

BECAUSE YOU ❤️ WPG

*The difference
you are making*



United Way
Winnipeg

UNITED WAY WINNIPEG ANNUAL HIGHLIGHTS 2020-2021

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, the legacy still with us today, and dedicate ourselves to moving forward in partnership with Indigenous communities in a spirit of truth, reconciliation, and collaboration.



THE DIFFERENCE YOU ARE MAKING

UNITED WAY WINNIPEG // ANNUAL HIGHLIGHTS 2020-21

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SUSTAINABLE DEVELOPMENT GOALS
The Sustainable Development Goals are a collection of 17 interlinked global goals designed to be a “blueprint to achieve a better and more sustainable future for all.” United Way Winnipeg’s work touches on these goals:



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

Our vision
is a thriving
community where
everyone
can realize their
potential.

A stronger, more resilient, more inclusive city

The COVID-19 pandemic brought tremendous hardship to our community last year, affecting those living near or in poverty, women, youth, and older adults particularly hard. And the health, social, and economic impacts of the pandemic have only further amplified the challenges experienced by Indigenous and Black communities, and People of Colour. There is a loud call for racial equity and justice.

As a community, our challenges are significant and, at times, they can feel daunting and discouraging. And yet, throughout this very difficult year, we have seen Winnipeggers at their best, showing deep compassion and sheer determination to be there for each other. Here are a few examples of what fills us with hope.

When looking back on this year, we are, first and foremost, profoundly humbled by the care, commitment, and innovative thinking of agency partners. Every day this year, agencies offered critical programming to Winnipeggers, promoting the values of equity and inclusion at every turn. Agencies responded to significant increases in the need for services while also doing more to ensure no Winnipegger was alone. Agencies established new ways to provide services and shifted programming to focus on the most acute needs, and they did it all while facing personal risk and high pressure.

So too, we were inspired by thousands of Winnipeggers who came forward to raise a record \$21.8 million in our 2020 community-wide campaign and an additional \$400,000+ through the COVID-19 Community Response Fund. While some donors were understandably unable to give this year, others gave more, and new donors came on board. By giving united, we were able to make immediate additional investments in high-need areas while continuing to provide stable core funding for agencies to invest based on the needs they were seeing. The funding from United Way Winnipeg donors provided

stability when agencies were experiencing so much uncertainty and many pressures.

Further, when it would be natural to focus elsewhere, United Way Winnipeg volunteers gave even more to make our community better. To name only a few: highly engaged Board volunteers guided the twists and turns of the year while also taking time to reflect deeply on United Way Winnipeg's work with respect to equity, diversity, and greater inclusion; the largest-ever volunteer Campaign Cabinet met every two weeks to design and implement an entirely virtual campaign and examined how to engage more diverse groups in the campaign; GenNext Council volunteers reinvented the GenNext Summit for important conversations on mental health and addiction, racism, and more; and throughout the year, the Community Investment Committee and Agency Liaison Volunteers ensured we were connected and responsive to the areas of greatest need and attuned to the strain on the nonprofit sector as a whole. Hundreds and hundreds of volunteers gave their time, talent, and energy when they were needed most.

Our staff, too. This year, United Way Winnipeg staff reinvented almost every aspect of our work and designed and implemented new programs. The team is passionate, hardworking, and caring. And while they always go the extra mile, this year, they ran a marathon.

Thousands of Winnipeggers have been part of this difficult and remarkable year. You will see many change-makers in these annual highlights, and you will see one in the mirror. How lucky we are that in the most challenging times, Winnipeggers came together, building community and hope. On that foundation, we will emerge a stronger, more resilient, and kinder city. And together, we will build a truly inclusive one. Enjoy the pages ahead.

—Isha and Connie



Isha Khan
Volunteer Chair,
Board of Trustees



Connie Walker
President & CEO,
United Way Winnipeg

Unprecedented need; unprecedented help

It was called COVID-19, a novel coronavirus that sounded very strange when it began making headlines in early 2020.

People were becoming ill in other parts of the world, but it didn't seem possible it would reach Manitoba.

That quickly changed. The virus swept around the globe, creating a pandemic that impacted our lives in ways we couldn't have imagined.

Businesses closed, and jobs were lost. Schools went online as children and adults isolated in their homes. Families and friends were separated because of health protocols and restrictions.

The need for support was immediate and widespread.

United Way Winnipeg responded quickly, assuring agency partners that funding would continue even if the delivery of their programs and services had to change because of the pandemic.

The scope of support spanned dozens of family resource centres, agencies serving people experiencing homelessness, and organizations assisting Indigenous Peoples, newcomers, and older adults.

A key priority was meeting people's basic needs through emergency supplies of food, hygiene items, and cleaning products. Personal protective equipment such as masks and sanitizers soon became a necessity.

Flexibility was also crucial to ensure our most vulnerable children and adults didn't fall through the cracks.

Agencies shared resources and created networks to tap into each other's ideas, experiences, and solutions.

As physical distancing became the norm, curbside pickup and contactless deliveries were offered. Virtual programming and counselling were implemented, often addressing mental health concerns in this time of high anxiety and uncertainty.

A range of services was provided in the short term and then long term as the pandemic stretched to the end of 2020 and into 2021.

In the pages that follow, you'll see the remarkable breadth of supports our donors and partners made possible during this unprecedented time. Some of these partnerships include:

- A community-wide "Rally to Recover" campaign, with volunteer Campaign Chair Dave Angus at the helm, which was widely embraced by Winnipeggers and raised a record-breaking amount of donations
- The creation of a United Way Winnipeg COVID-19 Community Response Fund to augment our urgent response funding for Winnipeg's most vulnerable populations
- A critical expansion of 211 Manitoba to include phone and chat service
- The stewardship and allocation of timely federal government funding, including the Emergency Community Support Fund (ECSF) and the New Horizons for Seniors Program
- An urgent funding response for agencies that support individuals experiencing homelessness during the extreme cold weather this past winter
- And much more!

There's no doubt Manitobans still face challenges as the pandemic continues, but as United Way Winnipeg and its many partners have shown, even against all odds, positive change is possible when we work united.



Equity, diversity, and inclusion: A call to action

The murder of George Floyd in Minneapolis was a tragedy that sent shock waves around the world. The protests and rise of the Black Lives Matter movement was an awakening for many people who suddenly found themselves asking questions about equity, justice, and inclusion. These questions reinforced what Indigenous Peoples have shared about their own experiences over the years.

When tragedy strikes, we can take some solace in hoping, at the very least, lessons can be learned, and something positive will come from it. As a social justice organization, United

Way Winnipeg saw the protests stemming from the event as an invitation for everyone to join in the fight for equity and inclusion so we can—all of us—realize our full potential.

The events prompted United Way Winnipeg to reflect on our part in working to end racism and to encourage equity, diversity, and inclusion in our community, and what more we can do.

Some of the ways United Way Winnipeg is supporting equity, diversity, and inclusion include:

- providing flexible sustained funding that makes room for groups and communities to determine the most effective solutions for their community
- ensuring a stable network of agency partners promote equity, diversity, and inclusion as core values of their organizations
- partnering and investing in 14 Indigenous-led organizations

- supporting human rights-focused agencies like Rainbow Resource Centre, the Manitoba Association for Rights and Liberties, and population-led agencies like the Canadian Muslim Women's Institute
- advancing work on our initiatives to reduce barriers for marginalized people, including establishing End Homelessness Winnipeg, the Plan to End Homelessness, and Winnipeg Poverty Reduction Council's TRC92 Youth Employment initiative, which connects corporate sector employers with community-based organizations that train Indigenous youth for jobs
- passing an Indigenous Relations Policy and a Diversity & Inclusion Policy through our Board of Trustees.

We know we're not there yet. When we're sitting at the table together and working to build a better Winnipeg, we all need to ask ourselves if we have invited everyone to join us

at the table. Are there barriers to getting to the table in the first place? Does everyone feel they have a place? Are they being heard?

With a focus on equity, diversity, and inclusion, United Way Winnipeg must consider these questions concerning all groups that have been underrepresented, including Indigenous and Black communities and People of Colour, people living with disabilities, and members of the LGBT2SQ+ community.

Building a community where everyone can thrive means including everyone in the work we're doing. Though there's more work to be done, and we don't yet have all the answers—by continuing to ask questions and ensuring everyone in our community has a voice, we're taking tangible steps forward together.

United Way Winnipeg was recognized as one of the top 10 funders of Indigenous-led organizations in Canada.

"Measuring the Circle: Emerging Trends in Philanthropy for First Nations, Metis and Inuit Communities in Canada"
The Circle on Philanthropy and Aboriginal Peoples in Canada, 2014



Expanding our efforts, building more bridges

The ongoing process of truth and reconciliation asks all parts of society to work together differently and make equitable space for other knowledge systems and practices.

In 2020, as part of an ongoing commitment to enhance truth and reconciliation, United Way Winnipeg expanded the **Council for Indigenous Relations (CIR)** to include Indigenous volunteers from other United Way Winnipeg committees.

During the 15 years prior, CIR made significant progress toward inclusion efforts, however, with some CIR members working separately from other committees and councils, they realized it was necessary to do

more. An expanded council provided an opportunity to create more bridges across the organization.

As a starting point, the expanded CIR created terms of reference to underscore relationships, reciprocity, and respect for Indigenous ways of knowing and being.

These terms identified that CIR membership is diverse and members come from different sectors, different nations, and different cultural expressions. Despite their unique backgrounds, what unites members—and is a common foundation of most Indigenous worldviews—is the recognition of the interdependence of all people and things.

The Council chose guiding principles that are informed by the seven sacred Anishinaabeg teachings.

CIR's terms of reference provide a model of how to centre relationships in everything we do and to act with intention. When the Council gathers, members identify and honour their connections to each other regarding how they are all related. Members reaffirm their purpose by sharing their understanding of a guiding principle and how it will inform their participation.

The time spent honouring relationships is not what happens before "getting down to business"; it is the business.

With more communication pathways now in place, the expanded Council is well-positioned to bring the uniqueness of Indigenous perspectives to all parts of United Way Winnipeg.

About the CIR logo

Inside the circle of the CIR logo are seven points, representing the seven sacred teachings of the Anishinaabeg. The inner circle contains the four colours of the CIR, gifted to us by the late Elder Velma Orvis. The red (East) represents Indigenous Peoples and reminds us to respect the ways of others. The green (South) symbolizes medicines and is a reminder to care for Mother Earth. The blue (West) is for water and sky and the Grandmother teachings of the moon, and the white (North) stands for spirituality and respect. We include symbols that represent First Nations, Inuit, and Metis Peoples in Winnipeg.

Inclusion in our city

Misconceptions, misunderstandings, and mistakes. We've all had them, we've all made them, and by opening our hearts and our minds, we can all learn from them.

United Way Winnipeg's **Summit Series** went virtual in 2020. Each of the four free events focused on a key issue in our community and featured engaging speakers who inspired us, powerful words that enlightened us, and uncomfortable questions that challenged us.

The fourth episode of the Summit Series, generously sponsored by Johnston Group, addressed the timely subject of inclusion. In a television-show-style episode, Summit Series explored how implicit bias affects the way we treat people and what we can do to build a more diverse and inclusive workplace and community.

United Way Winnipeg was honoured to hear words of inspiration and hope from these engaging Summit speakers, each of whom brought their unique perspective on inclusion:

Host **Natalie Bell** of the PegCityLovely lifestyle blog shared her experiences with racism throughout her life and career.

Dr. Rehman Abdulrehman, a consulting and clinical psychologist, opened our eyes to how crucial it is to celebrate other cultures. He shared how excluding the celebrations of others in our society implicitly suggests their culture is less important than the dominant culture. Further, Dr. Abdulrehman said we need to take responsibility for our implicit bias that the white man's way of doing things is the right way.

Chimwemwe Undi, an articling student and poet, shared how we need to be aware of the stories we accept in our society and how important it is to challenge them. "We have to write a new book, with new assumptions," she said. "That is the difference between reform and revolution. We must remake what has never served us."

Community activist **Michael Redhead Champagne** spoke of why change is so important and how we need to address inclusion at every available opportunity. He cited

"The cost of doing nothing is far greater than the cost of trying and failing."

— Michael Redhead Champagne

United Way Winnipeg's Council for Indigenous Relations as an example of what is possible when organizations commit to working toward inclusion.

Lastly, Summit addressed what was being done to support youth in our community. For example, the Winnipeg Poverty Reduction Council is supporting systemic change through their focus on the TRC92: Youth Employment initiative. Also, viewers learned about the Breaking Barriers Building Bridges program, offered by the Community Education Development Association, a United Way Winnipeg donor-supported agency. This program brings together young people to help them understand each other's cultures and encourage a positive mindset of understanding.

A big thank you to co-chairs **Sana Mahboob** and **Scott Angus** and the exceptional group of **GenNext volunteers**, for all their hard work and commitment in making the Summit Series a virtual success—literally!

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Winnipeg Free Press

You can trust that

100% of your donation goes to helping people change their lives,

thanks to a grant from the Province of Manitoba for our fundraising and administration costs.

Manitoba 



Dave Angus
Johnston Group
2020 Volunteer Campaign Chair
United Way Winnipeg

A record-breaking \$21.8 million raised!

Years from now, when we think back to 2020, what do you think we'll remember? We saw our community, our country, our world in crisis. Lives lost. Jobs lost. Hope lost. We'll never forget it.

At the start of United Way Winnipeg's 2020 campaign, we wondered—under the circumstances—if we could even run a campaign. There were so many reasons why Winnipeggers could have taken a break from giving—so much to deal with, so much uncertainty. We were concerned for our families, friends, and ourselves. We worried about our livelihood and future. We wondered when it would end. Would our lives ever be the same again?

I want to share a quote from the eternal optimist—Mr. Fred Rogers. Actually, it was his mother's words of wisdom that inspired her son to say these words: "When I was a boy, and I would see scary things in the news, my mother would say to me, 'Look for the helpers. You will always find people who are helping.'"

Well, this was definitely a year of many scary things, but when we looked around, we saw many amazing things, too. Amid all the uncertainty and upheaval, Winnipeggers demonstrated exceptional care and compassion. We didn't just look for the helpers. We engaged, we took action, and we rallied. We were the helpers.

