part to fight period poverty in Manitoba's capital with an innovative project.

Last year, United Way Winnipeg awarded the Chapter a \$1,000 grant to fund its project. The project has three phases: production, distribution, and education.

Phase one and two include the creation of 120 reusable sanitary pads that will be distributed to women's resource centres.

"The biggest barrier for access to menstrual products is finances," said Eric Bao, a Grade 12 student at Nelson McIntyre, who serves as the school's Youth United Chapter Ambassador. "Menstrual products can be especially hard for women earning a lower income to access. Our main goal is to provide reusable menstrual products so that finance is not a barrier for women interested in trying out or using this menstrual health option."

The 12-member Nelson McIntyre Youth United Chapter has been meeting each week since last October to work on the project.

Last December, the Chapter held a community sewing event at the school to meet their goal of producing 120 pads. Participants included students from Glenlawn Collegiate and Collège Jeanne-Sauvé, as well as Nelson McIntyre.

For the third phase of the project—education—students from Nelson McIntyre's Youth United Chapter are

visiting a nearby K-8 school to give presentations about menstrual health and reusable pads as an option.

In addition to doing something that will make Winnipeg a better place, Eric said the project has been enjoyable because it's allowed the Chapter to come together and grow as a team.

"At the beginning of the year, most of us were pretty quiet," he said. "Now we're all comfortable with each other, and everyone trusts everyone else to fulfill their responsibilities. I think that's a cool feeling; when you can depend on your team and get the work done."

Along the way, Eric's experience with the Chapter is sharpening his leadership skills.

"Your style of leadership changes for every group you're in, and I think that's something I've learned in our Youth United Chapter," he said. "In this group, I've taken a more laid-back approach more or less, because I'm on a team where everyone is passionate about social change and eager to get to work."

There are currently nine Youth United Chapters, and the Youth United Council has awarded 12 grants of up to \$1,000 per project.



Eric Bao
Volunteer Ambassador
Youth United Chapter

Our kids need more mentors!

Mentors help youth develop a broad range of internal and external developmental assets. The more assets and supportive relationships youth have, the more likely they will grow into caring, capable, and confident individuals.

What makes a great mentor?

Empathy—someone who takes a curious and compassionate interest in the challenges they are facing

A role model—someone who demonstrates generosity, loyalty, and other positive attributes

Being present—someone they can count on to be there for them when they need support and encouragement

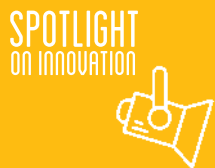
Active listening—sometimes kids just want to have someone safe to talk to and to express themselves openly

Fun—research demonstrates that active, interactional play is an essential part of strong, healthy brain development

Sign up to be a mentor



winnipegmentors.ca



More agencies on board means more opportunities for youth and mentors

The United Mentoring Network (UMN) connects individuals who want to make a difference in the lives of young people through a mentoring program. Becoming a network partner is also an excellent opportunity for organizations to add to and improve their program offerings.

The United Mentoring Network continues to evolve and strengthen its ability to connect Winnipeg kids with mentors. In the past year, over a dozen child- and youth-serving organizations were engaged with and benefited from the network, such as Evermore Gather Grow Lead Inc., CanU, the Haven at the Salvation Army, Animikii Ozoson Child and Family Services, and École Leila North School. River East Transcona School Division and the Better Business Bureau are also working with the UMN to launch a career-mentoring program this year.

The network uses a website, winnipegmentors.ca, as its central hub for interested individuals where people can request a mentor or volunteer to be a mentor. Child- and youth-serving agencies interested in joining the network can also connect to develop effective practices and approaches that help enhance mentorship experiences, including access to mentor training materials.

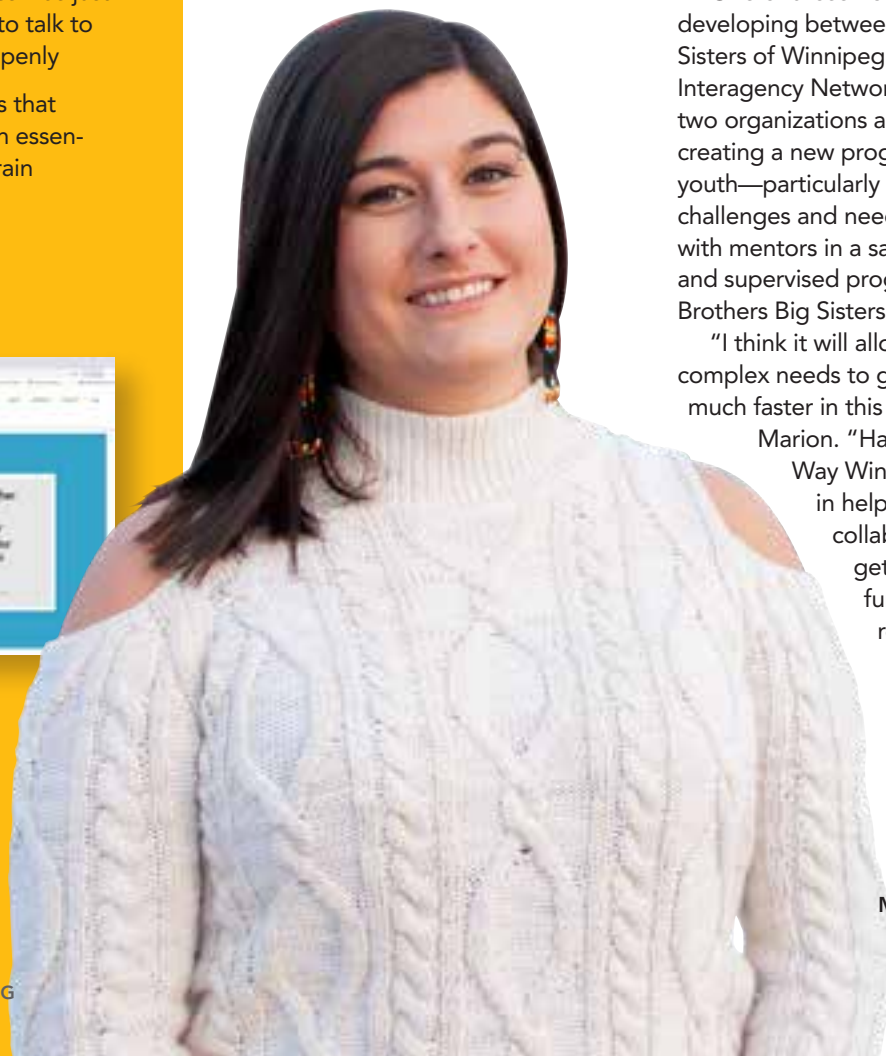
Jane Marion, Director of Service Delivery and Community Connections at Big Brothers Big Sisters of Winnipeg—the leading agency for UMN—said exciting opportunities are in the works.

"I love collaborating with organizations doing great work, seeing the ways our programs can find intersections, opening new connection points and building creative programming to serve more kids," Marion said.

One of those new connections is developing between Big Brothers Big Sisters of Winnipeg and Gang Action Interagency Network (GAIN). The two organizations are talking about creating a new program option for youth—particularly those with complex challenges and needs—to connect with mentors in a safe, structured and supervised program at the Big Brothers Big Sisters activity space.

"I think it will allow youth with complex needs to get mentorship much faster in this model," said

Marion. "Having United Way Winnipeg's support in helping us do this collaborative work, to get youth out having fun and developing relationships with mentors, is just so important to community health and well-being."



Megan is one of many dedicated mentors in our community.



KOATS for Kids






Thanks to Winnipeggers' support of Koats for Kids, thousands of children had warm clothing to wear during the winter months, so they could attend school and play outside.

361 VOLUNTEERS	1,981 VOLUNTEER HOURS
4,332 JACKETS	1,096 BOOTS

+ thousands

OF SKI PANTS, TOQUES, MITTS, AND SCARVES

















Stable support in our community.

22

AGENCIES

13

LIFE AND
EMPLOYMENT
SKILLS/SOCIAL
ENTERPRISE
PROGRAMS

12

ASSET BUILDING, MONEY
MANAGEMENT &
FINANCIAL INCLUSION
PROGRAMS

30,000+

WINNIPEGGERS IMPACTED



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.

ADDRESSING THESE SUSTAINABLE DEVELOPMENT GOALS



Learning money management skills can change lives

For many people living in poverty, fear is an emotion they know too well.

"I was always afraid," said Jocelyn. "Fear that my utilities would be cut off, fear of not being able to pay the rent. And while my kids never starved, I wasn't able to provide healthy food for them. I was always scrounging just to cover the minimum payment on the bills, and my kids weren't able to participate in any organized sports or activities."

Jocelyn also feared that living in poverty would limit her kids' future opportunities.

"I didn't know how to save money, let alone put any aside for their future," Jocelyn said. "Growing up in a home where survival mode was the norm, knowing that there's no money put away for education, words like post-secondary were not used ever."

