



**United Way**  
York Region

# 2010 Report to the community

Aurora • East Gwillimbury • Georgina • King • Markham • Newmarket • Richmond Hill • Vaughan • Whitchurch-Stouffville

## Making a difference every single day

At a time when community agencies are experiencing rising demand, we worked to ensure critical programs and services were there when people needed them most. United Way gave stability to frontline programs with a record investment of \$\_\_\_\_\_M.

A survey conducted by United Way of York Region last year found 40% more people turned to United Way's 39 member agencies to access programs than the previous year. "These weren't repeats, but net new people," said Zanotti, CEO, United Way. *(The Toronto Star, September 12, 2010)*

## Getting at the root causes of social problems

of civic action happening across York Region; a network of care that exists below the surface of programs and it's what we want to tap into."

"Strength Investments is simple and transformational," added Garland Yates, a former Senior Fellow at the Annie E. Casey Foundation. "Its power lies in funding everyday people and groups, already at work in their communities, to identify and solve their own priorities. Civic participation is the single most sustainable way to solve our pressing social issues."

The United Way launched the Strength Investments last October, seeking groups working on simple and collaborative responses to complex social issues.

"Little did we know that this innovative, seed fund of \$150,000 would yield 31 applications totalling \$1.3 million in requests — a full 10 times the funding supply," said Helen Murray, vice-chairperson of the board and community investment committee chairperson.



"There are no other funding supports available for informal groups like ours," explained Donna Massel, a parent from one of the strength investments recipients, Together for Families Mental Health, awarded \$11,775.

"This funding from United Way invests in the strength and resilience of families across the region who are coping every single day with their child's mental illness."

**York Region Media Group**  
**Kim Zarzour, March 31, 2011**

From a group of South Asian parents helping build autism awareness, to Spanish-speaking women helping each other adjust to new surroundings, small groups are gathering across York Region for support.

Last night, six inaugural recipients received a boost from the United Way of York Region:

**Together for Families Mental Health,**  
*The York Region Chapter for Children's Mental Health*

**Community Development in Action,**  
*Canadian Mental Health Association, York Region Branch*

**"Enabling Economic Independence"**  
**A community approach to reintegration in York Region,**

*John Howard Society*

**Latinas en York Region,**

*Latin Women for a Better Future*

**South Asian Family Empowerment (SAFE) project,**

*South Asian Autism Awareness Centre*

**Building Sustainable Capacities**

**amongst Afro-Canadian Caribbean**

**Youth in York Region,**

*Markham African Caribbean Association*

It's part of a new direction for the United Way focusing on spreading "seed" funding to local grassroots initiatives. The agency handed out \$150,000 in Strength Investments, something United Way CEO Daniele Zanotti hopes will be an ongoing effort to boost small groups making big change. "There are lifelines

## Building understanding of our region and its challenges

United Way of York Region's research has gone a long way toward identifying and helping make sense of the complex trends that affect quality of life in our region.

In 2008, we released the landmark ... if addressed., a report which kicked off a year long dialogue on the intersection of the pace, changing face and places of growth across our region. One year later, after more extensive research, we released ...

addressing our strengths, confirming our commitment to unite people and resources to tackle the region's identified priorities: helping kids be all they can be; building strong, healthy communities; and moving people from poverty and prosperity.

And this year, to inform its investment strategy, United Way explored our region's poverty further, collaborating on A Profile of York Region's Low Income Population. The report was created by the Community Reference Group(CRG), a broad partnership of community organizations led by the Regional Municipality of York, co-chaired by Town of Newmarket Mayor Tony Van Bynen and UWYR CEO, Daniele Zanotti.

## Partnering for Change

United Way of York Region continues one of its primary roles as collaborator and catalyst, working with community groups, businesses, and government bodies to create simple and local responses to our region's most complex social issues.

As a member of York Region's Human Services Planning Board (HSPB-YR), a body created last year to strengthen the capacity of the human services sector, United Way is helping to crystallize and address the growing issue of low and moderate income residents who are struggling to make ends meet. Together, members of the panel created Making Ends Meet, a call to action to address economic vulnerability throughout the Region. The call to action focuses on two priorities for low to moderate income families and individuals:

- Affordable Housing: A good mixture of safe and affordable housing options and programs throughout York Region
- Economic Self-Sufficiency: A strong combination of employment and human service supports

The research, endorsed by York Region Council, supports and strengthens United Way's ongoing commitment to address what it has identified as three

"Many families and individuals in York Region, often educated and working, are struggling to make ends meet," said Town of Newmarket Regional Councillor John Taylor, Co-Chair of the Human Services Planning Board of York Region. "The Making Ends Meet initiative will engage the broader community in solutions to improve the well-being of low and moderate income families and individuals."

community priorities: helping our kids be all they can be, moving people from poverty to possibility and creating strong, healthy neighbourhoods.