There were the helpers in the hundreds of workplaces running campaigns, many with the added challenge of doing everything virtually. We saw leadership at every level in these workplaces, embracing new ideas and new ways to engage.

There were the agency partners, our unsung heroes working tirelessly on the front lines at the height of the pandemic to deliver food, emergency supplies, and essential services to our city's most vulnerable.

And there were the thousands of helpers in our community who answered the call to action and rallied to ensure no one was left behind.

Outstanding as it is that Winnipeggers raised \$21.8 million for our community—this year of all years—I believe it represents even more than just the money. It's about a community that sent a message to the 100+ agencies and all the wonderful people who work and volunteer at these agencies. It's a statement of faith and a testament to our shared commitment.

It's been the honour of my life to serve as volunteer Campaign Chair, and I wish Greg Bieber every success as he leads 2021's campaign.

We still have many challenges to overcome, but if we can take a lesson from this past year, it's that anything—and everything—is possible when we work united.

We have a great story to tell future generations—a story about a community that faced unimaginable uncertainty but came together in a united way and, I truly believe, came out stronger. When we think back to 2020, above all else, I hope we'll remember that when things were at their worst, Winnipeggers were at their best—because that's who we are.

We're Winnipeggers, and we are the helpers.

Because we love Winnipeg, we rallied!

If there's one thing Winnipeggers love, it's a good challenge!

And Johnston Group delivered! Johnston Group generously picked up the torch this year with the new **150 Challenge** following two successful years of Leadership Challenges from Payworks and Wawanesa Insurance.

New donations of \$150 were matched 100%, so every gift doubled, raising \$300 for our community! Donors who bumped up their gifts to \$150 also had their increases matched.

Every penny from these gifts, plus the matched donation from Johnston Group, went directly to supporting United Way Winnipeg's donor-supported agency partners that are hard at work helping Winnipeggers.

Thanks to Winnipeggers' caring and compassion, more young people can develop positive coping skills and avoid pitfalls like addiction. More families can receive emergency support they can't afford on their own. And more unemployed Winnipeggers

can receive job training, so they can secure a job and work their way out of poverty.

Thank you to all the donors and to Johnston Group for such outstanding generosity and helping our community rally to recover!

Winnipeggers truly showed up for their city during a time when it was needed most. Approximately 4,000 donors gave \$150 gifts or increased their gifts to the \$150 level, raising **\$448,000** together!



6,000+ Winnipeggers walked together, apart!

United Way Winnipeg's fundraising campaign kicked off in a BIG way this year! On Friday, September 18, more than 6,000 Winnipeggers stepped up for our great city by walking, rolling, strolling, and running in Walk This Way, a virtual, community-wide rally for recovery and inclusion.

In past pre-pandemic years, Plane Pull kicked off United Way Winnipeg's annual campaign, where hundreds of Winnipeggers gathered to pull a plane, demonstrating the power of working together. Sadly, bringing together so many Winnipeggers in one location was not possible in a pandemic.

It was a beautiful day for Walk This Way and a great way to engage the community in a fun, free event open to everyone. With a single goal to reach on a single day, Winnipeggers were able to show love for their city in a safe and easy way.

And they're off!

Generous community sponsors said they would contribute \$100,000 collectively if participants managed to log 5,000 kilometres or more.

On their own or in physically distanced groups, people across our city opted to walk, jog, or ride bikes while logging their distance manually or using a free app.

Through parks, in their neighbourhoods, across downtown, or wherever they wanted, Winnipeggers logged a total of 36,015 kilometres—more than SEVEN times the original goal!

The time to give back

None of us could have imagined the challenges our community would face due to the COVID-19 pandemic. Throughout this difficult period, Winnipeggers knew there were people in our community who were struggling and in desperate need of help—more than ever. United Way Winnipeg identified three key areas where support was most critical: family supports, job readiness and training, and mental health and addiction support.

Walk This Way was one united way for Winnipeggers to channel their positive energy and work together, while apart, to help build a better and thriving community.

The message was simple—every single gift matters right now.

We are so grateful to Payworks, Rogers, SkipTheDishes, TD, and Wawanesa Insurance for showing their support and sponsoring this day of active celebration. Thanks to their outstanding generosity and collective donation of \$100,000, we can build a better Winnipeg for everyone!



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Winnipeg Free Press

The largest volunteer Campaign Cabinet ever!

Thank you for your outstanding contributions and your commitment to building a better Winnipeg.

As a volunteer-led organization, United Way Winnipeg thrives on the dedication, talent, and vision of experts from all sectors of our city’s workforce—business, labour, government, and the community, each with their own unique skill set and style. Thanks to their efforts, more than 500 workplaces came together to help raise \$21.8 million for our community.



Dave Angus
CHAIR
Johnston Group Inc.



The Honourable Brian Pallister
HONOURARY MEMBER
Province of Manitoba



His Worship Mayor Brian Bowman
HONOURARY MEMBER
City of Winnipeg



Greg Bieber
INCOMING CHAIR
Richardson Wealth



Paul Dueck
GENNEXT
Castle Mortgage Group



Nicole Hanson
GENNEXT
Canada Life



Monique Buckberger
INDUSTRY
PCL Constructors



Ryan Klassen
TECH & FINANCE
Bell MTS



Kevin Sitka
TECH & FINANCE
Assiniboine Credit Union



Darren Dunn
GENERAL BUSINESS
Assiniboia Downs



Kimberley Gray
GENERAL BUSINESS
Wawanesa Mutual Insurance Company



Joe Healey
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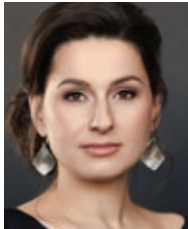
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SPECIAL INITIATIVES
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Craig White
NEW BUSINESS DEVELOPMENT
Endeavour Wealth Management



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City of Winnipeg



Charlene Paquin
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Thomas Joe
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Indigenous Services Canada



Janet Morrill
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University of Manitoba Faculty Association



Adam Hanson
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Acuity HR Solutions



Isha Khan
CHAIR, BOARD OF TRUSTEES
Canadian Museum for Human Rights

A record-breaking campaign

Cornerstones

A cornerstone is the foundation on which the existence, success, or truth of something depends. This perfectly describes what the following companies and organizations mean to our community.

Sponsored Executives

Sponsored Executives are key to the success of every United Way Winnipeg campaign. For 14 weeks, these hard-working, dedicated individuals are lent or sponsored by generous organizations to assist with essential campaign tasks. In any year, the work they do is a challenge, but 2020, in particular, was a true testament to their determination and commitment to our community.

A huge thank-you to 2020's 15 Sponsored Executives and their sponsoring organizations.

Catherine D'Andrea Canada Revenue Agency—Winnipeg Tax Centre	Aaron Denysuik RBC Royal Bank, Dominion Securities & Royal Direct	Rachael Goodz Manitoba Public Insurance	Maya Kravetsky Manitoba Public Insurance	Stacie MacVicar Manitoba Blue Cross
Danelle Nyczai-Duncan CWB National Leasing	Treasure Okata RBC Career Launch Program	Sherry Quass Canada Revenue Agency—Winnipeg Tax Services Office	John Robertson Workers Compensation Board of Manitoba	Sarah Shrutwa Birchwood
Alissa Smith Sponsored by Payworks Inc.	Abraham Tassia-Santos Johnston Group Inc.	Taylor-Ray Walker Bell MTS	Lyndsey Wallis Wawanesa Mutual Insurance Company	Lindsay Wareham City of Winnipeg—Assessment & Taxation Department

Stronger Together—now more than ever

During one of the most challenging times for workers in all sectors in Manitoba, United Way Winnipeg's partnership with Labour made great strides toward putting the shared Stronger Together motto into action.

At the onset of the pandemic, United Way Winnipeg's partnership with the **Winnipeg Labour Council** (WLC) and the **Canadian Labour Congress—Manitoba** (CLC) organized quickly to provide Manitoba's unions with responsive support, opportunities for community collaboration, and online education and advocacy for working people.

Melissa Dvorak, President of the WLC, and Bernie Wood, a Prairie region representative for CLC, were

instrumental in ensuring workers were connected to community supports during the pandemic, and they drew from the strength of United Way Winnipeg's programs to meet these needs.

The ongoing initiatives the partnership provided during the pandemic have been built on the ever-changing impacts experienced by workers.

These initiatives include collecting donations "at a distance" to observe provincial pandemic restrictions. The #HarvestingAtADistance drive collected donations three days a week and delivered them to Harvest Manitoba (a CUPE Local 2348 workplace) every Friday for 16 weeks. Over spring and summer 2020, this Labour

and United Way Winnipeg collaboration collected non-perishable goods from over 20 unions, with almost 500 kg of food donated.

Another initiative saw Labour support dozens of United Way Winnipeg agency partners. During 126 Donations from Labour, the WLC and CLC encouraged members, family, and friends to do acts of solidarity for Winnipeg's community. As a way of marking Labour Day 2020 and celebrating its 126th anniversary, the WLC matched those acts of solidarity with 126 donations to more than 100 United Way Winnipeg agency partners on behalf of Winnipeg's Labour Movement.

"We were able to connect directly

with the ones who were in need, as well as personally thank union members and their families for their generosity," Melissa said. "We watched it unfold and work. Labour will always be there for those who find themselves in need of a hand."

To top it all off, the WLC and CLC also offered webinars on union strategies for mental health and well-being.

The partnership, collaboration, and success of the initiatives speak volumes about working Stronger Together in Manitoba's Labour Movement.

"The partnership between the Canadian Labour Congress, the Winnipeg Labour Council, and United Way Winnipeg is so valuable and critical to our Labour Movement," Bernie said. "It brings us back to our core values and principles. Labour is about providing a better life for workers and their community."

Making every mile count

United Way Winnipeg proudly partnered with **Manitoba Marathon** for the first time in 2020. Every dollar raised was invested in support of inclusion for Manitobans living with intellectual, developmental, and learning disabilities.

With this new partnership, Manitoba Marathon continued to run a world-class event, with United Way Winnipeg bringing a high level of expertise to fundraising and grants management.

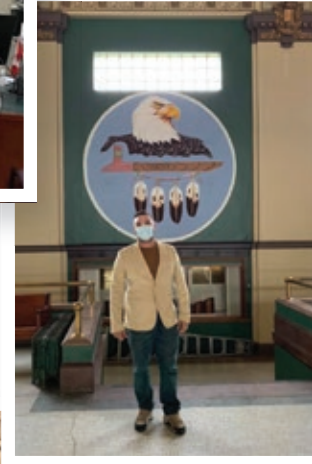
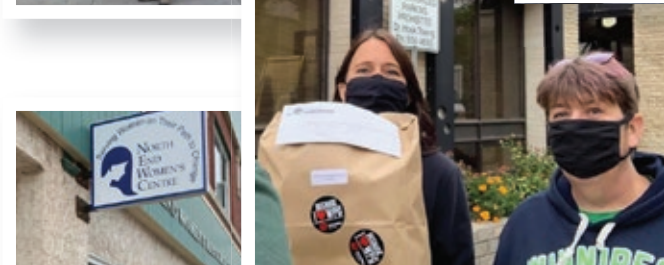
For the first time in the event's history, Manitoba Marathon hosted the 2020 event virtually.

Last year's 42nd annual race was initially scheduled for its usual Father's Day time slot but was postponed due to the pandemic. The race was rescheduled for October 11, with fewer participants, but this also didn't happen because of COVID-19.

A change in course

The change in plans did not stop generous and committed Manitobans from running a virtual race and raising tens of thousands of dollars in support of the cause! Thanks to funds raised by marathoners, United Way Winnipeg has invested **\$35,095** in local community-serving organizations that support Manitobans living with intellectual, developmental, and learning disabilities.

With challenging times still ahead for our community, Manitoba Marathon is planning a hybrid event in 2021 that will continue to unite people while keeping everyone safe. This new event will feature a smaller, physically distanced, in-person race, along with a corresponding virtual event.



An investment in the Tomorrow Fund is an investment in Winnipeg

The Tomorrow Fund is more than an investment; it's a legacy. In 1990, the Tomorrow Fund was established to celebrate United Way Winnipeg's 25th anniversary.

It allows Winnipeggers to ensure the community is in good hands for the future. Donors can see the impact of their gift today while investing in the Winnipeg of tomorrow.

Investments in the Tomorrow Fund provide vital seed money that drives innovation to continue helping people right here in our city. 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 our donors who have invested in a brighter future for our city through United Way Winnipeg's Tomorrow Fund.

Giving a gift that lasts

More than 100 Winnipeggers have chosen to include us in their will. Joining the Legacy Circle with a bequest allows United Way Winnipeg to plan for the future, and it enables Legacy Circle members to inspire generations to come.

A name for a brighter tomorrow

More than 100 donors have chosen 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.

* Due to the pandemic, the remainder of investment income did not go directly into our community in 2020.

DONOR SPOTLIGHT



John Crabb

A LEGACY OF LOVE

John Crabb's memory will live on in the hearts of all who loved him, and his name will live on in our community, helping Winnipeggers for years to come. He was one of the visionaries who established a Named Fund with United Way Winnipeg many years before his passing in February 2019.

"My dad taught us the importance of giving to others," said John's daughter, Sheryl Thomson. "He set up the John P. Crabb Endowment Fund, which his family will continue to support."

For John, it was an investment in a brighter future for his community. A portion of his gift has been designated specifically to the Youth Agencies Alliance Collaborative Art Show, a cause very close to his heart. John supported this program for many years and loved attending the art shows with his wife, Marilyn.

"He learned to appreciate art from a young age and was an avid collector," said Sheryl. "The Art Show was a way that he could help young budding artists and give them an opportunity to not only display their works of art but provide them the confidence and self-esteem to flourish."

John's extraordinary generosity didn't stop there; a significant portion of his bequest went into his endowment fund at United Way Winnipeg.

"My dad loved Winnipeg and its people. His contributions make us feel very proud of him. His many gifts are there for others to benefit from and to share and enjoy for generations to come."

Current value of the Tomorrow Fund

\$18,900,000



United Way
Winnipeg
Tomorrow Fund
United Way Winnipeg's Endowment Fund

“We didn’t see it coming...”

COVID-19 took our community not only by surprise but by storm. But unlike a storm where we wait patiently until it passes, we met this menace to our community head on! We took immediate action to address the unprecedented need in our community and responded with everything we had. We rallied!