Jocelyn then got a temp job at SEED Winnipeg, a United Way Winnipeg donor-supported agency. While working at the agency, Jocelyn participated in some of their asset building programs, which they run in partnership with Assiniboine Credit Union. And these programs helped change her life.

One of their programs is called Saving Circle, which is a matched savings program, combined with money management training. Participants save \$250, and SEED Winnipeg matches it with \$750, for a total of \$1,000. Participants can use this money for certain assets to improve their lives. Participants also take a 10-week money management course that helps them learn about budgeting, banking, credit, and savings.

Jocelyn also participated in SEED Winnipeg's Access to Benefits program, which helps people with everything from obtaining ID, to applying for benefits, to filing tax returns.

Over the years, Jocelyn has had over 40 residences.

"Knowing your postal code is a gift, and to be able to get ID and access anything, you have to be able to prove your address."

Jocelyn found filling out forms left her confused and filled with anxiety, but her colleagues helped her fill out the necessary forms.

"I now have enough ID to vote," Jocelyn said. "And they also helped me get help obtaining my kids' birth certificates so I could open up a bank account and an RESP for each."

When Jocelyn saw the last statement from her kids' RESPs, she cried.

"I have hope for them now," she said. "Words like 'university' and 'college' are normal in my home."

Jocelyn is now working full time as an Administrative Coordinator for SEED Winnipeg's Asset Building Programs.

"I struck gold here at SEED. I had no skills, but they saw I was able to connect with participants because I know their struggle," she said.

Today, Jocelyn enjoys presenting participants with their Saving Circle cheques and sharing what she has learned in money management training with the community.

Jocelyn's next goal is to own her own home.

"For now though, I have healthy food on my table, a roof over my head, and hope for my family's future. And I no longer live in fear."

Helping more Winnipeggers get ID—a first step towards employment



End Homelessness Winnipeg collaborates with homeless-serving sectors and all levels of government to advance and measure progress toward the following **seven** targets by **2025**:



Create

1,340 additional housing units based on identified local housing needs



Eliminate

entries to homelessness among released inmates and youth who are in CFS care or disengaging from school



House

1,519 people experiencing absolute homelessness or who are provisionally housed



Expand

use of HIFIS to **45** homeless-serving organizations and programs as part of a coordinated access system



Reduce

Indigenous overrepresentation in emergency shelters by **50%**



Prevent

90% of those served by coordinated access from re-entering homelessness



Shorten

length of stays in emergency shelters so **92%** are less than 10 days

From managing homelessness to ending it

When we think ahead to the future, we may wonder if some things we'd love to see happen in our community ever really will. We may ask, "Is it even possible?"

Take homelessness, for example. Will we ever see the day when every Winnipegger has their own bed to sleep in? An escape from the elements. A safe haven. A place they can call home.

End Homelessness Winnipeg doesn't just believe it's possible; they're helping make it happen.

End Homelessness Winnipeg leads the change needed to prevent and reduce homelessness in our city. In 2019, the organization was recommended as Community Entity for Winnipeg, administering more than \$9 million in federal funding under the Reaching Home homelessness strategy. To develop the Community Plan for investing these funds, End Homelessness Winnipeg conducted surveys and focus groups with people who have lived experience of homelessness.

A key goal of Reaching Home is implementation of a Coordinated Access system that can improve access to housing and supports. In 2019, End

Homelessness Winnipeg engaged stakeholders to identify what this system should look like in Winnipeg. A central component of Coordinated Access is a robust, shared information platform such as the Homeless Individuals and Families Information System (HIFIS). End Homelessness Winnipeg is facilitating adoption and expansion of HIFIS among local homeless-serving organizations, to deepen real-time understanding on homelessness and collaboration across sectors.

New initiatives and new data inform a new five-year plan, launched at Thunderbird House last fall. The plan sets out seven measurable targets—including creating housing, moving people into housing, and shortening shelter stays—for End Homelessness Winnipeg and stakeholders to work towards by 2025.

End Homelessness Winnipeg's innovative, collaborative approach won the national 2019 Reframe Housing Competition. Under the winning "Housing Through Collaboration" project, End Homelessness Winnipeg works with Wabung Abinoonjiiag and eight other Indigenous and women's organizations to create transitional housing for women and children fleeing violence. A collaborative service model will provide wrap-around supports for tenants, while an innovative financing approach involving private and public sector investments will create a stable financial base for construction and operations.



End Homelessness Winnipeg is the lead organization for one of the nine new communities recently selected to participate in the **Built for Zero Canada** campaign, a national collaborative effort to end chronic homelessness through a data-driven approach.

End Homelessness Winnipeg is part of a national demonstration project for the **HelpSeeker** app, which connects individuals to local services in real time and sends data back to providers to identify pressures and gaps.

Supporting transition to the workplace

TRC92: Youth Employment, an initiative of the Winnipeg Poverty Reduction Council (WPRC), is grounded in Call to Action #92 from the 2015 Truth & Reconciliation Commission of Canada report. This innovative cross-sectoral effort brings together private sector employers and community-based organizations training Indigenous youth for employment.

The goal is to ensure access to a range of culturally safe and attractive job opportunities for Indigenous youth. Early work primarily involved a highly engaged consortium of employers focusing on educating their leadership teams and workforces about Indigenous history and the legacy of residential schools, all while exploring skills-based training in intercultural competency, conflict resolution, human rights and anti-racism.

Over the past year, WPRC has worked collaboratively to engage a number of new employment sectors—including manufacturing, retail and hospitality—in the TRC92: Youth Employment initiative. These sectors offer a variety of career paths, as well as first jobs, part-time, and flexible employment opportunities.

At the same time, research and stories from those with lived experience have made it clear that the most critical time for young job seekers—often facing multiple barriers to

sustainable employment—is the transition from training to the early phases of employment. To address potential gaps, WPRC is using a social innovation lab format* to engage employers, community organizations, government representatives, and young Indigenous job seekers in exploring effective transition support.**

Job seekers identified supportive relationships and environments, familiarity, and ongoing one-on-one mentoring as the keys to a successful transition. They also highlighted transportation, suitable childcare and stable housing as significant challenges.

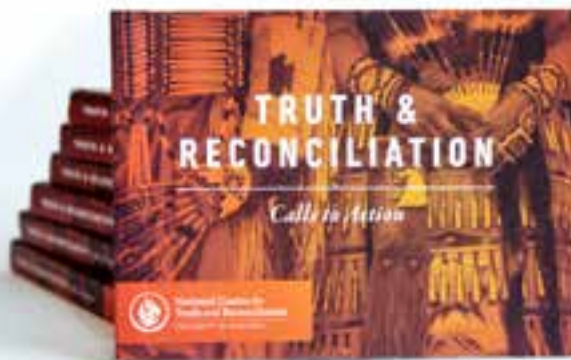
In the next phase of the social innovation lab process, the different sectors and interests will collaborate to create potential solutions for providing comprehensive transition support to both new employees and workplaces, ultimately helping these young workers settle in their new careers.



WINNIPEG
**POVERTY
REDUCTION**
COUNCIL

*** Social innovation lab format:** social innovation labs are a cross-sectoral and organizational approach to tackling complex and challenging societal issues. Lab processes facilitate break-through thinking, collaboration, and systems change.

**** Transition support:** individualized, culturally appropriate, wrap-around support throughout the transition from training to employment, as well as during the initial phases of employment.



Student jobseekers from Ka Ni Kanichihk Inc. and employers meet in conversation circles to share and discuss employment interests, questions, and opportunities.



Stable support in our community.

61

AGENCIES

39

COMMUNITY
DEVELOPMENT
PROGRAMS

10

NEIGHBOURHOOD
SAFETY &
COMMUNITY-BUILDING
PROGRAMS

29

LIFE SKILLS
AND ACCESS-
TO-RESOURCES
PROGRAMS

62

COUNSELLING,
WELLNESS,
& EDUCATION
PROGRAMS

225,000+

WINNIPEGGERS
IMPACTED



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,
AND MORE CONNECTED WINNIPEG.

ADDRESSING THESE SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH
AND WELL-BEING



11 SUSTAINABLE CITIES
AND COMMUNITIES



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS







Recovery is possible when the support is there

"The first thing meth gives you is the chemical euphoria," said Todd, a Winnipegger now in recovery from meth use. "But then it took me for a ride, dragging me through the gutter, and kicking me while I was down."

Todd was 23 when he was first introduced to meth. He'd been struggling with anxiety and depression for years.

"To be honest, I didn't even know it was meth the first time; I thought it was Ecstasy," said Todd.

The second time Todd tried meth, he knew what it was, but he didn't think he'd get addicted.

"I was going through a lot at the time. I'd lost my job, my apartment, and I was in a deep depression. I just wanted to give in," said Todd.

But Todd did get addicted and paid a very heavy price.