## Bringing people together to build a better region

**Toronto Star, January 20, 2011**  
**Leslie Ferenc** Staff Reporter

They've been dubbed suburban superheroes — an army of volunteers, donors and do-gooders who raised a record \$8.1 million for United Way of York Region and their less fortunate neighbours.

A 5.6 per cent increase over last year's campaign total, the announcement

raised the roof at the 2010 campaign celebration Wednesday night at Le Parc in Markham where many supporters, decked out in super hero red capes and gloves, sprang to their feet for a standing ovation. United Way CEO Daniele Zanotti smiled ear to ear.

"It's humbling when people are given the opportunity to show how much they care and respond with such generosity," he said of the achievement.

# Recognizing Combined Employees & Corporate Donation over \$10,000

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“I continue to support United Way of York Region, because they fund a relevant and effective network of people helping people - and they do so cost-efficiently. They're truly a needs-broker - they assess the priorities of the community, invest in frontline programs and bring resources together to make positive, substantive change.”

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“When people ask why I volunteer and fundraise for United Way of York Region, my answer is simple. Every dollar makes a real difference, and you actually see tangible, positive results through the programs they support. I've learned that every person – from a company CEO to a front-line service worker - can make a difference, whether it's donating their time or dollars to the wellbeing of this region. ”

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Lori Kaminski  
Mebbs Kanani  
Gabor G. Kaufman  
Katherine Keates  
Simon Kelly  
Nancy Kelusky  
P.A. Kennedy  
J & S Kenney  
Richard & Anne Kinch  
Ernest King  
Wayne Kitto  
Rick & Naomi Knight  
Daniel Kostopoulos  
Mark Krieger

## 2010-2011 BOARD OF DIRECTORS

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Principal, Counsel Public Affairs Inc.

Helen Murray, Board Vice-Chair  
Community Volunteer

Heather Mason-Wood, Board Treasurer  
Vice President, Canso Investment Counsel Ltd.

Mark Foerster, Board Past Chair  
Vice President Group Operations & Claims, Munich Reinsurance Company

Cordelia Abankwa-Harris, Board Director  
General Manager, Social Services Branch, The Regional Municipality of York

Dr. Charanjit Bamba, Board Director  
Professor and Lead Researcher in Biomedical Engineering, Centennial College

John Cartwright, Board Director  
President, Toronto & York Region Labour Council

Hilda Gan, Board Director  
Vice President, HDR | iTRANS

Dr. Usha George, Board Director  
Dean, Faculty of Community Services, Ryerson University

Gerry Harrison, Board Director  
District Executive Officer, Ontario Secondary School Teachers Federation – District 16

Debora Kelly, Board Director  
Editor in Chief, York Region Media Group

Ben Leung, Board Director  
Managing Partner, Leung & Company Chartered Accountants

Jaheed Mamdani, Board Director  
Project Manager of Global Workspace Engineering, IBM Canada Ltd.

Rick McHale, Board Director  
Community Volunteer

Bo Mocherniak, Board Director  
Partner, Grant Thornton, LLP

Kyle Peterson, Board Director  
Lawyer, Affleck Greene McMurtry LLP

Laura Pisko-Bezruchko, Board Director  
Director, Standards, Programs & Community Development  
Ministry of Health Promotion and Sport

Parag Tandon, Board Director  
Business Development Officer, Creative Economy, City of Vaughan

Bryan W. Tuckey, Board Director  
Commissioner of Planning and Development Services, The Regional Municipality of York

Dennis Wong, Board Director  
Managing Director, WF and Associates Ltd.

Tammy Ziskos Picheca, Board Director  
Human Resources Manager, Signode Canada

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Alan Dessau, CA  
Partner  
Chasson Greenglass & Dessau LLP

Frank Folz  
Consultant  
Folz Consulting

Mary Haffey

Human Resources Manager  
Snap-On Tools of Canada Ltd.

Peter McNeill  
Senior Manager Marketing & Communications  
Deloitte & Touche

Dr. Ken Ng  
Medical Doctor

Catherine Patterson  
Community Volunteer

## 2010-2011 Board Committees

### Campaign Cabinet

Bruce Macgregor, Chair  
Chief Administrative Officer  
The Regional Municipality of York

Pat Gardiner, Vice Chair  
Global Operations RMS Product Leadership  
The Nielsen Company

Young Park, Vice Chair  
Sector Vice President, Systems Integration & Consulting,  
Greater Toronto Area  
CGI

Court Carruthers, Immediate Past Chair  
President of Grainger International  
Acklands-Grainger Inc.