We needed to do more: COVID-19 Community Response Fund

Special circumstances call for certain and swift action. To tackle a crisis of this magnitude meant additional funds would be needed to help vulnerable Winnipeggers who were hit hardest by the pandemic. There was no time to lose, and we needed to act fast.

United Way Winnipeg created the COVID-19 Community Response Fund to do more to help meet people’s basic needs, provide mental health and family supports, and reach isolated older adults.

Throughout the year, these funds were disbursed to agency partners, including:

- homeless-serving agencies that help people experiencing homelessness and/or are precariously housed, providing supports for physical distancing, emergency supplies, and basic needs

- family resource centres, helping to feed families and continue offering much-needed programs and services

- Indigenous- and newcomer-led agencies, serving marginalized populations who have been disproportionately impacted by COVID-19

- agency support to continue phone referral services for older adults, keeping them connected to our community, so they feel less isolated.

435 generous Winnipeggers answered the call for help and donated \$413,500 to the COVID-19 Community Response Fund—another testament to our shared commitment to leave no one behind!

“WOW! Thank you so much. We really appreciate the ongoing support. We will ensure these funds will support the youth and young adults we serve at the Youth Resource Centre with winter clothing, blankets, and food. We are so grateful for the generosity of the United Way. Our partnership is changing lives with hope and healing.”

— Kerri Irvin-Ross,
CEO, Macdonald Youth Services



211 phone service launches!

The woman on the other end of the phone was making one of the most important calls of her life.

Her courage in seeking help to escape domestic violence was understood and respected by the specialist who answered her call to the new **211 Manitoba phone line**.

What followed was a caring, personal interaction with the Service Navigator, who asked questions and assessed the woman's immediate safety. Her primary needs were then identified—housing, financial support, and counselling.

A referral was made to a shelter for women and children leaving domestic violence. The caller was also linked to

a resource centre with programs for housing, income security, and trauma counselling tailored to her Indigenous culture.

She was encouraged to call again if she had any questions or needed more support.

With one call, she received hope and direction towards a better future.

It was an example of the value the 211 Manitoba phone line has offered since United Way Winnipeg launched the confidential, free service in Manitoba on October 15, 2020, with support from the federal government. The Province of Manitoba has also provided funding to support 211 Manitoba for the year ahead.

It joins a national 211 network coordinated by United Way Centraide Canada.

Phones are answered 24 hours a day, seven days a week. The service is available in over 150 languages.

While the Navigators are information and referral specialists with knowledge of community-based social, health, and government services, many are trained in suicide prevention and how to recognize mental health issues and respond appropriately.

They can also provide follow-up support and advocacy.

Serving 5,000+ Manitobans in just four months!

As Manitobans struggled with more personal and economic loss after the second wave of the COVID-19 pandemic rolled in during the fall, an easy connection for help thankfully surfaced.

With the press of 2-1-1 on a phone, people could talk to someone to get information and assistance through the new 211 Manitoba service around the clock.

200 calls were received in the first couple of days following the launch.

More than 5,000 Manitobans had called in after four months.

The reasons for the calls were as diverse as the people calling.

Some callers wanted to find out where they could get extra food to put on the table as the pandemic forced them into a financial crunch. Others had health-related questions

as the spread of the coronavirus escalated. Worried people also sought information about shelter.

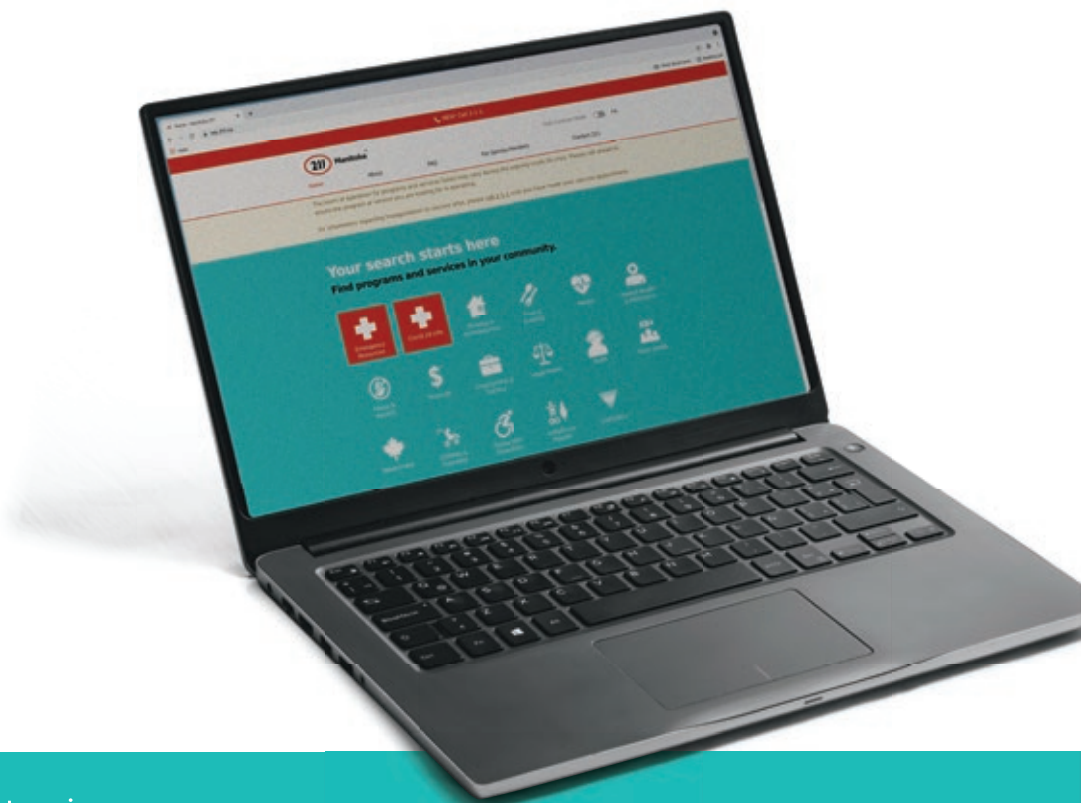
Other callers felt anxious for myriad reasons and could talk to the Service Navigator and get referred to appropriate supports.

There was plenty of proof it was needed—**300,000** calls were made to 211 across the country between March and August 2020. This is a **30% increase** over the same time span in 2019.

One-stop website

The 211 phone line complements the 211 Manitoba website, created through a partnership between United Way Winnipeg and Volunteer Manitoba in 2017. The website's database of resources is available in English and French.

A variety of links target specific needs, including information on COVID-19, help for newcomers, and a list of top emergency resources when someone is in a crisis. A section of frequently asked questions is a valuable first step when surfing the website.



The new online 211 Manitoba live chat service is available Monday to Friday from 6 a.m. to 8 p.m. (CST).

Teaming up with our partners to help Winnipeggers 24/7

There could be strength in numbers—specifically when it comes to 211.

211 Manitoba is exploring opportunities for partnerships with local organizations to provide support through the 24/7 phone service and the extensive database of community resources.

A financial helpline has already been added to the 211 Manitoba database, so Manitobans seeking financial supports can be immediately directed to this free resource.

The free **Community Financial Helpline** assists callers with getting personal identification documents, filing taxes, debt management, and other income

supports. The helpline was created by **Supporting Employment and Economic Development (SEED) Winnipeg, Community Financial Counselling Services (CFCS), Community Unemployed Help Centre (CUHC), and Immigrant & Refugee Community Organization of Manitoba (IRCOM).**

Other 211 Manitoba collaborations include:

- working with **End Homelessness Winnipeg** to support its work outlined in their plan: Kikininaw Óma—A Strategy to Support Unsheltered Winnipeggers

- connecting with **233-ALLO** and the **Société de la francophonie manitobaine** to understand how 211 Manitoba can best direct francophone callers from Manitoba to the appropriate supports and resources
- collaborating with the Winnipeg Police Service and the Winnipeg Fire and Paramedic Service to reduce the burden of non-emergency calls to 911.



211 chat service launches!

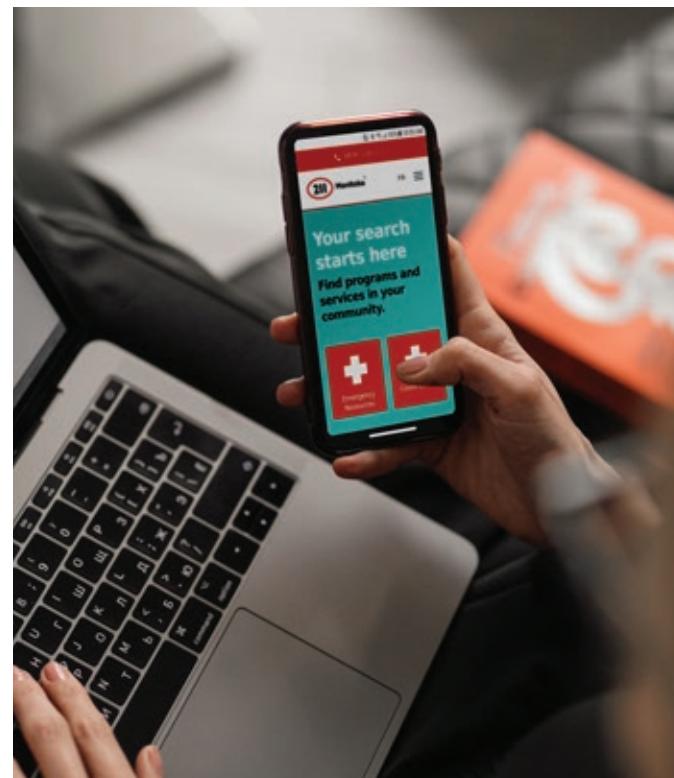
A third 211 service was launched on February 11.

The same specialists who answer the 211 Manitoba phone lines offer help through chat sessions in French and English. Transcripts of the chats can be downloaded to keep for reference.

Having a third option for assistance means Manitobans can easily use the service that fits their situation and comfort level—online if they have the technology or over the phone if they prefer speaking to a person.

Live online chat is available Monday to Friday from 6 a.m. to 8 p.m. CST. The 211 phone line operates 24/7.

It's a connection to the right service at the right time.



EMERGENCY COMMUNITY SUPPORT FUND

"We will build on the efforts in our community and continue to work together with our community partners to ensure resources are invested where they will have the greatest impact, so no one is left behind."

Connie Walker
President and CEO
United Way Winnipeg

\$4.15 million in emergency funding thanks to the Government of Canada

One theme has resonated during the COVID-19 pandemic—we'll get through this together.

That was highlighted on the national and local levels last year when the federal government established the \$350 million **Emergency Community Support Fund (ECSF)** to help Canadians from coast to coast.

At its core, the funding provided emergency supports and basic needs to those most isolated and vulnerable, using an equity lens that considered a wide range of communities and populations.

This meant the money was to reach populations disproportionately impacted and/or vulnerable due to factors such as income, access to resources, housing, racism, mobility, ability, or health status.

United Way Winnipeg provided leadership in allocating \$4.15 million in funding across the province.

"We will build on the efforts in our community and continue to work together with our community part-

ners to ensure resources are invested where they will have the greatest impact, so no one is left behind," said United Way Winnipeg President and CEO Connie Walker.

The ECSF was announced in April with the Government of Canada dividing \$350 million among three intermediary organizations: United Way Centraide Canada (UWCC), Community Foundations of Canada, and the Canadian Red Cross.

United Way Winnipeg, The Winnipeg Foundation, Endow Manitoba, and Canadian Red Cross set up the Emergency Community Support Fund Table to allocate grants and encourage applications from a wide range of qualified registered charities and nonprofit organizations.

The primary objective of the fund was to assist agencies in their efforts to keep their community safe, provide basic needs like food and hygiene items, and support vulnerable populations that were disproportionately impacted by COVID-19.

The scope of assistance in Manitoba was wide-ranging, with 55% of grants allocated to non-United Way-funded agencies.

Funds were invested in Winnipeg and rural and northern Manitoba. United Ways in Morden and Winkler were also partners.

Funds supported 185 projects, helping thousands of Manitobans particularly affected by the pandemic, including:

- people living in poverty or on a low income
- children and youth
- people living with mental illness
- Indigenous Peoples
- newcomers
- people living with a disability
- older adults
- people experiencing homelessness
- people experiencing domestic or gender-based violence.

United Way in action coast to coast!

United Ways across Canada welcomed the Federal Government's Emergency Community Support Fund.

Here are some key numbers about the fund, which aimed to help vulnerable populations during the COVID-19 pandemic.

Canada



Local United Ways across Canada received **8,523** grant applications, requesting almost **\$289 million**.

A total of **\$136 million** was allocated to **5,260** projects by early January 2021.

51% of the projects (2,674) were delivered by community partners outside the UWCC network of community service agencies.

The national average of grant amount for projects was **\$25,963**.

Manitoba



185 projects were funded in our province.

The average grant for Manitoba projects was approximately **\$17,600**.

55% of grant money was allocated to non-United Way-funded agencies across the province.

...and across our province!

It's not an exaggeration to say every Manitoban has been touched by the COVID-19 pandemic, but some have been hit harder than others.

It's also the reality across Canada and one reason why the federal government created the \$350-million Emergency Community Support Fund last year.

The fund aimed to help with the urgent needs of our most vulnerable populations as they adapted to health protocols and restrictions.

Here are a dozen examples of how agencies and organizations used their short-term grant to help people in their communities.

- **Beausejour Handivan:** COVID-19 safety enhancements
- **Canadian Mental Health Association (CMHA) Swan Valley branch:** HOPE Learning Centre and virtual classroom
- **Canadian Muslim Women's Institute (CMWI) (Winnipeg):** food security and mental health support for newcomer families
- **Donwood Manor Foundation (Winnipeg):** Wi-Fi and virtual connectivity
- **Indigenous Family Centre (Winnipeg):** food security for Elders, tables and chairs for outdoor programming and sharing circles
- **L'Entre-temps des Franco-Manitobaines (Winnipeg):** activities for women and children affected by domestic violence
- **Ma-Mow-We-Tak Friendship Centre (Thompson):** hot meal program
- **Manitoba Possible (Winnipeg):** a tech-connect program for persons with disabilities
- **Pembina Valley Child Care Centres (Morden):** shade structure and sanitizing tools
- **Recreation Opportunities for Children Eastman (Steinbach):** wellness activity kits and bicycles
- **Salem Home (Winkler):** roof for outdoor patio
- **Taking Charge! (Winnipeg):** family therapy for participants living with depression and anxiety

Bringing hope and help to Winnipeg's older adults

Federal funding United Way Winnipeg received through the **New Horizons for Seniors Program** made a big difference in the lives of older adults throughout Manitoba who were impacted by the COVID-19 pandemic.