"Meth has so many side effects that you won't notice at the time, and the cost is so much more than time and money," he said. "It's relationships, reputation, opportunities, and way too many wasted sunsets. It's never going to be enough, and all you're left with is rotting teeth and peeling skin."

"Even when it became really intense, I'd look at other meth users and think, well, at least I'm not them," said Todd. "But then when I became as bad as them, I just didn't seem to care."

Then one day, he was lying in bed and had a moment of clarity. He realized he was in rough shape and things were only going to get worse.

"I knew I needed to make a dramatic change," Todd said. "I also knew I needed help."

Todd had attended a peer support group at Mood Disorders Association of Manitoba (MDAM), a United Way Winnipeg donor-supported agency partner. While he was there, he saw a flyer for Mood Disorder's Leading Change meth recovery program.

"I thought, this is great; it's just what I need," said Todd.

One of the techniques that worked well for Todd is called body mapping, where art is used as part of the journey of discovery and recovery.

"I put myself on a big piece of paper and tried to dissect who I was. It's like I was one of those CSI guys trying to figure out what was wrong and what caused my addiction," said Todd. "It helped me get back in touch with parts of myself I'd forgotten about. And I realized I was using my addiction to help cope with my depression and anxiety."

Todd even helped lead the Leading Change program, using his experience and knowledge to help others who are using meth.

Todd believes he has insight only someone who has experienced meth addiction would understand.

"I understand the hell they're going through; I've been in the trenches. But I also know there's a way out."

Helping
Winnipeggers
find life after
meth

For Every Family

Created in 2016 through a special partnership involving the philanthropic and community sectors, United Way Winnipeg, the Province of Manitoba and The Winnipeg Foundation, For Every Family (FEF) aims to enhance the family-centred and proven approaches offered through United Way Winnipeg-supported family resource centres. FEF has now reached 99.5% of its fundraising goal of \$7.5 million, with every dollar matched by the Province of Manitoba.

Keeping family resource centres open even longer, so kids and families have more options accessing services

Empowering families by building partnerships

One of our city's greatest challenges is protecting and nurturing vulnerable children while supporting struggling families. Family resource centres (FRCs) operate on a community-driven and needs-based preventative model of service delivery, offering a wide range of programs and services for families, including early childhood education,

SPOTLIGHT
ON INNOVATION



health education and care, youth programs, literacy, employment support, community economic develop-

ment and many others. Families rely on these centres for meaningful supports and programs in a safe, welcoming, and nurturing environment close to home.

Working through the FRCs, the objectives of the For Every Family (FEF) initiative are to:

- ensure children are ready for school when they enter kindergarten
- put more money in the hands of families
- reduce the number of children in care through preventative approaches

Helping young kids be ready for school entry

- FEF is investing in the Abecedarian approach, which uses one-on-one language-based strategies in early childhood education.
- Last year, the Abecedarian approach was embedded into the training of 13 childminders at West Central Women's Resource Centre.
- The childminders are available for hire to all FRCs so they can offer services such as child care during parenting classes.
- Abecedarian was also implemented in the daycare at Thrive Community Support Circle.

Putting more money in the hands of families

- In partnership with two other United Way Winnipeg-funded agencies—SEED Winnipeg and Community Financial Counselling Services—FEF deployed its shared services approach to offer financial empowerment expertise directly to all FRCs, enabling many more families with access to services right in their community.

- 1,046 FRC participants received free tax filing at tax clinics and drop-in days, resulting in 1,579 tax returns filed.
- Over \$4.8 million was put directly into the hands of Winnipeg families through refunds and benefits.
- Participants were also able to secure photo ID and open a bank account, all in one place.

To drive efficiency and effectiveness, and encourage collaboration, FEF has created a formal network of all 24 FRCs, using a shared-services approach for financial empowerment and early childhood development and programming. Overall, financial support from FEF has enabled more families to access FRCs for support and programming.

While all of the wrap-around supports FRCs offer help keep kids and families together, our next phase of investment will focus specifically on augmenting prevention-oriented supports that keep kids from going into care.



Danielle (left) and Kristy helping Winnipeggers find great deals at Thrive Thrift Shop.

Helping families thrive

Thrive Community Support Circle (Thrive) has seen the impact of For Every Family (FEF) first-hand. Thanks to FEF, two staff members received training to deliver the financial empowerment services. This was a dream come true, considering Thrive previously had to cancel free tax filing due to lack of resources.

Offering these tax clinics resulted in \$98,000 in refunds for 28 individuals. One of these individuals was a man experiencing homelessness who had not filed taxes in more than 10 years. His \$20,000 refund allowed him to rent an apartment, furnish it, and pay off debts. Staff supported him in obtaining identification, opening a bank account, and accessing the Canadian Pension Plan and Old Age Security—all within the comfort of his neighbourhood family resource centre.

Thrive's tax clinics also led to an \$8,000 refund for a newcomer family, who used the money to furnish their new Habitat for Humanity home, including bunk beds for their five children. Accessing Thrive's daycare services was critical to the parents

in fulfilling Habitat's work equity requirement. Meanwhile, the daycare's Abecedarian approach had a positive impact on the children's readiness for kindergarten. The family further benefited from the songs, games, and books the children brought home to share.

Thanks to For Every Family, Thrive increased its operating hours from two days a week to daily. Numbers of people accessing critical drop-in services—and food—more than doubled, and the community responded with more donations, a new clothing program and a hygiene drive. The addition of a men's group and evening programming means Thrive can now reach even more people in the community.

Thank you to these visionary donors

\$1,000,000 +

Anonymous
The Moffat Family Foundation
The Winnipeg Foundation

\$500,000 +

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 +

Paul Albrechtsen Foundation
Canada Life
CIBC
Jewish Foundation of Manitoba
Johnston Family Foundation
Edward & Stella Kennedy
Michael Nesbitt

\$75,000 +

Graham C. Lount Family Foundation
Pollard Family Foundation

\$25,000 +

Bell MTS
Chipman Family Foundation Junior Board Fund
Denis & Debbie Devos
Gerry & Debbie Labossiere
John & Beth Pollard
Wellington West Foundation

\$10,000 +

Anonymous
Carol & Barry McArton
Parrish & Heimbecker, Limited

\$3,000 +

Dalbir & Navneet Bains



WE WANT TO ENSURE

ALL WINNIPEGGERS

CAN GET THE HELP THEY NEED AT 100+
DONOR-SUPPORTED AGENCY PARTNERS AND
PROGRAMS THROUGHOUT OUR COMMUNITY

Alysha Clark from Main Street Project shares how donor dollars make a difference at a United Way Winnipeg campaign breakfast.

United Way Winnipeg is committed to supporting an entire network of agency partners. By bringing together community-serving organizations and building up their skills, we strengthen the nonprofit sector as a whole, so collectively, they can deliver better services and change more lives.





Capacity building—helping nonprofits find viable solutions to today's challenges

One of the great things that defines us as Winnipeggers is how much we care about each other and those who need support. As a community, we want to make sure support is always there. We want Winnipeggers who need support to always have access to the life-changing services provided by the network of 100+ donor-supported agency partners and programs.

In our current environment, nonprofit organizations recognize the need to be as effective and efficient as possible. With limited resources to hire additional staff, agencies are

exploring ways to further strengthen their capacity to meet demands for their valuable services. One of the best ways to do this is to invest in their own organization and build the capacity of current staff and volunteers.

The Main Floor offers three opportunities for capacity building: the Learning Centre, the Innovation Centre, and meeting space. United Way Winnipeg builds capacity by supporting innovation, nurturing learning and partnerships, and providing accessible and affordable meeting space.

"United Way Winnipeg has always provided excellent training opportunities. This past year, one of these trainings was in partnership with People First HR Services on Succession Strategies for Not-for-Profits. It was one of the best half-day trainings I've attended and was very timely for our organization. Thank you United Way Winnipeg."

— Audra Penner
President & CEO
ImagineAbility Inc.

The Learning Centre partners with diverse subject matter experts to offer a variety of high-quality, low-cost, and accessible learning opportunities for the nonprofit charitable sector.

A recent highlight was a workshop with Deanna Lanoway of People First HR Services called Succession Strategies for Not-for-Profits: Planning for Succession and Continuing Operations.

38

LEARNING CENTRE
WORKSHOPS

707

WORKSHOP
PARTICIPANTS

The Innovation Centre is a shared-space work environment designed to support and foster social innovation. A number of dynamic organizations call this space home, including Spark, a program of the Canadian Community Economic Development Network Manitoba (CCEDNet); Manitoba Association for Rights and Liberties (MARL); Proactive Information Services; and Manitoba Organization for Victim Assistance (MOVA).

Lastly, United Way Winnipeg's Main Floor offers **room rentals** where groups can meet in an affordable, comfortable space. And while the majority of renters are nonprofit organizations, this space is open to all!