Two advisory groups were formed comprising stakeholders with deep knowledge of the communities and needs of older adults to help United Way Winnipeg understand the current challenges for older adults during the pandemic.

In Winnipeg, a total of \$170,000 was invested in nine organizations for 12 projects, many of which would help support older adults. This funding stream also earmarked funding for family resource centres to help cover the cost of food hampers for seniors.

In northern and remote communities in Manitoba, a total of \$110,000 was invested in eight organizations.

Additionally, United Way Winnipeg stewarded \$55,000 in funding on behalf of both United Way Morden and District and United Way Winkler and District for investments in each of those communities.

The New Horizons for Seniors funding supported a new 311 community phone line partnership focused on food security, and specialized mental health supports to assist isolated and vulnerable older adults during the first months of the pandemic. Isolated older adults could call the City of Winnipeg's 311 number.

Harvest Manitoba and several family resource centres partnered to provide food hampers, which were delivered by CAA. A&O Support Services for Older Adults also offered specialized mental health supports, such as counselling and a "daily hello" program that offered interested older adults a phone call every day to check in.

The phone line made a big difference in the lives of more than 900 individuals.

One participant shared she was unable to access a hamper prior to the pandemic because she was unable to pick them up, so having hampers delivered was extremely valuable to her.



The participant added she pays more than \$1,000 for medications each month, which results in less money available to buy food. She shared the food hampers she received were keeping her alive.

"Thank you, thank you, thank you!" another participant said. "If it wasn't for you guys, I don't know what I would have done. There was so much food, and the quality was amazing."

Keeping Manitobans safe at home

The **Safe at Home Manitoba** grant program was launched by the Province of Manitoba on December 7, 2020. An initial \$3 million in grant funding was available to Manitoba organizations and professional artists to produce free programming for Manitobans to enjoy safely during a period of critical restrictions. United Way Winnipeg was one of five partners adjudicating grant requests and providing recommendations to the Province. In collaboration with the Manitoba Arts Council, Manitoba Chambers of Commerce, Sport Manitoba, and The Winnipeg Foundation, United Way Winnipeg also actively sought out organizations to apply to the Safe at Home Manitoba grant program.

Due to the high demand and success of the initial launch of Safe at Home Manitoba, the province invested an additional \$2 million, providing a total of \$5 million in grants. Safe at Home Manitoba distributed grants to more than 300 Manitoba organizations, municipalities, local businesses, and individual artists. The free, inclusive programming included: the performing arts; at-home fitness and meditation; cooking classes; art programs for children; and resources for older adults, Indigenous youth, newcomers, and vulnerable Manitobans.

Local businesses donate much-needed goods!

In the early days of the pandemic, thousands of Winnipeggers were in dire need of help. Agency partners were working swiftly and tirelessly to help Winnipeggers throughout the city, though they were challenged in meeting the ever-growing demands for the numerous supports and supplies that the pandemic created. Thankfully, many local businesses answered this call and generously offered donations.

United Way Winnipeg connected businesses wanting to donate with many agency partners throughout the city. Here are a few outstanding collaborations:

- **Access Storage** donated two 19-foot storage containers to Main Street Project, so the agency could house items from the Mitchell Fabrics building to make more emergency shelter space available.
- **Inn at the Forks** supplied toilet paper, donating 1,000 rolls each to the Immigrant and Refugee Community Organization of Manitoba, Main Street Project, North End Women's Centre, and Resource Assistance for Youth.
- Working with **TELUS' Connecting for Good** program, United Way Winnipeg received 50 new smartphones with plans, 20 SIM cards to be used with existing devices, and 129 tablets with plans. The donation helped people living on a low income stay connected through five United Way Winnipeg donor-supported agency partners: Big Brothers Big Sisters of Winnipeg, Macdonald Youth Services, Manitoba School Improvement Program: The Peaceful Village, Spence Neighbourhood Association, and Teen Stop Jeunesse.
- **Patent 5 Distillery** made hand sanitizer for 19 agency partners.
- To help reduce the spread of COVID-19, **Bianca Amor's Liquidation Supercentre** donated more than 50,000 pieces of personal protective equipment (PPE), including hand sanitizer, face masks, face shields, and disposable aprons. United Way Winnipeg distributed this PPE amongst our network of agency partners. And looking to spread joy to Winnipeg children and families over the holiday season, Bianca Amor's donated 20,000 new toys in the days leading up to Christmas. Thanks to this generous donation, United Way Winnipeg distributed thousands of new games, dolls, and toys to our network of agency partners, who shared them with children and families in our community.
- **Canada Life** employees in Winnipeg raised \$17,000 to purchase new school supplies. United Way Winnipeg's Community Engagement team used these funds to purchase backpacks and supplies. United Way Winnipeg facilitated a physically distanced Pop Up Day of Caring where five Canada Life volunteers filled 350 backpacks with supplies and distributed them to agency partners, including BGC Winnipeg (formerly Boys and Girls Clubs of Winnipeg), Elmwood Community Resource Centre, Immigrant and Refugee Community Organization of Manitoba, Marymount, and Villa Rosa.
- Through a partnership with **Bell** and United Way Centraide Canada, United Way Winnipeg received and distributed 1,000 smartphones and SIM cards with limited-time free calling, text, and data plans to 26 United Way Winnipeg agency partners.

United Way Winnipeg is humbled by the ongoing generosity from our community's business sector during this uncertain time. Thank you for working together with donor-supported agency partners to help Winnipeggers when they needed support more than ever.



Stronger
Communities
Together™



THE DIFFERENCE YOU ARE MAKING

Desperate times, heroic measures

When the COVID-19 pandemic hit our community, it upended the world we had known.

It changed the way we went about our daily lives. It took a toll on our mental health, our relationships, and our financial security.

What didn't change, though, was our compassion for each other. Our sense of community. Our prairie determination.

That caring continues to be the driving force behind the staff and volunteers at our agency partners—even as health protocols and restrictions alter the way they deliver support.

Closures of public buildings meant face-to-face programming and drop-ins had to be halted. Physical distancing also put a pause on personal interactions, including a quick pat on the back or reassuring hug.

Although the challenges sometimes seemed daunting, a community effort buoyed by generous donations and extra funding helped agencies adapt to the pandemic's unexpected, wide-ranging impact.

It also compelled them to create new ways to deliver services, including

innovative resources we can build on as we move down the road to recovery.

From the onset of the pandemic, agencies swiftly pivoted to address the effect on people's mental health, financial stability, and sudden lack of family supports.

Flexibility was key, and United Way Winnipeg supported agencies as they adapted their programming and responded to community needs.

A top priority was providing emergency supplies and essentials. Food hampers and hygiene kits were quickly assembled. For those experiencing homelessness, the changes were challenging. When people couldn't be in group settings for meals, they received take-out food. Emergency shelter and COVID-19 isolation units were also provided.

The strain on mental health crossed all demographics, especially when children and parents had to isolate at home.

As schools closed, it was crucial to support families living on a low income that didn't have access to technology. One program loaned out laptops.

Loneliness from isolation was also more pronounced during lockdowns, so volunteers set up social phone calls and wellness checks for older adults alone in their homes.

Toolkits with mindfulness exercises and workbooks were provided to help older

adults cope with the anxiety of being separated from friends and family.

Activity kits were given to families and adults, while children who couldn't play with friends could take part in virtual summer camps.

Online or phone counselling also ensured there was still someone to talk to, especially in situations where domestic violence might erupt or addictive behaviours increase.

Uncertainty about jobs and the ability to pay bills added to the strain people were facing. A financial helpline was set up, and tax returns could be dropped off for filing.

You'll read how our agencies rallied together, providing support so one day Winnipeggers can take back their hopes and dreams.

The
strength of
our network



COVID-19 Resource Portal

This past year, COVID-19 stretched the nonprofit sector extra thin. Agency

partners struggled financially while both the demand for services and the cost of services increased.

United Way Winnipeg established a COVID-19 Resource Portal for the nonprofit sector. The online information hub provided timely and accurate informa-

tion to guide Winnipeg's social sector's response to the pandemic. The Portal included resources for essential COVID-19 updates and information, business continuity planning, government financial assistance for organizations, employer and human resources support, and more.

A village gone virtual

When you picture an after-school program, you might imagine students milling about—chatting with peers, learning, and enjoying activities together. In-person contact and connection are an integral part of this picture.

But what do you do when these essential components are taken away, almost overnight?

That's where agency partner **Manitoba School Improvement Program: The Peaceful Village** found itself as COVID-19 spread throughout the world.

The Peaceful Village is an after-school program that supports youth (particularly newcomer youth) and their families. It provides students with academic support, learning materials, snacks, and other activities.

On March 16, 2020, the province shut schools down.

The program was in high demand at the time, serving more than 700

youths. Pre-pandemic, it operated at five schools and its community site and saw 100 to 150 students daily at each.

So, The Peaceful Village started preparing to go virtual, swiftly pivoting to find new solutions for the many kids relying on them.

Although technology proved to be a challenge, the program continued to provide students with academic support. Priority was given to the graduating class, and The Peaceful Village students had an 89% graduation rate that year.

To address concern around students' mental health, The Peaceful Village, in partnership with the Addictions Foundation of Manitoba, offered support through weekly wellness workshops. The agency also provided hampers to program participants and their families who needed food support during the school year.

Since October 13, 2020, The

Peaceful Village has seen signs of a return to normalcy.

It's physically operational again at three schools, and the community site offers both remote and reduced capacity in-person support.

There likely won't be any scenes of snacks shared or hugs and handshakes without a second thought anytime soon, but it's a move in the right direction.

They say it takes a village to raise a child, and Manitobans are lucky to have this very special village supporting their youth.

The Peaceful Village



BREAKING IT DOWN BY THE NUMBERS:

April – December, 2020

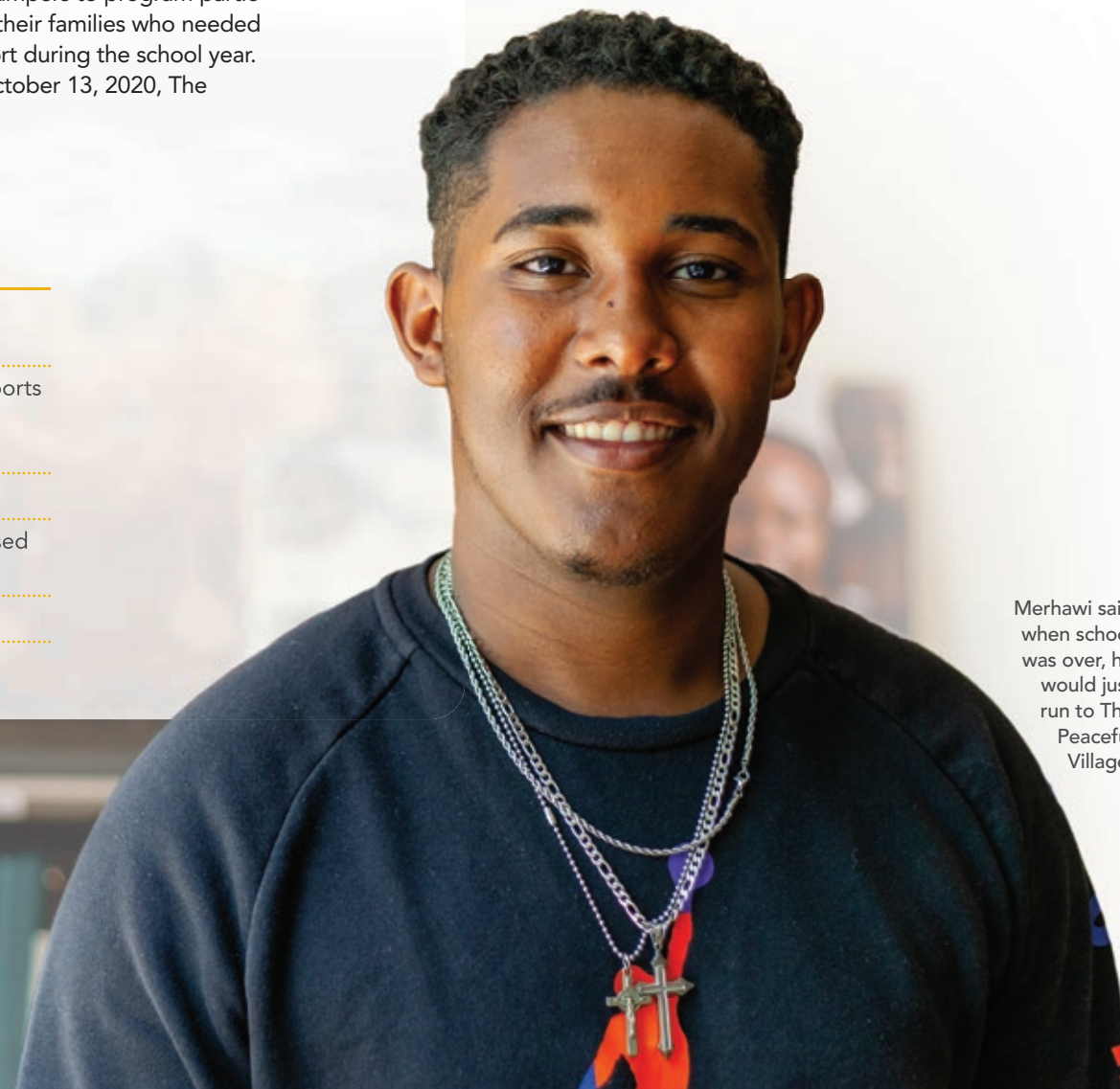
More than **6,945** youth contacts through virtual and in-person services

An additional **550** youths accessed weekly food supports through the family hamper delivery, with **2,500** adult contacts reached as well

1,040 hours of virtual academic tutoring

188 hours devoted to mental health supports, accessed by approximately **1,775** youths

Re-opened at **three** schools and the community site



Merhawi said when school was over, he would just run to The Peaceful Village.

Making mental health matter

Financial uncertainty, challenges with homeschooling, long hours, loneliness, depression.

These are just a few ways the current pandemic has created and exacerbated stress levels and psychological distress for thousands of Winnipeggers.

Not surprisingly, more people than ever before are seeking referrals and supports for mental health care.

That's why the **Canadian Mental Health Association, Manitoba and Winnipeg** (CMHA) has remained as committed as ever to supporting the mental health and well-being of Manitobans.

In response to the COVID-19 pandemic, CMHA pivoted their programs and began delivering services and conducting meetings by phone or online, limiting in-person contact. They followed public health orders and implemented safety measures for everyone involved, monitoring their response in partnership with public health officials and Manitoba Health.

CMHA offices throughout the province bolstered their offerings with a Wellness Support Response Line that offers peer support, brief intervention, supportive counselling, and service navigation.

They also boosted their social media presence, increasing communication and education on mental wellness.

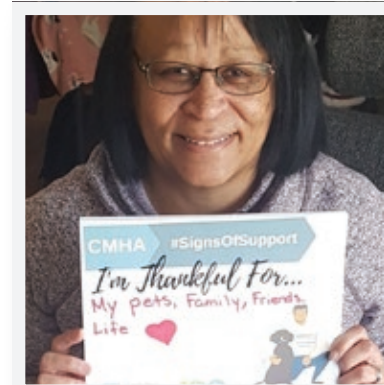
CMHA served 7,375 people over the past year—a testament to the importance of their services. One of these people was Frank.

Frank came to CMHA experiencing homelessness, a family breakdown related to his mental health, and personal difficulties. He wanted to secure and maintain housing while building daily living skills. A large part of his motivation was getting custody of his daughter.

Frank began working with the Community Housing with Supports program. He secured a downtown area apartment, where he built his tenancy while making the necessary changes to regain custody of his daughter.

With the help of the CMHA team, which provided daily visits, assistance with food security, budgeting, skills building, and providing encouragement, Frank now lives with his daughter full time as a single parent. He is more hopeful about his life, and he feels part of a community that is helping him thrive and find many opportunities for contribution.

CMHA





Community Financial Helpline



Helpline to hope and financial empowerment

Help is just a phone call away for Manitobans living on low incomes with questions about their finances.

Four United Way Winnipeg agency partners have developed a coordinated, multi-agency telephone information service as an innovative solution to assist Manitobans living on a low income with filing income tax returns and claiming vital support benefits.

In partnership with **Supporting Employment and Economic Development (SEED) Winnipeg**, **Community Financial Counselling Services (CFCS)**, **Community Unemployed Help Centre (CUHC)**, and **Immigrant & Refugee Community Organization of Manitoba (IRCOM)**, the helpline launched in September 2020.

When people call or text 431-813-HELP (431-813-4357), staff are available to provide information and

assistance regarding the Canada Emergency Response Benefit (CERB) and other income support programs, instructions regarding tax filing, and referrals to community supports and counselling. A toll-free phone number, 1-855-955-4234, is also available.

The helpline was created in part to respond to the anxiety some people were feeling when CERB ended.

Each partner has a unique focus. SEED Winnipeg helps people obtain identification and assists with benefit applications. The staff at CFCS have expertise in tax filing, CUHC advocates on behalf of people who are on employment and income assistance (EIA) or employment insurance, and IRCOM provides newcomer supports.

Many people are in crisis mode due to their financial situation, which can make long-term planning difficult. The helpline is for people in that situation, according to Millie Acuna, a

Program Manager at SEED Winnipeg.

"This helpline can help answer questions community members have during a very stressful time," Millie said.

Assistance from helpline staff can be especially valuable during tax season, according to CFCS Executive Director John Silver.

"With the necessity to file taxes to maintain certain benefits that can provide an essential part of a family's income, we want to make sure that people know what they need to do and where they need to go for assistance," John said.

In the first few weeks after its launch last September, the helpline was already receiving 15 to 20 calls a day.

"With the current pandemic, information about income supports and community services is changing rapidly, and community members may not be able to access supports from the organizations they usually rely on," said Sandra Guevara-Holguin, an EIA advocate at CUHC. "We are offering this helpline to help people get the answers they need."



We all work together to help one another

In a year of unexpected disruptions, **Ma Mawi Wi Chi Itata Centre** proved to be a steady beacon for those navigating in rocky waters.

Diane Redsky, Executive Director, said, "Our community relies on community-based organizations like the Ma Mawi Wi Chi Itata Centre for their day-to-day survival."

The Centre made sure to communicate the public health recommendations clearly and began responding to the urgent needs within their community.

Inequities existing prior to COVID-19 became more evident. For older adults and people with disabilities, it became harder to do everyday tasks like getting groceries and socializing, and youth experienced challenges with the shift to online learning. After applying for CERB without realizing their ineligibility, community members faced being cut off from social assistance. From the inability to pay for food and household bills to the loss of employment, closures, and evictions, stress levels rose, especially since the impacts of colonization, racism, and discrimination affect the community's access to mental health care.

Ma Mawi Wi Chi Itata Centre prioritized safety by practicing physical distancing, closing public access sites, and moving to virtual programming where possible. Family Group Conferencing Mentors continued their involvement with daily phone calls, home visits, and essential items delivery.

Their Child Development Centre stayed open, and phone support and virtual meetings were offered for their Spirit of Peace Program, assisting mandated court or CFS participants. Their safety considerations extended toward women in domestic violence situations left unprotected by the stay-at-home health orders.

Another immediate and successful initiative was partnering with Bear Clan Patrol to provide emergency kits and hamper deliveries. Each kit included meals, baby supplies, basic needs and hygiene items, as well as tips from the Canadian Mental Health Association to manage and cope with stress.

The Essential Needs Fund* supported Ma Mawi Wi Chi Itata Centre's purchase of a van so deliveries could be made six days a week to participants and their families, people experiencing homelessness, older adults, and single-parent families who didn't have enough to eat. Thanks to the innovative recruitment of generous community members, drivers helped distribute **more than 130,000 emergency food kits and hampers**, so Winnipeggers didn't have to leave their homes.

Ma Mawi Wi Chi Itata Centre



*Learn more about the Essential Needs Fund on page 49

The strength of our network //

Nourishing the community

"Because of NorWest's support, I am able to manage my anxiety, take control of my health, and support myself and my teenage son."

—A NorWest program participant

NorWest Co-op Community Health plays a vital role in the health and wellness of the community as the sole healthcare cooperative in Manitoba.

The agency offers many well-ness-related programs that empower Winnipeggers to control their health, including HANS KAI*, which focuses on nutrition, physical activity, physical health and social health. During the pandemic, those programs were expanded to include an additional focus on infectious disease (COVID-19 in particular) and utilized HANS KAI leaders to disseminate pertinent health information. Some of the HANS KAI groups formed co-ops and provided healthy meals to the community throughout the pandemic.

When COVID-19 required NorWest to change how it delivered programs and services, NorWest responded swiftly to the growing need in the community, with food security at the heart of it.

The agency distributed emergency food and hygiene kits to people experiencing barriers to food access, and delivered lunches to Bluebird Seniors Housing. When schools closed, NorWest introduced a program so children wouldn't go without breakfast. The agency provided take-out lunches and coffee service, remote food programming, and emergency grocery kits, including meal ideas, recipes, and basic cooking information. Thanks to support from gener-

ous United Way Winnipeg donors, NorWest distributed 7,458 hampers and meals from March to June, 2020.

The agency used social media and Zoom to aid in the shift to virtual programming. In two months, their daily Facebook Live videos, featuring stress management and physical activities, garnered 14,223 views. For community members struggling with mental health concerns, addiction, and isolation, NorWest offered harm reduction kits and remote counselling, providing phone check-ins to people in vulnerable situations. NorWest innovated responses to families facing domestic violence through A Woman's Place, to at-risk youth through the Youth Hub, and to those struggling with mental health and addiction through family resource centres, so community members could still access services and be supported during COVID-19 restrictions, including several helplines.

One of NorWest's successes was to welcome a newcomer family of four to Winnipeg. The family had to self-isolate for three weeks and needed support, so NorWest supplied them with food for the isolation period and helped them access resources in their neighbourhood, such as getting phones, internet, job search access, schools, and health care.

* HANS KAI is a community-led health program developed and delivered by NorWest Co-op Community Health.

Older adults stay involved

Dedicated to operating a welcoming and accessible environment for adults 55+ to connect with each other and the community, **Good Neighbours Active Living Centre** has been a hub of growth and gathering that enhances their quality of life.

With help from generous United Way Winnipeg donors, this nonprofit agency partner enriches the lives of older adults in Winnipeg by offering a variety of programs and opportunities for education and social interaction.

"Your dollars really help older adults stay active, connected, and out of the health care system," said Executive Director Susan Sader.

When COVID-19 hit, Good Neighbours suspended all programs, outings, and workshops for their membership of 1,000+ older adults.



Not participating in in-person activities contributed to the pre-pandemic isolation some older adults were already experiencing.

"So much of what we do is about bringing people together, so we had to readjust ourselves to figure out how to best support people," said Susan. United Way Winnipeg donors' support made it possible for Good Neighbours to provide activity kits for more than 600 older adults, including puzzle books, wool for knitting, jigsaw puzzles, paint by number kits, and model car kits, so they could have fun and stay engaged and stimulated.

Good Neighbours created a Social Phone Volunteer Group where a volunteer would contact a member who had indicated they would appreciate a call. A volunteer would call to see how they were doing and let them know how much they were missed at the Centre. A new Facebook page was also developed as a conversation group where members could share how things were going with others wanting to stay in touch online.

As for their congregate meal program, Good Neighbours shifted their in-person offerings to a delivery service delivering hot meals five times a week. Good Neighbours also aided with grocery shopping for their members and assisted them with their daily needs—a highlight for staff and recipients alike.

"We're keeping people independent for as long as possible in the community, making sure that they have the resources that they need," said Susan. "And it's your dollars that contribute towards that good work."

What's Next volunteer Brenda Gair helps put together kits for isolated older adults connected to Good Neighbours, with funds received from United Way Worldwide's Day of Action.

The strength of our network //



Homeless but not alone

Winnipeg is one of the few major cities in North America to see a limited spread of COVID-19 within its homeless population. This success is largely due to **Main Street Project** and other community-serving organizations working as hard as possible to keep Winnipeggers experiencing homelessness safe.

As with many United Way Winnipeg donor-supported agency partners, COVID-19 has impacted every aspect of Main Street Project's important work in our city.

With amplified risks surrounding COVID-19 for people experiencing homelessness, and a dramatic increase in shelter numbers, Main Street Project quickly recognized the need for supported self-isolation for Winnipeg's most vulnerable, to help slow the spread of the virus.

An isolation centre was established in April of 2020, and Main Street Project has now supported more than 1,140 people in self-isolation.

Many of Main Street Project's case-work programs were forced to shut down or restrict access because of the virus. To continue connecting safely with Winnipeggers in need, adjust-

ments were made immediately, including a new transport policy, PPE use for every interaction, dedicated space for physically distanced meetings, and virtual casework appointments.

Manitoba's cases then spiked dramatically in the fall, resulting in additional public health measures province-wide. As a result, Main Street Project once again had to adjust its support programs with changes, including PPE audits, hiring extra staff to support the expanding isolation program, and facilitating vaccinations for qualified community members.

At every turn, Main Street Project didn't miss a beat in providing critical support to our community.

Now that warmer weather has arrived, Main Street Project is prepared to adjust once again. The agency hopes it may soon be able to relax some of its current program limitations, hopefully allowing staff to once again connect with people in the best way—in person.

Main Street Project

Innovative programs for the blind and partially sighted

CNIB provides community-based services that empower people who are blind or partially sighted to live independently. When COVID-19 hit, CNIB knew they needed to change the way they were offering programming. Thanks to United Way Winnipeg's generous donors, CNIB was well-positioned to adjust quickly.

The agency delivers innovative programs and powerful advocacy to help those impacted by blindness live their dreams and tear down barriers to inclusion.

With 28 programs offered locally, it only made sense for CNIB to transition to virtual. Book clubs, yoga classes, life coach sessions, and other programs and activities were moved online. Youth "hangouts" became especially popular, forming "forever friendships" from coast to coast.

Transportation is a common barrier for individuals with sight loss to participating in CNIB's programs. With the accessibility of virtual programming, CNIB saw participant numbers more than quadruple across the country to 34,000. CNIB in Manitoba saw a 30%

increase from the previous year.

This innovative transition to virtual allowed participants to not only cope with isolation but to connect safely with those they would normally meet with in person. Geographical barriers were removed, giving participants the chance to meet others across Canada they might not have had the opportunity to connect with before.

The CNIB Adjusting to Vision Loss Group

In the fall of 2019, "Sally" lost her sight and struggled to adapt to the profound impact this had on her life. She joined the CNIB's Adjusting to Vision Loss Group, to which she attributes a newfound happiness and quality of life. One of the most moving outings for her was experiencing the Winnipeg Symphony Orchestra. It was so moving that she purchased season tickets to enjoy it time and time again.

Like many others, Sally is experiencing new challenges due to the pandemic. But through FaceTime and CNIB's virtual program support, she's been able to adapt more easily to these changes.

Thanks to CNIB, Veronika was able to go back to university and begin a fulfilling career.

CNIB



"Art City has ALWAYS been a place where I feel safe and welcomed for who I am. Thank you for inspiring me to keep going through everything, such as the stress of the pandemic."

—Tyler, age 16

Art City



Using art as an antidote to troubled times

When times are tough, having a safe place to go, make friends, and express oneself creatively can make a world of difference.

Art City offers free art programs for youth and adults in a safe setting in Winnipeg's West Broadway neighbourhood. Through instruction, collaboration, and mentorship, art becomes a powerful catalyst for building community across many social barriers.

When the COVID-19 pandemic hit, the agency applied its creativity.

During the spring shutdown, they offered "Art City at Home" so participants could work on projects at home. Staff delivered supply packages upon request.