332

EVENTS BOOKED
APRIL 2019 TO
MARCH 2020

Agency Liaison Volunteers

United Way Agency Liaison Volunteers (ALVs) play an essential role in the process of renewing funding agreements and reviewing nonprofit best practices.



TIME

It takes an average of **8 hours** to complete an agency renewal contract. Each agency works with a team of

4 ALVs

ACCOUNTABILITY

So how does it work?



94 ALVs serve on four Impact Councils — Education, Income, Individual & Family Health, and Neighbourhood Health. Impact Councils are a place to **learn** and **connect**.

ALVs spent
2340 hours
dedicated to agency contract renewals

They develop a **first-hand understanding** of how our community's needs are being met through meeting with the agency partner's board of directors and agency leadership.



They also spent
825 hours
in annual review meetings.
That's a whole lot of teamwork!



In turn, they can provide **resources, suggestions** for **connections** with like-minded organizations, and **encouragement** for **continuous improvement!**

There were **94 volunteers**
in 2019-20, with
19 new volunteers

13% of our ALVs
have volunteered with us for over **10 years!**

Agencies helping agencies helping our community

For decades, Manitoba Possible (formerly Society for Manitobans with Disabilities or SMD) has been an active force in our community, offering valuable programs and services to improve the lives of people living with disabilities.

To provide this high level of support, Manitoba Possible, like many nonprofit organizations, needs to fundraise. And while Manitoba Possible does a significant amount of fundraising for their own organization, they also raise money through

their United Way Winnipeg employee giving campaign for the entire network of United Way Winnipeg donor-supported agency partners.

"I think it's important to encourage agencies to contribute to United Way Winnipeg's annual campaign as much as possible," said Derek Day, Manitoba Possible's Manager of Community Inclusion and Support Services.

As well, staff and clients of Manitoba Possible, who are also volunteers with United Way Winnipeg's Speakers Bureau, visited dozens of workplaces throughout Winnipeg. They shared their stories to help increase engagement and overall donations for the annual campaign.

Staff at Manitoba Possible also participated in a collection drive in support of another agency partner, Big Brothers

Big Sisters of Winnipeg (BBBS).

A "store" was set up in one of Manitoba Possible's offices where their staff donated new or gently used items to BBBS's Rudolph Red Tag Sale. At the sale, Little Brothers and Little Sisters could purchase holiday gifts for their loved ones at prices ranging from 5 cents to 25 cents.

"It's an opportunity to give back to other agencies that United Way Winnipeg supports," said Derek. "And when our staff delivered the items, they got to go on a tour and learn more about Big Brothers Big Sisters."

Manitoba Possible was also the recipient of a collection drive with generous donations from staff at Wawanesa Insurance.

"We've seen both how beneficial it is to receive and also how important it is to give. It's really about being part of that community of agencies."

— Derek Day
Manager of Community Inclusion and Support Services
Manitoba Possible

Items collected at Manitoba Possible in support of Big Brothers Big Sisters of Winnipeg's Rudolph Red Tag Sale





Manitoba
Help starts here.
mb.211.ca



**“I needed
support for my
son who lost
his vision.”**

**“We needed food
for the week, but
I’ve never been to
a food bank.”**

**“I was struggling
with addiction
and didn’t know
where to turn.”**

211 Manitoba is a free, online service made possible by United Way Winnipeg donors, which connects people to help in such areas as housing, food security, and mental health supports. During the COVID-19 pandemic, municipal governments and local police across Canada presented 211 phone lines as an alternative to 911, to reduce the number of non-emergency calls. Some areas in Canada with 211 phone service saw call increases of up to 400%, demonstrating the vital role 211 plays in communities. 211 Manitoba is moving towards a phone-in option, in addition to its online support, to help even more Manitobans.

ONLINE • 24/7 • HEALTH & SOCIAL SERVICES AT YOUR FINGERTIPS!



WHEN WE COME TOGETHER AS A COMMUNITY,

OUR ACTIONS CAN MAKE A REAL DIFFERENCE.

COMMUNITY ENGAGEMENT IS ABOUT KINDNESS,
EMPATHY, AND COMPASSION, AND FINDING WAYS
TO RELATE TO EACH OTHER AS PEOPLE WORKING
TOGETHER TOWARD A UNITED GOAL—
A STRONGER COMMUNITY.



Next generation of leaders discover new ways to engage staff

An open membership of leaders who make a difference in Winnipeg, GenNext is made up of hand raisers and game changers—and Canada Life is right there in the mix.

The insurance and wealth management company boasts one of the 19 GenNext Chapters in Winnipeg. These Chapters often work together to build strong networks of people who want to make the city a better place.

"Building on GenNext's vision to inspire, connect, and act, we want to promote the importance of giving back and find out what our community really needs," said Nicole Hanson, Regional Sales Support Manager at Canada Life.

Nicole co-founded Canada Life's GenNext Chapter, which has eight committee members.

Throughout Canada Life's workplace campaign, the Chapter organized and participated in an event each month, including a Food Bingo for NorWest Co-op Community Health; West Broadway Snoball; "H.U.G.S. & Cake" for Thrive Community Support Circle; and a highly successful book drive, where they collected 2,500 books for

The John Howard Society of Manitoba.

The Chapter organized a walking tour to a series of United Way Winnipeg agencies, so that Canada Life staff and leaders could develop a greater appreciation of what those agencies do. The Chapter helped increase engagement by setting up a photo and info booth, where staff could share what they love about Winnipeg while posing for a picture, learning about GenNext, and participating in a popcorn giveaway.

To get the word out about events and volunteer opportunities, the Chapter partnered with Canada Life's employee resource groups. This enhanced the experience of emerging leaders at the company and helped them grow their personal, professional, and community leadership skills.

Nicole is thankful to work at a company that values endeavours like GenNext.

"Our leaders support our volunteer efforts," she said. "It's all part of Canada Life's strong commitment to community."

A day of sharing innovations and building connections

"Winnipeg has a good secret: community mobilization by the people and for the people," said Mitch Bourbonniere to a roomful of more than 400 Winnipeggers at the 4th annual GenNext Summit this past October. And mobilize they did!

Bourbonniere, Program Director of Ojjiita Pimatiswin Kinamatwin, was one of the speakers at the GenNext Talks 7x7—a unique speaker series featuring seven inspiring Winnipeggers making a difference in the community.

Innovation was the theme for the Summit, which took place at the RBC Convention Centre.

The Summit is a one-day personal and professional development conference where Winnipeg's current and emerging influencers get together to learn, share ideas, challenge, and inspire each other to create real and lasting positive change.

Organized entirely by volunteers, with great leadership from co-chairs Matt Johnston and Nicole Hanson, the Summit also provides a forum for these leaders to build better connections and take care of each other.

Igniting the passion of the next generation of leaders to challenge the status quo and effect positive change.

GENNEXT

It's cool to be kind

Small acts of kindness can go a long way, and United Way Winnipeg is proud to present Conscious Kindness Day each year.

Conscious Kindness Day had a reach on social media of over 2.7 million across Canada last year. That's a whole lot of kindness!

Kindness in Schools

As part of Conscious Kindness Day, students from Winnipeg School Division took part in a community bike ride in the spirit of kindness, and to learn about what it means to attend schools on Treaty 1 territory. Members of the Winnipeg Police Service, The WRENCH, and Bear Clan Patrol also "came along for the ride."

Kindness in Workplaces

Winnipeg Chamber of Commerce participated as well, collecting donations of granola bars, juice boxes, and water for agency partner West Broadway Youth Outreach.

Acts of kindness help strengthen our community, and United Way Winnipeg's Conscious Kindness Day aims to do just that for one special day every year.

A hole lot of love for Winnipeg

United Way Winnipeg's charity golf tournament is one of Winnipeg's premier fundraising initiatives. At this year's tournament, United Way Winnipeg raised over \$94,000, bringing the total funds raised in the 27 years of the event to \$1.5 million.

The event sold out, with 152 golfers on 38 teams swinging into action at beautiful Pine Ridge Golf Club, to raise money to support United Way Winnipeg's work in the community.

"This day wasn't just about a great

game of golf, or camaraderie, or some well-deserved time outdoors," said 2019 Tournament Chair Christian Kennedy. "What brings everyone out is a deep sense of caring about our community. We love our city and want it to be the best it can be."

"It's because of this collective commitment to our city that United Way Winnipeg can continue its important work in our community, supporting the many agency partners and programs that make a difference in the lives of our fellow Winnipeggers every day."

Gemini Award-winning sportscaster Scott Oake was the emcee for the

evening. The winners of the Texas Scramble-style tournament were Gavin Johnstone, Jim Ludlow, Brian Dagg, and Ryan Kyle Friesen.

United Way Winnipeg would like to thank all the golfers, sponsors, and volunteers for supporting our tournament and our community.



United Way Winnipeg celebrates many decades working with Labour

United Way Winnipeg held its inaugural Labour Community Awards & Appreciation Lunch last year.

Presented in partnership with the Winnipeg Labour Council (WLC) and the Canadian Labour Congress (CLC) Manitoba Region, the awards recognized six individuals for their leadership and community service.

Award recipients included Richard Hines and Stephanie Swain from the Manitoba Government and General Employees' Union, Charlene Matheson from Unifor Prairie Region, and Glenn Tomchak from IAM District 181.

Additionally, Sandi Mowat (Manitoba Nurses Union) and Sandra Oakley (Canadian Union of Public Employees) were presented with the 2018-19 Art Coulter Labour Award.

It was the first time in about a decade that the Art Coulter Labour Award was presented.

A trade Unionist who dedicated his life to helping others, Art Coulter was involved in the Community Chest during the 1950s and early 1960s. As Executive Secretary of the WLC, Art was committed to finding a more effective and united approach to raising funds to help meet the needs of Winnipeggers. His efforts led to the WLC's initiative to involve the Chamber of Commerce in a partnership, which led to the formation of United Way of Winnipeg in 1965.

The Labour movement and the United Way movement have been partners in social change for decades, sharing a common goal: a better community and quality of life for everyone, bound together by the power of collective action.

Labour leaders on the volunteer Campaign Cabinet now coordinate Labour's involvement in United Way Winnipeg's annual campaign and help reach Union members in hundreds of workplaces across the province.

Each year, Unions are invited to support United Way Winnipeg by selecting or endorsing members to join the Leadership Development Program as a Sponsored Executive (SE). For 14 weeks, SEs become champions for United Way Winnipeg, working closely with staff and volunteers in Unions and workplaces to enhance the ways Unions are engaged in the campaign and help facilitate fundraising activities.

Members of the Labour community can also be found serving as Board Trustees, on the Community Investment Committee, the Labour Executive Committee to the Board of Trustees, the Labour Campaign Committee, and many other senior volunteer roles throughout United Way Winnipeg.

In the last couple of years, the United Way Winnipeg Labour Program has renewed and re-engaged relationships with the Labour movement to support our goals of working stronger together.

The awards recognized people who were a key part of this relationship and community building.

Bernie Wood, Manitoba's Regional Representative for the Canadian Labour Congress, said the award ceremony made for an exciting afternoon.

"It was well-received and a great way to re-energize the Labour movement's connection to United Way Winnipeg," Bernie said. "I'm excited to see where it goes from here."

51 Unions and Locals were awarded Certificates of Excellence and Appreciation at the 2019 Labour Awards

Stephanie Swain, 2017 Labour Sponsored Executive and MGEU member, is presented with the Labour Volunteer Service Award

1919

STRIKE!

General Strike called; 30,000 workers strike

After months of unsuccessful negotiations, and in solidarity with the Sisters, Brothers and workers bargaining for a fair share of the fruits of their labour, the Winnipeg General Strike was called.

The first to walk out were the "Hello Girls", Winnipeg's telephone operators, who walked out four hours ahead of schedule.

By 11:00 a.m., 30,000 union and non-union workers had walked off the job.



**67 LABOR UNIONS JOIN
IN GENERAL WALK-OUT;
INDUSTRY PARALYZED**



1919

LABOUR CAFÉ

Soup kitchens to power the movement



Helen Jury Armstrong, a vocal union activist and student feminist, played a vital role in organizing women during the Winnipeg General Strike.

With upwards of 30,000 workers without income during the Winnipeg General Strike, it immediately became clear there would be a need to support individuals, families and single income households.

Helen Armstrong, Chair of the Women's Labour League put together teams of volunteers who would create a soup kitchen which would serve between 1200 to 1500 meals a day.

The first kitchen, affectionately called the "Labour Café," was set up in the Strathcona Hotel with the support of the Rosenthal family who owned and ran the Hotel. The Hotel was right in the heart of the strike at Main and Rupert, where the Manitoba Museum now stands.

Women and children ate for free, and men were asked to pay what they could. These soup kitchens became a vital lifeline for many families that had no other option.

The Labour Café became a rallying point and an important hub of strike information. Helen Armstrong's team of young "runners" brought updates from the Café to other strike leaders. The Women's Labour League distributed pamphlets there.

The YWCA became a key support in keeping the kitchens going through the strike and beyond.



A century of progress and working stronger together

People who visited United Way Winnipeg's atrium last spring and summer were treated to a special exhibit commemorating the 100th anniversary of the 1919 Winnipeg General Strike.

The strike saw Winnipeggers come together in solidarity and demand their right to be heard; to organize, to earn a living wage, and make a better life for themselves and their families. It changed Winnipeg profoundly and permanently.

Opened at the beginning of May, the Working Stronger Together exhibit traced the strike's history and highlighted some of the key players and initiatives that arose during the movement. It served as a reminder, not only of the importance of this historic event but of the deep, rich history United Way Winnipeg shares with one of its founding partners—Winnipeg's Labour movement.

The exhibit gave a detailed account

of how Unions influenced the development of philanthropy and collective action in our city as a response to the demand to help Winnipeggers in need.

In 1922, the Federated Budget Board created the Community Chest of Winnipeg to unite funding of some 30 social agencies. The Community Chest of Winnipeg paved the way for United Way Winnipeg, which today serves more than 100 agency partners and programs with secure, stable and ongoing funding, including nine of its original agency partners.

United Way Winnipeg is honoured to continue its tradition of working stronger together with Winnipeg's Labour movement. Here in Canada, we have a strong social safety net in place to catch us when we need help. That's due in large part to the strength of the Labour movement and Unions.

"Unions have always known that the strength of collective action makes things better for everyone. That's true

in the workplace and in the community," says Kevin Rebeck, President of the Manitoba Federation of Labour. "We're proud to be founding partners of United Way Winnipeg."

United Way Winnipeg looks forward to the next hundred years of this partnership to strengthen and build our shared community.



Celebrating the launch of United Way Winnipeg and Labour's "Stronger Together" exhibit in the United Way Winnipeg atrium, marking the 100th anniversary of the 1919 Winnipeg General Strike

Building a strong foundation of support for our kids



United Way Winnipeg facilitates the Brain Architecture Game at workplaces to help develop an understanding of the effects of stress, particularly toxic stress, on the development of a child's brain and the lifelong impact on health and well-being.

The Brain Architecture Game is United Way Winnipeg's latest offering for organizations wanting to engage their staff in a unique and impactful way.

"We were looking for a way to engage staff and the Brain Architecture Game had just come out," said Dee dela Cruz, Business Analyst at Payworks. "We thought it

was a good fit for our workplace."

Serving as a model for childhood experiences, the exercise brings participants together to "build" a child's brain out of straws and pipe cleaners, and it shows how, without proper supports in place, the foundation may not be strong enough to support it, and the structure could collapse.

It's a visual metaphor for mental health challenges and the compulsive coping behaviour people with adverse childhood experiences may suffer, illustrating the need for early family and parental supports, childhood education, and trauma-informed care.

Learning about poverty, building understanding

Poverty is a reality for far too many Winnipeggers, and to help fight it, we need to build understanding of its complexity.

Living on the Edge: Taking a Look at Poverty is a unique, two- to three-hour interactive group experience organized by United Way Winnipeg that gives participants a glimpse into the difficulties families experience when they live in poverty.

Kalyn Maskiw-Connelly was one of Assiniboine Credit Union's many staff members to participate in the Living on the Edge poverty simulation.

"It really puts you in a position to better understand the complexity of Manitoba's social systems, and the emotional struggle of navigating them and trying to make it through a week," said Kalyn. "It's an effective tool for building empathy."



Kalyn was so moved by her experience she wrote a journal, detailing how poverty affected the character she played in her simulation. You can read Kalyn's story on our blog.

COLLECTION DRIVES

133

WORKPLACES &
VOLUNTEER GROUPS

193

COLLECTION
DRIVES

49

UNITED WAY WINNIPEG AGENCY PARTNERS
AND COMMUNITY ORGANIZATIONS

DAY OF CARING

91

WORKPLACES &
VOLUNTEER GROUPS

205

PROJECTS
THROUGHOUT 2019

1644

VOLUNTEERS

55

UNITED WAY WINNIPEG AGENCY PARTNERS
AND COMMUNITY ORGANIZATIONS

5120

VOLUNTEER
HOURS

SPEAKERS BUREAU

101

VOLUNTEERS

What's Next volunteers make Winnipeg a better place

United Way Winnipeg's What's Next program offers retirees opportunities to put their skills and experience to great use and get involved in our community. Established in 2018, What's Next has almost 100 members who take part in a variety of exciting events all year long. It's a way for Winnipeg's retirees to use their time, talents, and money to help make a better Winnipeg for everyone who lives here.

What's Nexters help all members of our community, from children to older adults. This year alone, they helped set up a Pop Up Day of Caring with Powerland Computers. Volunteers put together over 400 "Have a Great Day" kits for Good Neighbours Active Living Centre to distribute to isolated older adults in the community. The kits had thoughtful items intended to brighten an older adult's day, like playing cards and toothbrushes.