They partnered with organizations such as the Assembly of Manitoba Chiefs to distribute art supplies more broadly and produced how-to videos to offer virtual art instruction.

Throughout the summer, they embraced the warmer weather and offered "Art City Outside" and replaced their annual parade with a virtual one—layering videos to make it look like people were together.

In November, when Winnipeg was in code red, they served up an art workshop take-out menu with 20 options to choose from, and packed art kits for curbside pickup.

Art City distributed an average of 100 to 150 kits per day in December, plus those distributed to outreach

partners, including hundreds for Shamattawa First Nation who were staying in Winnipeg temporarily.

"We see people grow up here. We see lives changed every single day. This is the impact of Art City—using art to build community," said Eddie Ayoub, Artistic Director at Art City.

"[United Way Winnipeg is] making a huge difference in this city and here specifically, in the West Broadway neighbourhood. You are actually working indirectly through us to address a lot of issues that we need to see a resolution to."

Throughout the pandemic, Art City has encouraged everyone to save and document their artwork for a future exhibition called "We Made It!"

Keeping kids connected

For over 40 years, **BGC Winnipeg** (formerly Boys and Girls Clubs of Winnipeg) has offered free before- and after-school programs for youth ages 6–18. Each year, the 12 community-based clubs, located in the city where services are needed most, serve more than 3,700 kids.

Due to the pandemic, however, the province closed schools while requiring in-person community programs to come to a halt. The agency had to come up with creative solutions quickly and figure out how they could respond.

Without the schools' meal service, a focus on providing food became their number one priority. By reallocating funds from in-person programming, BGC Winnipeg launched a food hamper program. The agency also helped Winnipeg School Division with their similar program, serving approximately 80 families between April and mid-July.

BGC Winnipeg also quickly transitioned to virtual programming.

"Because that interpersonal connection is what makes us good at what we do," said Ron Brown, President and CEO of BGC Winnipeg, "it was paramount to find a way to 'keep the connection alive.'"

Designed to keep kids learning over the summer, the Community School Investigators (CSI) Summer Learning Program is a free, five-week academic program that focuses on hands-on projects and STEAM education (science, technology, engineering, art, and math) in a safe and caring

environment. Despite having to modify the program to meet COVID-19 requirements, the CSI program was a great success in 2020.

99% of parents reported their family having a positive experience with the program, in part due to perceived improvements in numeracy, literacy, and social skills. With support from funders, 24 high school students from local high schools and with prior connections to BGC Winnipeg were hired to work as teacher assistants and mentors to the 369 kids. Attending a modified five-week in-person summer program at 12 sites, participants also received two meals during their half day.

Following the summer, the agency expanded its reach by providing virtual programming "100% across the board" to keep staff and kids safe. To make this accessible to the youth who had technology limitations in the spring, BGC Winnipeg purchased approximately 100 Chromebooks. When it came to assisting them in "connecting with us, with each other, and online schooling, it was a no-brainer," said Ron.

Ron attributes the great work of the agency in large part to the funding it receives from United Way Winnipeg, made possible by generous donors.

"It has been the most stabilizing organization to support us all these years," he said.

"Without the United Way, BGC Winnipeg would not exist."

— Ron Brown,
President, BGC Winnipeg

BGC
Winnipeg



FOR EVERY FAMILY HAS THREE KEY OBJECTIVES:

1. Ensure children are ready for school when they enter kindergarten.
2. Put more money into the hands of families.
3. Reduce the number of children in care through preventative approaches.

Family resource centres—a lifeline!

Despite the past year's challenges, our community will remember 2020 as the year a magnificent milestone was reached for families.

With tremendous gratitude for the leadership of Dave Johnston and his fundraising committee, including Anne Mahon, Ruth Chipman, Susan Glass, and Craig McIntosh, the **For Every Family** (FEF) initiative reached its fundraising goal of \$7.5 million in the fall of 2020. The Province of Manitoba matched every donation, ensuring support throughout the six-year initiative created in 2016.

It was an achievement celebrated by FEF's partners, which include United Way Winnipeg, The Winnipeg Foundation, and numerous foundations, corporations, and community philanthropists.

The investment of \$15 million—and counting—helps fund programs and services at 24 family

resource centres (FRCs) across the city that assist kids and families in our community.

That support was critical during the first and second waves of the pandemic and allowed FRC staff and volunteers to meet the challenges head-on and continue their valuable work.

Strength in numbers

When the pandemic turned daily life upside down in March 2020, FRC staff knew they'd have to adapt. And because FRCs are embedded in the community and have long-standing, trusting relationships with participants, they were well-positioned to understand the needs of the community, augment services, and respond quickly.

Facing conditions they'd never experienced, the network came together quickly to share resources,

The strength of our network //

troubleshoot, problem solve, and share ideas on how to provide support and keep people safe while adhering to public health requirements.

Establishing a formalized network among FRC executive directors and program managers produced outstanding results, backed up by numbers. Of the FRCs that responded to our survey:

72% of network members indicated the network helped strengthen organizational capacity to a moderate or great extent

100% believed there was progress made toward a shared purpose

100% said the network improved services for clients

Kits of kindness

When a family is living in or near poverty, a pandemic that impacts every corner of the economy adds a burden that can feel overwhelming.

FRCs were able to ease some financial anxiety by providing more than 100,000 emergency kits to people in their areas. That number was boosted by 8,000 kits during the second wave, after a generous donation from an anonymous supporter.

The kits included food, cleaning supplies, hygiene products, diapers, safe-sex supplies, pet food, and activity items for families.

Meals were offered for pickup or curbside delivery to people experiencing homelessness, older adults, or those unable to access the centres. The centres also helped fill the gap when schools and breakfast programs were shut down.

Taking control of finances

A shared-services approach to help people gain knowledge and skills to take steps toward financial empowerment continued across FRCs.

With the assistance of community experts:

768 birth certificate applications were processed

1,082 FRC participants attended money management training

2,424 participants received free tax-filing services

3,101 tax returns were filed

Since this shared service began in November 2018, over **\$11.7 million** in tax refunds and benefits have been returned to the wallets of Winnipeg families.

Keeping doors open

One way to ensure services reach the people who need them is to increase the hours and days FRCs are open.

That objective was achieved even amid pandemic restrictions and health protocols. Some services were in person when possible; others, such as parenting programs and counselling, were virtual.

FRCs responded to an increased need for crisis counselling by offering outreach, phone counselling, and regular phone wellness checks with their participants. The centres connected with participants through social media and engaged participants through recorded videos and webinars on cultural teachings, stress reduction exercises, and children’s activities that parents could do at home, as well as information and resources about COVID-19.

Drop-in services such as food, showers, access to cultural medicines, phone, computer, and washrooms, as well as domestic violence supports, continued to be available both in person and virtually. The FRCs took precautions to limit the number of individuals and time spent in the drop-in space and practiced physical distancing with limited personal contact.



Keeping families together

You know a program is off to a good start when a participant makes an effort to thank project staff.

That’s what happened after the NorWest Co-op’s WrapAround program expanded late last year to decrease involvement with the child welfare and justice systems by strengthening families and keeping them together.

Under the umbrella of the For Every Family initiative, the Gilbert Park WrapAround program had 12 participants enrolled in the 18-month team-based project after expanding into the Inkster area. All participants are involved with Child and Family Services.

The cornerstone of the program is building a team that focuses on participants’ strengths. Staff and participants work together to develop informal and formal supports for each participant, who takes the lead in the process.

The first monthly team meeting for one participant had an immediate positive impact.

The team had discussed and written down the adult man’s strengths. When the meeting was over, he asked if he could take the sheet of paper home to display.

Later, the participant phoned each staff and team member and told them how much he appreciated the experience.

With the capacity to serve 15 participants, the program begins with fun activities, so team members get to know each other. When it comes to serious issues, the group approach continues.

Participants identify concerns and goals they have, then determine which ones they want to focus on. The whole team comes up with actions and steps, and participants decide which ones to take with everyone’s support.

The results from nearly 2,000 FRC participants in pre-pandemic times:

96.5% of participants reported hours were accessible, compared to 87.3% before FEF’s initial investment in FRCs in 2017-18

91.7% of participants reported having access to basic needs, compared to 82.1% pre-FEF funding

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.
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 - 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
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- Anonymous
 - Barry* & Carol McArton
 - Parrish & Heimbecker, Limited
- \$3,000 +**
- Dalbir & Navneet Bains
- * Fondly remembered*

Homeless in a pandemic and extreme cold

With -40 C winds blowing through our city every year, extreme cold weather poses serious safety concerns for Winnipeggers experiencing homelessness. This year, United Way Winnipeg's donor-supported agency partners that serve homeless populations reported new challenges due to the COVID-19 pandemic.

Winnipeggers experiencing homelessness spend long periods outdoors, increasing their health risks from harsh winter weather. Their situation also presents significant risks of contracting COVID-19, with limited access to resources to help prevent infection and limited options for self-isolation.

As well, some unhoused Winnipeggers may also have pre-existing health issues and compromised immunity.

An Extreme Weather Response Team was convened by **End Homelessness Winnipeg** that brought together government departments, health officials, and agencies supporting vulnerable individuals in our community to share information, leverage resources, identify gaps, and strategize solutions.

Keeping warm and dry in the winter can mean life or death for many people in our city.

United Way Winnipeg consulted with End Homelessness Winnipeg and

key community agencies to develop a rapid-response, extreme weather investment plan.

\$220,000 was distributed among 17 agencies in Winnipeg that serve Winnipeggers experiencing homelessness and those precariously housed.

For some, this funding meant being better prepared to act and protect people on harsh winter days. For others, the additional money was used for expenses such as staffing, food, blankets, and hygiene items, as the need became more dire.



More outdoor programs, more coats needed!

For more than three decades, United Way Winnipeg's **Koats for Kids** program has been an essential source of warm winter clothing for our city's kids. This past winter, however, was exceptional in more ways than one.

To help reduce the spread of COVID-19, many schools encouraged outdoor classes and programs, resulting in more kids being outside on frosty days. Many families faced unexpected changes in their job situation and financial circumstances, which made purchasing winter clothing for their children a considerable challenge. Having access to warm clothing can determine whether parents and caregivers send their kids to school. Thanks to Koats for Kids, they didn't have to make that decision.

The Koats for Kids program was a team effort in every way, made possible thanks to the generosity and support of these people and organizations:

- **Generous Winnipeggers** donated **5,441** winter coats, **3,357** pairs of boots, and countless pairs of ski pants and mittens, hats, and scarves.
- **154 wonderful volunteers** gave more than **2,000** hours of their time to sort donations, fill requests, and deliver packages to families and kids throughout our city.
- United Way Winnipeg's **donor-supported agency partners and community organizations** helped distribute the winter wear to Winnipeg kids and families.
- New partners **Birchwood** supplied a van for volunteers to drive while distributing donations, and **Domo Gasoline Corporation** provided the fuel that kept the deliveries going all winter long.
- **Winnipeg Fire Paramedic Service, Access Storage, Perth's Dry Cleaners, and Toys R Us** accepted and stored all donations.
- **AMJ Campbell, Bell MTS volunteers, and Winnipeg Fire Paramedic Service** moved thousands of kilograms of winter clothing across the city.
- **Motel 6, Super 8, Inn at the Forks, Norwood Hotel, Fairmont Winnipeg Hotel, and Hilton Winnipeg Airport Suites** washed and dried all the winter wear.
- Media partners **CTV, 103.1 Virgin Radio, 99.9 BOB FM, TSN 1290,** and the **Winnipeg Sun** broadcast far and wide Koats for Kids' needs and messages of hope.

A huge **thank you** to all for your partnership and support in making Koats for Kids a great success in 2020-21. You helped keep little Winnipeggers warm and dry in a particularly challenging year for our community.



Supporting efficient and effective agencies

Many of the agencies that make such a difference in Winnipeggers' lives every day do so while operating with extremely limited resources. Ensuring these resources are used as efficiently and effectively as possible is key.

By investing in their organization and building the capacity of staff and volunteers, agencies can maximize these resources. When COVID-19 hit our community, however, many agencies had to contend with dramatic increases to their workloads as more and more Winnipeggers were in immediate and unexpected need of services. Compounding this

challenge, many volunteers were no longer able to help in the same way.

United Way Winnipeg committed to supporting these agencies as they adapted their operating practices and program delivery to help ensure they have strong organizational leadership and governance, a stable infrastructure, strategic relationships with others both within the sector and beyond, and healthy human resources. Having this support in place is critical for agency partners to not only withstand unforeseen circumstances but also thrive in the future.

Future-focused grants benefit agencies and the clients they serve

With \$145,000 available in Organizational Development Grants, 33 projects helped enhance agency partners' organizational effectiveness.

From developing a communications plan for ImagineAbility to strategic planning for long-term and sustainable funding for the Immigrant Centre, agency partners continued to strengthen their abilities through this grant, providing ongoing benefits and stability for the agency, staff, and clients alike.