They also helped to bring the holiday spirit to a community centre, joining forces to prepare and serve food and refreshments to the attendees of Good Neighbours Active Living Centre's annual Christmas Tea. This November's theme was, "there's no place like home." Members worked together to create a warm and cozy event to bring family and friends together for the holiday season.

The warmth of the What's Next volunteers translated literally and figuratively when volunteers ensured warm winter wear for everyone through United Way Winnipeg's Coats for Kids program. They gave their time to sort and organize donations of coats, hats, mittens, and scarves. They also filled orders of outerwear to ensure everyone could be warm for the winter.



Volunteers are truly the backbone of United Way Winnipeg. Hundreds of people putting their skills and time to use to help make Winnipeg a better place creates a strong, resilient community of which we can all be proud.

Richardson Foundation's Essential Needs Fund helps build community

Nearly \$2.6 million invested in the community since 2014!

Through the generosity of the Richardson Foundation, the Essential Needs Fund provides funding to United Way Winnipeg agency partners in significant need of capital upgrades. Now in its sixth year, the Essential Needs Fund invested \$400,000 in 2019 to support 34 projects in partnership with United Way Winnipeg.

"The Richardson Foundation is proud of its partnership with United Way Winnipeg and to have the Essential Needs Fund program benefit so many dedicated organizations over the past six years," said Shannon Fijal, Executive Director, Richardson Foundation. "The steadfast commitment of individuals within the United Way Winnipeg partner agency network is truly inspiring, and we look forward to continuing to support them on

their mission to create positive change and everlasting impact within our community."

With the Richardson Foundation's grant opportunity, the Spence Neighbourhood Association (SNA) has been able to create a safe space for people in three neighbourhoods. SNA offers a central hub where people from the Central Park, Centennial, and West Alexander neighbourhoods can meet in a space that's safe, warm, and welcoming.

A location where people can come together in a safe space is an important part of community building.

With Essential Needs Fund support, the agency installed a number of upgrades, including a more secure and better insulated front door, a large window that lets in the sunshine,

two safe egress doors, and safe, even flooring.

"It has been an incredible process to see this space evolve from a derelict, vacant building into the space we see now," said Mareike Brunelli, Central Neighbourhoods Director. "Thank you for entrusting us with funds to upgrade this unique facility for the Central community."



**RICHARDSON
FOUNDATION**

The Essential Needs Fund, established in 2014 by the Richardson Foundation, has provided nearly \$2.6 million in support of 178 projects.

Winnipeg Whiteout Street Parties raise \$162,555 for our community

It was a veritable blizzard of support as thousands of Winnipeggers showed up to show their love for their community and their Winnipeg Jets!

The #WPGWhiteout Street Parties, presented by Tim Hortons, included three separate events held between April 10-18. Close to 30,000 fans gathered together in downtown Winnipeg to cheer on their hockey team and create a lasting legacy for our community.

Thanks to everyone who supported this initiative, every dollar raised from each \$5 ticket was invested in supports for fellow Winnipeggers focused in three areas: mental health, addictions, and homelessness.

Thank you to
True North Sports +
Entertainment, and Economic
Development Winnipeg for the
opportunity to partner in this
uniquely Winnipeg initiative.
And thanks to the Winnipeg
Jets and Jets fans, for making
the street parties so
successful!

\$162,555 was raised by Winnipeg Jets fans over the three nights, and 100% of the funds went to nine Winnipeg agencies, including:

Bruce Oake Recovery Foundation provides long-term, residential care and addiction treatment for adult males struggling with drugs and alcohol.

Eagle Urban Transition Centre (EUTC) provides services to First Nations individuals and families transitioning from northern and southern communities to an urban environment.

End Homelessness Winnipeg coordinates actions to further Winnipeg's comprehensive Ten Year Plan to End Homelessness, bringing together those experiencing homelessness, service providers, and other stakeholders.

Holy Names House of Peace provides a safe home for newcomer women in transition.

Main Street Project provides emergency shelter and support to people experiencing homelessness, addictions, and poverty.

Mood Disorders Association of Manitoba (MDAM)

provides support and recovery to those affected by mood disorders while building community awareness and understanding.

North Point Douglas Women's Centre creates opportunities for women in North Point Douglas by offering advocacy services, parenting groups, information on housing and employment, resumé assistance, computer and internet access, as well as laundry facilities.

Siloam Mission

provides opportunities for change and alleviates hardships for those affected by homelessness.

Spence Neighbourhood Association encourages neighbours to take part in the revitalization and renewal of their community, working together to address issues related to housing, safety, and health.



Eat a burger, help a child

Not that any of us really needs a good reason to eat more burgers, but if you do, here's one that's easy to swallow: your burger love is helping feed Winnipeg's kids!

United Way Winnipeg was thrilled to partner with Saputo for Le Burger Week with Cheese, a delicious promotion celebrating burgers and our city. Le Burger Week with Cheese has been a hugely popular event with Winnipeggers for the past seven years, and last year, 120 participating restaurants graciously donated \$1 from each burger to United Way Winnipeg.

All proceeds went directly towards after-school and breakfast programs for kids, and cooking programs that enhance life skills and provide meals for families living on a low income.

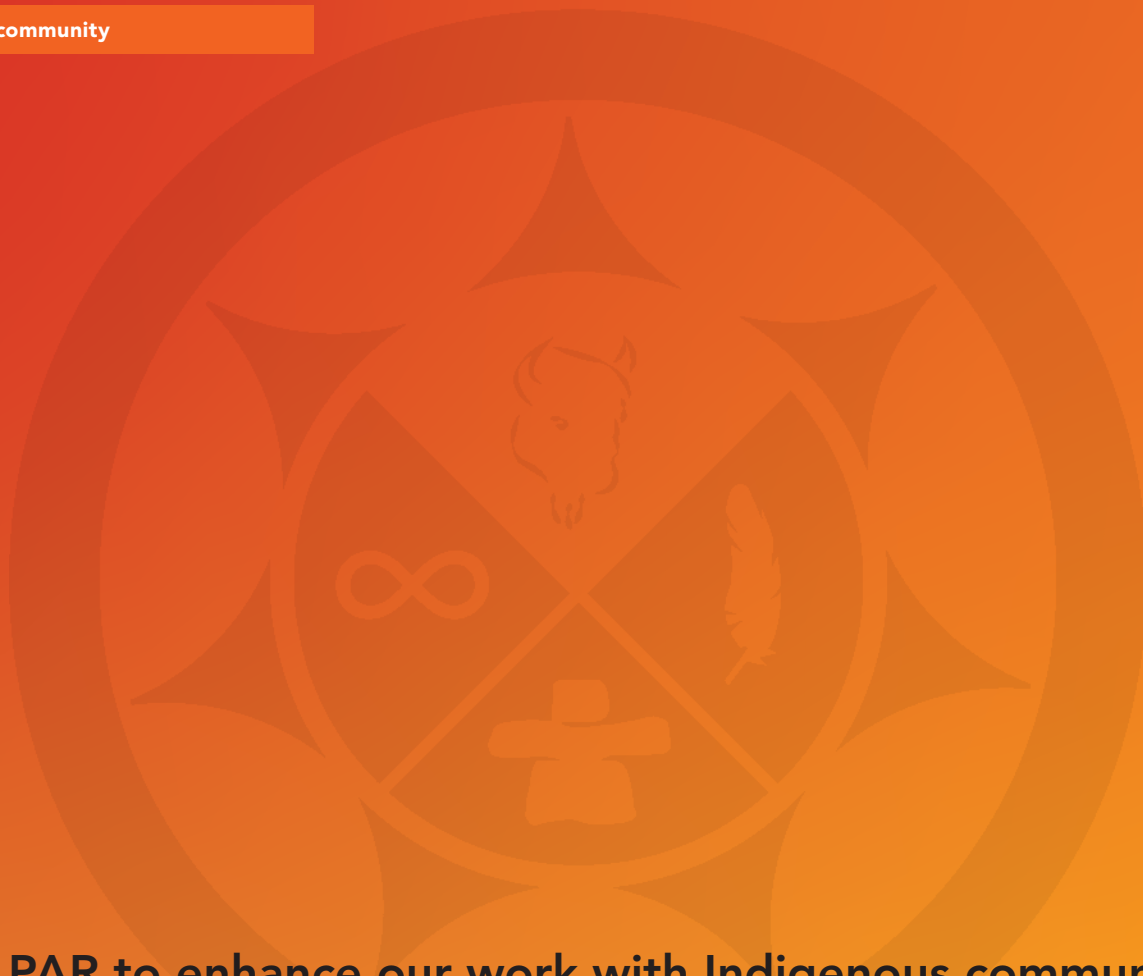
With one in four children in Manitoba living in poverty, support is needed more than ever. Thanks to the generosity of Winnipeggers, more children will begin their day with a healthy breakfast, giving them a great start each morning at school and setting the stage for a brighter future.

BETWEEN SEPTEMBER 1-7 WINNIPEGGERS RAISED ALMOST

\$65,000

FOR WINNIPEG'S KIDS.





On PAR to enhance our work with Indigenous communities

For United Way Winnipeg, honouring we are on Treaty 1 territory and the traditional homeland of the Metis nation includes United Way Winnipeg working in partnership with Indigenous peoples and organizations in our city.

This has been the case since we first provided funding to an Indigenous-led organization—the Indian & Metis Friendship Centre—in 1965. We currently invest in 15 Indigenous-led organizations, representing 15% of our annual investments. Our Organizational Development Grants support still more Indigenous-led organizations and help keep them strong. Today, United Way Winnipeg is one of the top ten funders of Indigenous-led organizations in Canada.

Our partnerships have gone beyond our agency partners. We've participated in research on Indigenous philanthropy, also referred to as Indigenous generosity. We partner with several Indigenous businesses and other organizations to run culturally relevant campaigns. And we've been a

member of the Aboriginal Chamber of Commerce since 2014.

It is important to United Way Winnipeg that we continue to strengthen the ways we work to create and enhance truth and reconciliation. One way we're doing that is through the Progressive Aboriginal Relations (PAR) process set out by the Canadian Council for Aboriginal Business (CCAB).

By following the PAR guidelines, we can have a high level of assurance that United Way Winnipeg is a good partner, a great place to work, and committed to prosperity in Indigenous communities. While there are hundreds of PAR-certified businesses across the country, United Way Winnipeg is the first nonprofit to undertake the process.

While United Way Winnipeg is still in the first phase of the PAR program, it has already inspired codifying an Indigenous Relations Policy.

This Policy outlines our organization's commitment to strong and

reciprocal relationships with Indigenous peoples in Winnipeg, including recognizing the importance of the Truth and Reconciliation Commission, and the United Nations Declaration on the Rights of Indigenous Peoples.

The Policy is in alignment with and an extension of United Way Winnipeg's vision of a thriving community where everyone can realize their potential.

Its guiding principles include ensuring engagement with Indigenous peoples is built on respect, humility, and reciprocity. This includes choosing to engage in Indigenous spaces where possible, respectfully incorporating Indigenous practices, and continuous learning.

The PAR journey has validated many things United Way Winnipeg is already doing, while at the same time, pushing the organization to do even more. It's provided a focus and a roadmap for doing better, together.

How YOU doin', Winnipeg?

*It's not enough to care about Winnipeg—
we actually need to measure to really know how our city is doing.*

That's one of the core beliefs behind Peg, an innovative initiative of United Way Winnipeg and the International Institute for Sustainable Development (IISD). Peg provides trustworthy data that 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.

Peg integrates the United Nations Sustainable Development Goals (SDGs), a set of 17 global goals that the United Nations developed to address the world's most pressing issues.

In January 2020, Peg released its fifth report to Winnipeggers. Titled 2019 Our City: A Peg Report on Winnipeg and the Sustainable Development Goals, the report is a window into how Winnipeg is progressing and where we need to focus more energy to move toward targets set by the SDGs.

The number of Winnipeggers with a high school diploma has increased

in the last decade, post-secondary graduation is more common, and our visits to arts and cultural events have taken a significant leap (SDG 4: Quality Education). We're sending less waste to the landfill and using less water per capita (SDG 11: Sustainable Cities and Communities). Our median household income rose 18.4 percent from 2005 to 2015, while retail sales, average house prices, and our city's GDP grew substantially over the last decade (SDG 8: Decent Work and Economic Growth).

Still, there are areas where the city is struggling. The percentage of Winnipeggers living in poverty hasn't dropped; it's up slightly since 2007 (SDG 1: No Poverty). Similarly, the percentage of households in core housing need increased from 2006 to 2016. Though perceptions of our health overall have improved, our smoking rates and obesity rates are concerning (SDG 3: Good Health and Well-Being).

Progress has not been consistent. People are being left behind. Economic, educational and health

outcomes vary widely depending on where you live in our city.

Achieving the full potential of our city requires all of us to play a part in working for change. Peg is helping guide that change by tracking progress and inspiring action. It shows Winnipeggers who want to make a difference, how and where they can do so. Everyone has a role to play.

People are noticing Peg's value and not just in Winnipeg. In early 2020, Mayor Brian Bowman spoke to the alignment between Peg and the SDGs and then announced that for the first time, the city would align its development plans with the SDGs. Meanwhile, Peg's innovative approach is being recognized internationally: IISD staff recently worked with four countries in the Caribbean that were looking to develop systems similar to Peg.

To read the latest report and get more information about Peg, visit mypeg.ca.

SPOTLIGHT
ON INNOVATION



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



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

United Way Winnipeg has been re-accredited by Imagine Canada's Standards program, a set of 73 standards designed to enhance all areas of nonprofit governance and management through demonstrated accountability and transparency. A mark of trust, accreditation demonstrates United Way Winnipeg's commitment to operating efficiently and effectively, as part of our overall mission.

As a volunteer-led organization, United Way Winnipeg relies on the leadership and oversight of the volunteer Board of Trustees to advise and provide guidance in such areas as fundraising, marketing, finance, and community investments. We are grateful for their vision, expertise, and the many hours they devote to ensuring we serve the needs of our community efficiently and with compassion.

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National Centre for
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Craig Sheldon
Trustee
Chief Financial
Officer, Richardson
International Ltd.

Treasurer's Report

In 2019-2020, United Way of Winnipeg continued to demonstrate prudent fiscal management and achieved its highest ever 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 2019-2020, 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 2019-20 United Way reported revenues of \$30.8M 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 \$20.5M in approximately 100 community organizations that support our areas of focus and \$3.3M in United Way community programs and partnerships. In addition, \$1.2M was added to the Tomorrow Fund and \$1.1M was directed to other charities designated by our donors.
- Managed the investment of funds with a balanced approach, a long-term focus, and with consideration to economic risks in the current climate.
 - During 2019-2020, investments yielded a loss of 1.18%, primarily as a result of COVID-19 impacts in March 2020.
 - For this fiscal year, the Board of Trustees had approved budgeted transfers of investment income equal to 4.5% in total to the Community, Tomorrow and Operating Funds. However, as a result of the investment losses and other financial impacts associated with COVID-19, the Board subsequently approved allocating investment returns accumulated in the Stabilization Fund from previous years to the Operating Fund only, so that the balance of the Stabilization Fund could be maximized to offset possible future economic risks. This transfer of budgeted investment returns combined with actual investment losses resulted in a decrease in the Stabilization Fund of approximately \$1.298M for 2019/20. After a further allocation out of the Stabilization Fund to the Operating Fund to cover its operating deficit, the result was an overall decrease in the Stabilization Fund of \$1.661M which still leaves \$3.356M available to offset possible economic risks.

In addition to demonstrating positive performance, both financially and in terms of better lives for all Winnipeggers, United Way's prudently-managed fiscal resources have positioned the organization for long-term stability.



Heather Reichert, FCPA, FCA
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, 2020, 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, 2020.

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 July 16, 2020, 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*.

Deloitte LLP

Chartered Professional Accountants

Winnipeg, Manitoba • July 16, 2020

SUMMARY STATEMENT OF FINANCIAL POSITION

March 31, 2020

	2020	2019
ASSETS		
Cash And Investments	\$38,018,768	\$38,475,013
Pledges Receivable	12,096,749	12,047,743
Capital Assets	7,875,134	8,228,600
	\$57,990,651	\$58,751,356
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$984,427	\$1,072,299
Mortgage Payable	647,170	841,398
Deferred Contributions	5,274,061	5,176,175
Other Liabilities	1,604,985	1,424,189
	8,510,643	8,514,061
FUND BALANCES		
Community Fund	22,159,563	22,109,636
Operating Fund	-	-
Capital Assets Fund	6,026,904	6,380,370
Tomorrow Fund	17,622,575	16,465,804
Stabilization Fund	3,356,296	5,017,295
Building and Technology Fund	314,670	264,190
	49,480,008	50,237,295
	\$57,990,651	\$58,751,356

Approved on Behalf of the Board of Trustees

Joan Hardy

Joan Hardy, Chairperson

H Reichert

Heather Reichert, Treasurer

SUMMARY STATEMENT OF

Community & Operating Activities & CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2020