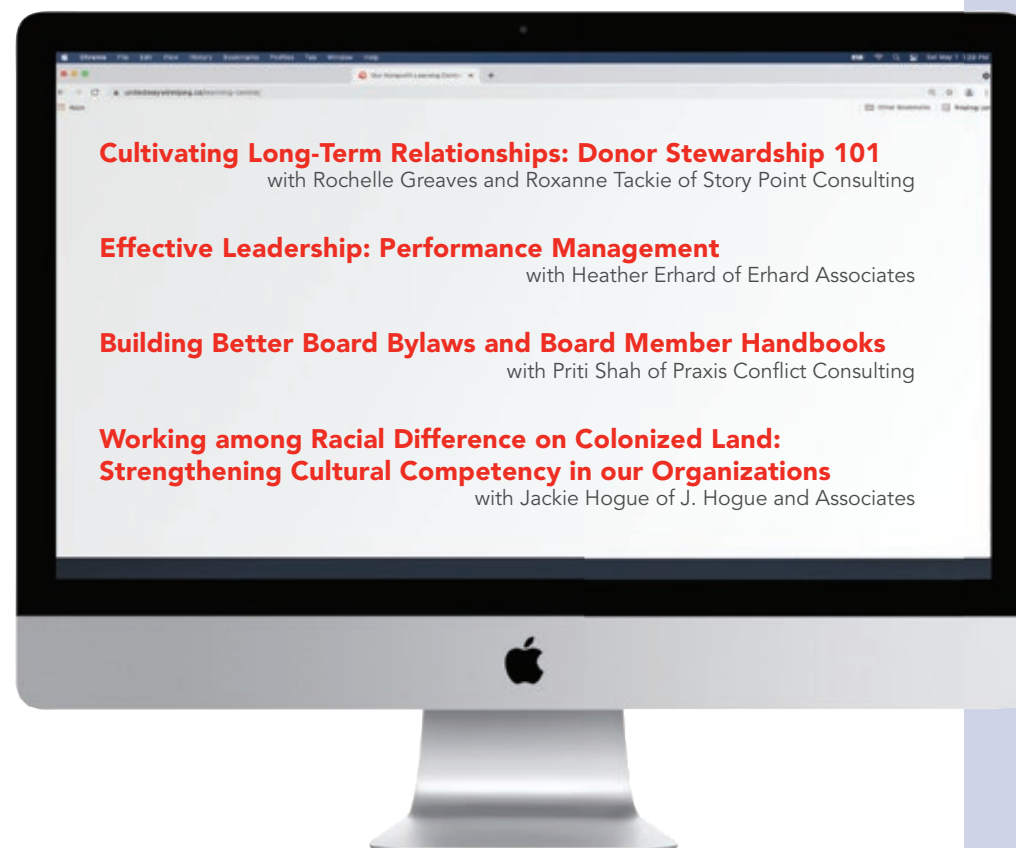
United Way Winnipeg's Learning Centre went virtual

United Way Winnipeg adapted and innovated to continue offering capacity-building learning opportunities and quickly moved all Learning Centre programming to virtual workshops.

Since October, United Way Winnipeg's Virtual Learning Centre has offered workshops in key topic areas, providing professionals working and volunteering in the nonprofit sector with opportunities to strengthen their knowledge, understanding, and skills.

The virtual workshops were well received, with many at capacity or nearly sold out. By moving the workshops online, United Way Winnipeg provided learning opportunities to more people as many found it easy to participate from home.

The Learning Centre continued to partner with subject matter experts, providing participants with the latest insights, information, and valuable tools for the nonprofit sector.



Essential Needs Fund



Richardson Foundation continues to support the community through the Essential Needs Fund

The Essential Needs Fund, generously supported by the Richardson Foundation, continued to support Winnipeggers and the agencies serving them and helped build community during uncertain times.

With an investment of \$456,000+ in 2020, the Essential Needs Fund assisted agency partners with capital upgrades and COVID-19-related infrastructure changes required to meet public health orders.

As agency partners adapted their services, the funds allowed for increased accessibility to their programs. The Rose & Max Rady Jewish Community Centre purchased audio-visual equipment to create virtual programming. Ma Mawi Wi Chi Itata Centre put funds towards a van to distribute hampers. Clients of South Winnipeg Family Information Centre continued to receive community food support, as the funding allowed the Centre to purchase a fridge and freezer plus renovate kitchen countertops.

The Essential Needs Fund is a lifeline for agency partners, providing generous funding for critical renovations and upgrades that agencies wouldn't otherwise be able to afford. With the 2020 funding, the Essential Needs Fund has contributed almost \$3 million in support since 2014. **Thank you to the Richardson Foundation for their ongoing support!**

"We are grateful to the Richardson Foundation and United Way Winnipeg's Essential Needs Fund. It allowed us to upgrade and repair our HVAC system that supports the working and living spaces at our centre. The funding helps provide a safe and healthy living and working environment for our staff, volunteers, and community."

Dana Arabe
Executive Director
Wahbung Abinoonjiag Inc.

"This past year has been unlike any other, and the resilience and ability of United Way Winnipeg agency partners to adapt to a constantly changing situation have been remarkable. The Richardson Foundation is proud to support these dedicated organizations as they continue their efforts to serve the needs of the community and make a positive impact for a brighter future."

Shannon Fijal
Executive Director
Richardson Foundation





Baseline: 14 indicators show a picture of Winnipeg before COVID-19



In a year when the pandemic was the focal point, **Peg** continued to collect data from across Winnipeg with an eye toward inspiring action and making a difference in the community.

An innovative initiative of United Way Winnipeg and the **International Institute for Sustainable Development (IISD)**, Peg released its sixth report to the community in December. Titled 2020 Our City: A Peg Report on COVID-19 and Well-Being Indicators to Watch, the report explores emerging trends on how the pandemic is affecting our city and looks at its potential long-term impacts.

Peg integrates the United Nations Sustainable Development Goals (SDGs), a set of 17 global goals developed by the United Nations to address the world's most pressing issues. The SDGs serve as a blueprint for our community to grow in sustainable and equitable ways.

The 2020 Peg report explores the following 14 indicators that represent a baseline picture of how Winnipeg was doing when we entered the pandemic:

- food bank use
- homelessness
- mood and anxiety disorders
- substance use and addiction

- unemployment rate
- retail sales
- collision fatalities
- building permit values
- child care spaces
- readiness to learn
- residential waste going to landfill
- commuting patterns
- charitable donations
- participation in the arts.

Throughout the report, there are descriptions of each indicator and an explanation of why they are important to watch.

Data in the latest Peg report shows the pandemic is profoundly shaping all aspects of our lives in different ways. The effects of COVID-19 and associated physical distancing requirements are not necessarily equal for everyone; data suggests patterns of inequality that Peg will continue to monitor. Our stories from the community show that organizations are adapting fast and are committed to delivering crucial programming.

Altogether, the report shows that good data is key to understanding the impacts of COVID-19 in our community and ensuring recovery efforts benefit everyone, especially people in our city who are at risk of being left behind.

Encouragingly, other institutions across our city are adopting a similar evidence-based approach to plan for the future. In 2020, the City of Winnipeg proposed using Peg indicators to track its 25-year vision for the city's future, outlined in the draft OurWinnipeg 2045 planning document.

Peg indicators will help the City of Winnipeg orient its planning toward activities that support residents' well-being and transparently report on progress. In this time of great uncertainty and crisis, adopting a vision for the future signals hope, optimism, and our community's drive for future prosperity for all.

Peg continues to remind us how interconnected our community is.

We will best navigate the COVID-19 crisis if we do so together. Policy-makers, elected officials, nonprofit staff members, business owners, and members of the public can use Peg as their starting place to learn the facts and help create a better Winnipeg.



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



Youth United Chapters launch in 2019

Youth United in action, leading in change

Young people are the ones who will change the future, and **Youth United** is helping them do just that by showing them how much of a difference their ideas can make.

Guided by the pillars Inspire, Connect, and Act, Youth United is a long-standing United Way Winnipeg program dedicated to connecting young people with the community, providing them with the skills they need to take action on important issues, and recognizing them for their contributions.

Youth United is governed by a volunteer council of passionate young Winnipeggers working to link local youth to worthwhile projects that inspire and celebrate youth leadership and effect lasting change in their local communities.

Chapters on hold

In 2019, with generous funding from Canada Life, Youth United launched a new Youth United Chapters initiative. Each Chapter received a Youth United

Chapter Toolkit to guide and support them in implementing a social change project in their community.

The interest in and response to the Chapters pilot program have been overwhelmingly positive. The September 2019 Kickoff Event launched nine Youth United Chapters in a number of schools and organizations across Winnipeg, including Balmoral Hall, Churchill High School, Elmwood High School, Garden City Collegiate, Collège Jeanne-Sauvé, Nelson McIntyre Collegiate, Windsor Park Collegiate, Louis Riel Arts & Technology Centre, and BGC Winnipeg-Victor Mager.

By March of 2020, most Chapters were preparing to implement their first community projects, meeting to share their experiences, and planning for an exciting second year; however, the pandemic brought most Chapter projects and activities to a halt.

Still resilient as ever, the Youth United Council members continued to meet virtually to identify new and

innovative opportunities to keep the program active and youth engaged during these uniquely challenging times.

Making an impact

With Winnipeg moving to code red restrictions in November, the Youth United Council undertook a new, unique project exploring the impact of the COVID-19 pandemic on youth. The Youth Council intends to report back on the project findings in the summer of 2021.



United Way
Winnipeg
Youth United

Five Youth Hubs launch!

Youth across Canada and in Manitoba can face many barriers in accessing the mental health and addiction services and supports they need. United Way Winnipeg is excited to be a part of new efforts to assist our province's young people (age 12–29).

In 2020, United Way Winnipeg was identified as the administrative host for the new **Manitoba Youth Hubs Initiative**. Youth Hubs provide low-barrier, integrated services for young people and their families in a “one-stop-shop” model. A network of organizations and service providers work closely together to provide youth-centred services across a continuum of care so that young people can access all the core health services they need in one place.

Manitoba's first Youth Hub site was established at NorWest Co-Op Community Health in Winnipeg in

2017. Now, five new Youth Hub sites will be established in our province.

United Way Winnipeg is leading and coordinating the Youth Hub expansion initiative, including creating a Manitoba Youth Hubs Network to enable shared capacity building across all Youth Hub sites.

The Manitoba government is investing \$1.92 million in the expansion, and the philanthropic partnership including the Bell-Graham Boeckh Foundation Partnership, United Way Winnipeg, RBC Foundation, The Winnipeg Foundation, the Moffat Family Fund, the Réseau Compassion Network, and others will be contributing \$2.96 million combined over three years.

Scaling up the Youth Hubs model will transform mental health and addiction services for youth and young adults in our province.



“...an encouraging sign that change is taking hold and there is an appetite for more.”

— Kimberley Gray,
Wawanesa Insurance

Truth & Reconciliation Call to Action #92: More local businesses step up

It's one thing to say we support the Truth & Reconciliation Commission of Canada's Calls to Action and its role in addressing the legacy of residential schools for Indigenous Peoples; it's another to explore new progressive approaches, seek change, and take action.

TRC92: Youth Employment, an initiative of the **Winnipeg Poverty Reduction Council (WPRC)**, is grounded in Call to Action #92 from the 2015 report. The initiative connects private sector employers with community-based organizations training Indigenous youth for culturally safe, supportive, empowering, and meaningful employment opportunities.

Previous research showed that the transition from training to the early phases of employment was a critical time for Indigenous young people, many of whom were facing barriers to sustainable employment. A social innovation lab format* was used to engage employers, community organizations, government representatives, and young Indigenous job seekers in exploring effective transition support while asking the question: how might we provide individualized, culturally appropriate, wrap-around support through the transition from training to employment, and during the initial

phases of employment?

An employer consortium was formed in 2017, comprising a group of highly engaged employers seeking to educate the members of their workplaces about Indigenous history, including residential schools, while exploring skills-based training in intercultural competency, conflict resolution, human rights, and anti-racism.

COVID-19 put a temporary hold on the work of the consortium, which was in the process of welcoming several new employers from a broad range of employment sectors.

For consortium member Kimberley Gray, Director, IS Service & Financial Management at Wawanesa Insurance, her commitment to truth and reconciliation has evolved from engagement as a corporate representative to true passion and purpose.

“It has awakened my social consciousness, influenced my behaviour and personal choices and provoked me to share my voice and conviction,” said Kimberly. “Seeing corporate social responsibility expand to not only recognize but embrace the necessity of diversity, equity, and inclusion into the fabric of daily culture is an encouraging sign that change is taking hold and there is an appetite for more.”

Intent on getting back to business, the consortium, which had expanded from 12 to 20 committed employers,

convened in the fall of 2020 and met regularly to learn and share ideas and strategies to help support the critical work of Call to Action #92. They moved forward on social innovation lab “co-creation” sessions, which focused on innovative strategies for providing comprehensive transition support to job seekers and new employees.

Consortium member Alana Cuma, Director, Strategic Initiatives at Johnston Group, said participation in any United Way Winnipeg initiative, but particularly the social innovation co-creation session regarding transition support for job seekers, is a master class in openness.

“Around the table (or rather in an on-screen Zoom box this year) were Winnipeggers who are open-minded, open to learning, and open to rolling up their sleeves and contributing their opinions, expertise, and experience,” Alana said. “It was a real-time glimpse into how change is made and how ideas are born. It has been an opportunity to bring my ‘whole self’ to a workplace that is committed to community, and the lasting impact of this experience comes home with me too.”

* Social innovation lab format—a cross-sectoral and organizational approach to tackling complex and challenging societal issues, facilitating break-through thinking, collaboration, and systems change.

The five new sites include:

- an Indigenous-led Youth Hub serving the Centennial and Point Douglas neighbourhoods, located at and led by Kā Nī Kānīchihk Inc. in Winnipeg
- a downtown-based Youth Hub located in the West Broadway neighbourhood of Winnipeg, led by the Canadian Mental Health Association
- a Westman-region Youth Hub in downtown Brandon, led by the Westman Youth for Christ in partnership with the Brandon Friendship Centre, Career and Employment Youth Services, and the Addictions Foundation of Manitoba supported by Prairie Mountain Health
- a Youth Hub in downtown Selkirk serving Indigenous and non-Indigenous youth from Selkirk, Peguis First Nation and other Interlake communities, created by Peguis First Nation
- a Youth Hub for families in St. Boniface/St. Vital neighbourhoods in Winnipeg, including francophone, newcomer, and Indigenous youth, led by Youville Centre.

Youth Hubs have been shown to:

- improve access to mental health and addiction services for young people
- better co-ordinate and integrate mental health and addiction services with the broad range of care, supports, and services needed by youth and families
- provide meaningful engagement and involvement for youth and their families in the planning, delivery, evaluation, and continuous improvement of integrated youth services
- more effectively offer early intervention and health promotion to help with issues before they become bigger and affect relationships, school, work, or other aspects of a young person's life
- decrease stigma around mental health and addiction
- increase the quality of life for young people.



United Way Winnipeg is committed to adhering to the highest standards of effective, efficient, and transparent 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, our volunteer Board of Trustees provides invaluable guidance and oversight, ranging from finance and fundraising, to marketing 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 effectively and with compassion.

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Treasurer's Report

In 2020-2021, United Way of Winnipeg continued to demonstrate prudent fiscal management and achieved a strong 2020 campaign result that, despite the COVID-19 pandemic, was 1% higher than the year before. Donors recognized and responded to the heightened needs in our community.

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 2020-2021, the Board of Trustees, with the support of the Finance & Administration Committee:

- Developed, implemented and closely monitored a financial plan designed to maximize investment in the community while still considering the financial uncertainties created by COVID-19.
 - In 2020-21 United Way reported revenues of \$45.4M. Increased revenues reflect the strong campaign achievement, strong investment returns, funding for the new Manitoba Youth Hubs initiative, as well as Government of Canada COVID-19 funding to support vulnerable populations.
 - Thanks to an annual grant for fundraising and administrative expenses from the Province of Manitoba, United Way continues to invest every dollar of every donation in our community. In addition to investing in our core work to help kids be all they can be, help people move from poverty to possibility, and support strong communities and healthy people, this year also included additional COVID-19 support in a time of unprecedented need.
 - United Way made \$25.4M in direct investments in the community through allocations to 100 community organizations, operating several new and/or expanded collaborative programs, and providing a variety of community services. In addition, \$4.4M of Federal Government COVID-19 funding was distributed by the United Way, \$1.2M was added to the Tomorrow Fund and \$1.3M was directed to other charities designated by our donors. Some of 2020-21's revenue will be used in the next 2 years to support multi-year commitments to community initiatives – systemic change is not achieved in a single year.
 - As a result of strong investment returns, United Way was able to add \$2M to our Building & Technology Fund to support our digital transformation over the next few years.
- Managed the investment of funds with a balanced approach, a long-term focus, and with consideration to economic risks in the current climate.
 - During 2020-2021, investments yielded a net return of 18.51%, the highest investment return since 2010.
 - Due to the uncertainty of COVID-19, the Board of Trustees had approved conservative transfers of investment income equal to 2.0% instead of the typical budgeted average return of 4.50%. This lower transfer of investment returns combined with strong actual investment returns resulted in an increase in the Stabilization Fund of approximately \$5.6M for 2020-21. The Board approved allocations out of the Stabilization Fund of \$2M to the Building & Technology Fund, \$1.4M to the Capital Assets Fund for mortgage payments, and \$351K to the Operating Fund to cover its deficit. The Stabilization Fund still has \$5.2M available to offset possible future economic risks in these still uncertain COVID-19 times.

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.

Craig Sheldon, 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, 2021, 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, 2021.

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

Summary Financial Statements

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

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

The Audited Financial Statements and Our Report Thereon

In our report dated May 31, 2021, we expressed an unmodified audit opinion on the audited financial statements.

Management's Responsibility for the Summary Financial Statements

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

Auditor's Responsibility

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

Chartered Professional Accountants

Winnipeg, Manitoba • June 11, 2021

SUMMARY STATEMENT OF FINANCIAL POSITION

March 31, 2021

	2021	2020
ASSETS		
Cash and Investments	\$48,557,289	\$38,018,768
Pledges Receivable	11,998,671	12,096,749
Capital Assets	7,511,875	7,875,134
	\$68,067,835	\$57,990,651
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$1,657,147	\$984,427
Mortgage Payable	445,750	647,170
Deferred Contributions	5,486,691	5,274,061
Other Liabilities	2,424,109	1,604,985
Restricted Contributions – COVID-19 Federal Funding	119,090	-
	10,132,787	8,510,643
FUND BALANCES		
Community Fund	24,412,250	22,159,563
Operating Fund	-	-
Tomorrow Fund	18,834,468	17,622,575
Stabilization Fund	5,240,035	3,356,296
Capital Assets Fund	7,066,125	6,026,904
Building and Technology Fund	2,382,170	314,670
	57,935,048	49,480,008
	\$68,067,835	\$57,990,651

Approved on Behalf of the Board of Trustees

Isha Khan, Chairperson

Craig Sheldon, Treasurer

SUMMARY STATEMENT OF
Community & Operating Activities & CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2021

	2021							2020
	COMMUNITY FUND	OPERATING FUND	TOMORROW FUND	STABILIZATION FUND	CAPITAL ASSETS FUND	BUILDING & TECHNOLOGY FUND	TOTAL	TOTAL
Revenue								
DONATIONS								
United Way Campaigns	\$ 22,416,167						\$ 22,416,167	\$ 20,495,334
Community Programs	1,914,223						1,914,223	1,698,971
Donor Directed to Other Charities	1,337,738						1,337,738	1,070,691
Legacy Giving			1,153,547				1,153,547	1,156,771
	25,668,128	-	1,153,547	-	-	-	26,821,675	24,421,767
GOVERNMENT GRANTS								
Operating Grant—Province of Manitoba		4,420,000					4,420,000	4,420,000
Government of Canada—COVID-19	4,619,337	11,007					4,630,344	-
Community Programs	2,942,142						2,942,142	1,674,132
Other	91,973	30,571					122,544	66,836
	7,653,452	4,461,578	-	-	-	-	12,115,030	6,160,968
Sponsorships, Grants and Other Income	299,678	159,211					458,889	850,397
Investment Income	-	272,132	58,346	5,642,354			5,972,832	(593,664)
Total Revenues	33,621,258	4,892,921	1,211,893	5,642,354	-	-	45,368,426	30,839,468
Expenditures								
COMMUNITY INVESTMENT								
Agency Funding	17,902,381						17,902,381	17,619,919
United Way Community Services	2,622,592						2,622,592	3,311,712
Government of Canada—COVID-19	4,619,337						4,619,337	-
Community Programs	4,856,365						4,856,365	3,373,103
Donor Directed to Other Charities	1,337,738						1,337,738	1,070,691
Management and Administration		517,288					517,288	587,050
United Way of Canada		278,100					278,100	237,318
	31,338,413	795,388	-	-		-	32,133,801	26,199,793
OPERATIONS								
Resource Development		4,335,784					4,335,784	4,884,335
Organizational Development Initiatives		11,389					11,389	57,741
Amortization of Capital Assets					426,882		426,882	454,886
	-	4,347,173	-	-	426,882	-	4,774,055	5,396,962
One-Time Special Initiatives	-	5,530	-	-	-	-	5,530	-
Total Expenditures	31,338,413	5,148,091	-	-	426,882	-	36,913,386	31,596,755
Net funds before transfers	\$ 2,282,845	\$ (255,170)	\$ 1,211,893	\$ 5,642,354	\$ (426,882)	-	\$ 8,455,040	\$ (757,287)
Interfund transfers	(30,158)	255,170	-	(3,758,615)	1,466,103	2,067,500	-	-
Opening fund balance	22,159,563	-	17,622,575	3,356,296	6,026,904	314,670	49,480,008	50,237,295
Closing fund balance	\$24,412,250	\$ -	\$18,834,468	\$ 5,240,035	\$ 7,066,125	\$ 2,382,170	\$57,935,048	\$49,480,008

NOTES TO THE
Summarized Financial Statements

MARCH 31, 2021

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

NATURE OF FUND BALANCES

Community Fund

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

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

The revenues presented in the 2021 Statement of Community and Operating Activities include the proceeds of the 2020 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, 2022.

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 to record 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.

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 invest-

ment income) or they may be unrestricted. Separate capital records are maintained for each capital gift to ensure that the directions of the donor are implemented accurately.

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

Stabilization Fund

The purpose of the Stabilization Fund is to support community service levels and United Way operations in special circumstances and to manage the use of investment income in order to provide a stable flow of resources for community investment and operations. Accordingly, changes in the market value of investment funds are reflected as income or loss from investments in the Stabilization Fund. On an annual basis, in conjunction with its annual budgeting process, the Board of Trustees approves an allocation of investment income from the Stabilization Fund to the Community and Operating Funds. In addition, in accordance with policy, in any year where returns on investments are higher (lower) than the Board of Trustees approved allocation, the excess (shortfall) will serve as an additional increase (decrease) to the Stabilization Fund.

Capital Assets Fund

The Capital Assets Fund was established to record the investment in capital assets, net of the mortgage liability. 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 with the balance being mortgage financed. On an annual basis, amortization expense is charged to the Capital Assets 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.

As at March 31, 2021, United Way's Board approved a one-time transfer of \$2,000,000 from the Stabilization Fund to the Building and Technology Fund. This transfer was made to enable United Way's planned digital transformation over the next 3- 4 years.

COMPARATIVE FIGURES

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

1JustCity.....	30,000
A & O: Support Services for Older Adults	454,989
Aboriginal Health and Wellness Centre of Winnipeg Inc.....	217,832
African Communities of Manitoba Inc. (ACOMI)	40,020
Andrews Street Family Centre, Inc.	260,581
Art City.....	51,382
Arthritis Society	106,675
Aurora Family Therapy Centre	159,821
BGC Winnipeg (formerly Boys and Girls Clubs of Winnipeg)	547,466
Big Brothers Big Sisters of Winnipeg	378,047
Canadian Community Economic Development Network – Manitoba (CCEDNet).....	195,843
Canadian Mental Health Association – Manitoba and Winnipeg (CMHA)	660,656
Canadian Muslim Women’s Institute (CMWI)	314,397
Canadian Red Cross Society – Manitoba Region	317,785
Centre for Aboriginal Human Resource Development Inc. (CAHRD).....	10,000
Centre Renaissance Centre	68,459
Clan Mothers Healing Village	20,417
CNIB	425,424
Community Education Development Association (CEDA)	453,793
Community Financial Counselling Services (CFCS)	391,265
Community Unemployed Help Centre (CUHC)	156,851
EAGLE Urban Transition Centre.....	72,250
Elizabeth Fry Society of Manitoba	148,569
Elmwood Community Resource Centre	313,539
End Homelessness Winnipeg	300,000
Evermore Gather Grow Lead Inc.....	136,416
Family Dynamics	1,083,482
Fort Garry Women’s Resource Centre	182,858
Gang Action Interagency Network (GAIN).....	39,998
Girl Guides of Canada (Three Areas of Winnipeg)	62,236
Good Neighbors Active Living Centre	54,652
Graffiti Art Programming	165,029
ImagineAbility.....	37,820
Immigrant & Refugee Community Organization of Manitoba (IRCOM) *	200,543
Immigrant Centre Manitoba Inc.....	160,517
Inclusion Winnipeg	193,302
Independent Living Resource Centre.....	166,367
Indigenous Vision for the North End	65,000
Indigenous Women’s Healing Centre	156,479
Indigenous Youth Mental Health.....	18,110
Jewish Child and Family Service	183,374
The John Howard Society of Manitoba	165,179
Kā Nī Kānīchiik Inc.....	381,874
Kidthink Children’s Mental Health Centre Inc.....	11,667
Kildonan Youth Activity Centre	55,740
Knowles Centre	76,191

L’Arche Winnipeg Inc.....	20,596
The Laurel Centre.....	123,306
Learning Disabilities Association of Manitoba (LDAM)	122,366
Ma Mawi Wi Chi Itata Centre	610,902
Macdonald Youth Services (MYS) *	172,651
Main Street Project	218,408
Manitoba Association for Rights & Liberties	56,960
Manitoba Interfaith Immigration Council (Welcome Place)	118,232
Manitoba Possible (formerly SMD) *.....	1,104,361
Manitoba School Improvement Program – The Peaceful Village Inc. (MSIP-TPV).....	98,960
Maples Youth Activity Centre.....	55,745
Marlene Street Community Resource Centre	117,246
Marymound	80,831
Meals on Wheels of Winnipeg	82,672
Mediation Services: A Community Resource for Conflict Resolution	159,724
Mood Disorders Association of Manitoba (MDAM).....	36,050
Mount Carmel Clinic	166,241
Multiple Sclerosis Society of Canada – Winnipeg Chapter	133,572
Ndinawemaaganag Endaawaad	175,010
New Directions for Children, Youth, Adults and Families.....	107,590
New Life Ministries Inc.	15,051
North End Community Renewal Corporation	50,279
North End Women’s Centre	352,222
North Point Douglas Women’s Centre	220,095
NorWest Co-op Community Health – Winnipeg	1,062,153
Ogijiita Pimatiswin Kinamatwin (OPK)	122,985
Opportunities for Employment (OFE)	107,596
Oshki-Giizhig Inc.....	25,000
Oyate Tipi Cumini Yape Inc.....	108,674
Palliative Manitoba	149,390
Peguis First Nation	177,000
Pluri-elles (Manitoba) Inc. *	97,148
Rainbow Resource Centre	76,516
Reaching E-Quality Employment Services (REES).....	38,340
Resource Assistance for Youth (RaY)	124,302
Rose & Max Rady Jewish Community Centre	282,000
Rossbrook House	274,186
Self-Starting Creative Opportunities for People in Employment Inc. (SSCOPE).....	30,000
Sexuality Education Resource Centre (SERC)	119,852
Social Planning Council of Winnipeg Inc.....	316,608
South Winnipeg Family Information Centre Inc. (SWFIC)	131,901
Spence Neighbourhood Association (SNA)	124,807
Spinal Cord Injury Manitoba Inc.....	133,255
St. Boniface Street Links – Morberg House	49,583
Stroke Recovery Association of Manitoba	65,582

Supporting Employment and Economic Development	
(SEED) Winnipeg	1,211,858
Teen Stop Jeunesse	190,128
Thrive Community Support Circle Inc.	286,757
Urban Circle Training Centre Inc. *.....	32,638
Villa Rosa	270,201
Volunteer Manitoba	214,382
Wahbung Abinoonjiiag Inc.....	18,500
West Broadway Youth Outreach	123,309
West Central Women’s Resource Centre	381,228
Westman Youth for Christ.....	17,000
Winnipeg Central Park Women’s Resource Centre	124,782
Wolseley Family Place	110,080
Women’s Health Clinic Inc.	234,687
YMCA/YWCA of Winnipeg	480,194
Youth Agencies Alliance *	139,868
Youville Centre.....	235,000

TOTAL 2020-2021 FUNDING **\$21,779,455**

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

NOTE: Agency Funding detailed above includes \$3,168,074 for agencies participating in the For Every Family program and \$709,000 for agencies participating in the Manitoba Youth Hubs program.

2020-21
Community Programs
& Services

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

TOTAL 2020-2021 FUNDING **\$7,478,957**

NOTE: Included in the above program costs are \$3,168,074 for agencies participating in the For Every Family program and \$709,000 for agencies participating in the Manitoba Youth Hubs program. These amounts are also included on the previous page in the list of funding provided by UW to all agencies.

Thank you to these generous sponsors that help make our events and programs possible.

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