	2020						2019	
	COMMUNITY FUND	OPERATING FUND	CAPITAL ASSETS FUND	TOMORROW FUND	STABILIZATION FUND	BUILDING & TECHNOLOGY FUND	TOTAL	TOTAL
REVENUE								
Net campaign contributions:								
Donations	\$20,274,726						\$20,274,726	\$20,552,712
For Every Family - Vision Philanthropy	2,848,263						2,848,263	2,304,373
Donor directed	1,070,691						1,070,691	1,047,114
Donor directed fees		20,462					20,462	20,953
Recovery/(Deficiency) from the campaigns of prior years	220,108						220,108	232,452
Legacy giving				1,156,771			1,156,771	1,556,927
Government Grants	50,000	4,436,836					4,486,836	4,486,836
Sponsorships, grants and other income	471,161	358,774					829,935	814,843
Funding partners and special initiatives	500						500	3,600
The Winnipeg Boldness Project revenue	524,840						524,840	556,399
Investment income	-	704,270		-	(1,297,934)		(593,664)	1,452,248
	25,460,289	5,520,342	-	1,156,771	(1,297,934)	-	30,839,468	33,028,457
COMMUNITY INVESTMENT								
Funding to agencies	17,619,919						17,619,919	17,226,606
For Every Family - Vision Philanthropy	2,848,263						2,848,263	2,304,373
Donor directed	1,070,691						1,070,691	1,047,114
Programs and activities	3,311,712						3,311,712	3,116,270
The Winnipeg Boldness Project expenses	524,840						524,840	556,399
Management and administration		587,050					587,050	599,121
United Way of Canada		237,318					237,318	237,011
	25,375,425	824,368	-	-	-	-	26,199,793	25,086,894
OPERATIONS								
Resource development		4,884,335					4,884,335	4,812,415
Organizational development initiatives		57,741					57,741	42,911
Amortization of capital assets			454,886				454,886	444,710
	-	4,942,076	454,886	-	-	-	5,396,962	5,300,036
One-Time Special Initiatives	-	-	-	-	-	-	-	67,412
Total Expenditures	25,375,425	5,766,444	454,886	-	-	-	31,596,755	30,454,342
Net funds before transfers	84,864	(246,102)	(454,886)	1,156,771	(1,297,934)	-	(757,287)	2,574,115
Interfund transfers	(34,937)	246,102	101,420	-	(363,065)	50,480	-	-
Opening fund balance	22,109,636	-	6,380,370	16,465,804	5,017,295	264,190	50,237,295	47,663,180
Closing fund balance	\$22,159,563	\$ -	\$6,026,904	\$17,622,575	\$3,356,296	\$314,670	\$49,480,008	\$50,237,295

NOTES TO THE

Summarized Financial Statements

MARCH 31, 2020

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

NATURE OF FUND BALANCES**Community Fund**

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

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

The revenues presented in the 2020 Statement of Community and Operating Activities include the proceeds of the 2019 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, 2021.

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 United Way's 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 any year where returns on investments are higher (lower) than the Board of Trustees approved allocation, the excess (shortfall) will serve as an additional increase (decrease) 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; to cover costs including, but not limited to, roof repairs/replacement, window replacement, HVAC systems, server replacements, network replacements etc.

UNITED WAY WINNIPEG

Agency Partners 2019-2020 FUNDING

A & O: Support Services for Older Adults	429,996	Marlene Street Community Resource Centre **	116,911
Aboriginal Health and Wellness Centre of Winnipeg Inc.	202,831	Marymount Inc.	80,830
Aboriginal Vision for the North End	50,000	Meals on Wheels of Winnipeg	82,678
African Communities of Manitoba Inc. (ACOMI)	35,020	Mediation Services: A Community Resource for Conflict Resolution	159,721
Andrews Street Family Centre, Inc. **	265,908	Mood Disorders Association of Manitoba	54,133
Art City	49,205	Mount Carmel Clinic	161,240
Arthritis Society, Prairie Region Manitoba/Nunavut	106,670	Multiple Sclerosis Society of Canada - Winnipeg Chapter	133,569
Aurora Family Therapy Centre	159,821	Ndinawemaaganag Endaawaad Inc.	170,013
Big Brothers Big Sisters of Winnipeg	359,474	New Directions for Children, Youth, Adults and Families	107,589
Boys & Girls Clubs of Winnipeg	577,420	New Life Ministries Inc.	15,057
Canadian Community Economic Development Network - Manitoba (CCEDNet-MB)	198,347	North End Community Renewal Corporation	50,279
Canadian Mental Health Association - Manitoba and Winnipeg	463,142	North End Women's Centre **	320,076
Canadian Muslim Women's Institute **	247,596	North Point Douglas Women's Centre **	207,867
Canadian Red Cross Society (Manitoba Region)	317,788	NorWest Co-op Community Health - Winnipeg */**	866,413
Centre Renaissance Centre	68,455	Ogijita Pimatiswin Kinamatwin (OPK)	122,988
Clan Mothers Healing Village	35,000	Opportunities for Employment	107,596
CNIB	425,412	Oshki-Giizhig	25,000
Community Education Development Association	442,947	Oyate Tipi Cumini Yape Inc.	108,675
Community Financial Counselling Services **	386,629	Palliative Manitoba	149,397
Community Unemployed Help Centre	156,853	Pluri-elles (Manitoba) Inc.	107,934
EAGLE Urban Transition Centre	68,077	Rainbow Resource Centre	76,510
Elizabeth Fry Society of Manitoba	148,569	Reaching E-Quality Employment Services	38,347
Elmwood Community Resource Centre **	289,085	Resource Assistance for Youth	119,301
End Homelessness Winnipeg	318,077	Rose & Max Rady Jewish Community Centre	282,017
Evermore Gather Grow Lead Inc.	136,417	Rossbrook House	269,194
Eyaa-Keen Healing Centre Inc.	158,001	SEED Winnipeg **	901,855
Family Dynamics **	1,070,744	Sexuality Education Resource Centre	119,852
Fort Garry Women's Resource Centre */**	158,277	Social Planning Council of Winnipeg Inc.	316,607
Gang Action Interagency Network (GAIN)	20,000	South Winnipeg Family Information Centre Inc. */**	98,206
Girl Guides of Canada - (Three Areas of Winnipeg)	62,245	Spence Neighbourhood Association	105,408
Good Neighbours Active Living Centre	54,649	Spinal Cord Injury Manitoba Inc.	133,253
Graffiti Art Programming	165,031	St. Boniface Street Links - Morberg House	30,000
House of Peace	18,077	Stroke Recovery Association of Manitoba Inc.	65,583
ImagineAbility	37,823	Teen Stop Jeunesse	190,125
Immigrant & Refugee Community Organization of Manitoba (IRCOM) *	166,574	The Laurel Centre	123,305
Immigrant Centre Manitoba Inc.	160,519	Thrive Community Support Circle Inc. **	296,440
Inclusion Winnipeg	193,309	Urban Circle Training Centre Inc. *	40,937
Independent Living Resource Centre	166,368	Villa Rosa Inc. *	289,978
Indigenous Women's Healing Centre	156,480	Volunteer Manitoba	214,380
Jewish Child and Family Service	183,374	Wahbung Abinoonjiag	5,000
John Howard Society of Manitoba	165,179	West Broadway Youth Outreach	123,307
Kā Ni Kānichihk Inc.	232,221	West Central Women's Resource Centre **	370,811
Kidthink Children's Mental Health Centre Inc.	20,000	Winnipeg Central Park Women's Resource Centre **	120,863
Kildonan Youth Activity Centre	55,743	Wolseley Family Place **	92,320
Knowles Centre Inc.	76,191	Women's Health Clinic Inc.	234,690
L'Arche Tova Café Inc.	20,604	YMCA-YWCA of Winnipeg	480,198
Learning Disabilities Association of Manitoba Inc.	122,366	Youth Agencies Alliance	199,823
Ma Mawi Wi Chi Itata Centre **	609,716	TOTAL 2019/2020 FUNDING	\$20,280,396
Macdonald Youth Services *	178,059		
Main Street Project	202,152		
Manitoba Association for Rights and Liberties	56,954		
Manitoba Interfaith Immigration Council	108,234		
Manitoba Possible *	1,086,790		
Manitoba School Improvement Program - The Peaceful Village	93,958		
Maples Youth Activity Centre	55,743		

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

** Includes funding made through the For Every Family Initiative (FEF) totalling \$2,658,184. Remaining FEF expenses of \$190,079 relate to FRC network coordination, outcome evaluation and database development.

2019-2020

Programs & Partnerships

Community and Agency Capacity Building

Community Engagement Program Incubation

Day of Caring

End Homelessness Winnipeg

Essential Needs Fund

Family Resource Centres Network

GenNext

Indigenous Relations Strategy

Koats For Kids

Labour Engagement

Learning & Innovation Programs

Peg (Community Indicators)

Poverty Simulation

Research and Policy

The Winnipeg Boldness Project

Winnipeg Poverty Reduction Strategy

Youth United

211 Manitoba

TOTAL 2019/2020 FUNDING**\$3,836,552**



United Way
Winnipeg

Celebrating our sponsors

United Way Winnipeg hosts several events and celebrations throughout the year, many of which receive the generous support of sponsorship. From our annual golf tournament to Plane Pull, from GenNext Summit to Celebration, what you do makes what we can do possible.

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