Tom Gardner, Acquisition Chair  
Vice President – Relationship Management  
Ceridian Canada Ltd.

Mike Hortie, Leadership & Major Individual Giving Chair  
Chief Executive Officer  
WirelessWorks Solutions Ltd.

Ian Proudfoot, Community Campaign Chair  
Vice President & Regional Publisher  
York Region Media Group

Barbara Bellissimo  
Chief Agent & Senior Vice-President  
State Farm Insurance

Bruce Bodden  
President & CEO  
MMM Group Limited

Paul Cox  
Managing Director  
Signode Canada Packaging Systems

Sharon Davis  
Secretary for CAW Local 414

Steven Dawson  
Director, National Accounts,  
Merchant Services Canada  
American Express Canada

Terri DiFlorio  
President  
Hub Financial Inc.

Tim Emens  
President  
Lexmark Canada Inc.

Janice Fischer  
VP, Service Delivery, Global Technology Services Division  
IBM Canada Ltd.

Hilda Gan  
Vice President  
HDR | iTRANS

Chris Kiah  
President & CEO  
Allstate Insurance Company of Canada

Lorrie King  
Partner  
Deloitte

Elisha Laker  
Executive Director  
Family Services York Region

Shaun Lewis  
General Manager, National Accounts  
Acklands-Grainger Inc.

Rob McClean

Vice President / General Manager  
Global Commercial Card  
Canada  
American Express Canada

Sean O'Brien  
President  
Acklands-Grainger Inc.

Paul Flourde  
General Manager  
ITW Construction Products

José Tamariz  
President and Chief Executive Officer  
407 ETR Concession Company Ltd.

Ken Thurston  
Director of Education  
York Region District School Board

Steven Tudela  
Vice-President & General Manager  
Enterprise Holdings

## Leadership & MIG Committee

Mike Hortie, Chair  
WirelessWorks Solutions Ltd.

Paula D'Onofrio  
Allstate Insurance Company of Canada

Chris Johnsen  
BDO Dunwoody LLP

John Ongaro  
Allstate Insurance Company of Canada

Sylvia Patterson  
The Regional Municipality of York

Karen Rubin  
Amex Bank of Canada

Carole Suckling  
Johnson & Johnson Medical Products

Joan Walker  
Community Member

## Community Engagement and Research

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Dr. Charanjit Bamba  
Tim Frakes  
Christina Harding  
Gerry W. Harrison  
Mahmood Malik  
Rick McHale  
Scott Milne  
Raj Mohabeer  
Brenda Mulroy  
Kyle J. Peterson  
Dr. David J. Phipps  
Elaine Walsh

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Cheryl M. Douglas-Prescod  
Hilda Gan  
Ali Hussein  
Karen R. Johnson  
Jaheed Mamdani  
Ran Perhar  
Laura Pisko-Bezruchko  
Anne Pozywiak  
John Stoneman  
Debra J. Thomas  
Jaclyn Whincup

## Community Review Panelists

Gulshan Allibhai  
Sutha Balasingham  
Shalini Bhardwaj  
Darcy Bonner  
Paula Cameron  
Brandy Elliot  
Diane Elliot  
Dave Gordon  
Wayne Gray  
Brittney Hofbauer  
Patricia Hunter  
Alfred Kam  
Saleem Khan  
Perdita Kwok  
Rosanna Lamanna  
Ricky Lau  
Tracy McNaught  
Michael Mensink  
Terry O'Brien  
Kulvinder Rai  
Mala Raman  
Cherell Reilly  
Salahuddin Saadat

# Financial Highlights

\*Excerpted from the Audited Financial Statements; KPMG, 2009-2010 Auditor

## Statement of Financial Position

	2011	2010
<b>Assets</b>		
Cash	\$ 1,829,758	\$ 1,782,129
Investments (note 2)	2,717,732	1,994,181
Donations and other receivables	5,507,473	5,339,021
Prepaid expenses	32,723	39,574
Capital assets (note 3)	33,955	3,354
	<b>\$ 10,121,641</b>	<b>\$ 9,158,259</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities:</b>		
Balance of distributions to UWYR agencies (note 10)	\$ 4,713,295	\$ 4,946,539
Designations for other United Ways and agencies	2,650,523	2,446,374
Accounts payable and accrued liabilities	100,765	119,084
Deferred revenue	24,269	18,026
Deferred capital contributions	10,608	—
	<b>7,499,460</b>	<b>7,530,023</b>
<b>Net assets:</b>		
Operating Fund	204,130	30,178
Invested in capital assets	23,347	3,354
Internally restricted (note 1(a)(ii))	2,394,704	1,594,704
	<b>2,622,181</b>	<b>1,628,236</b>
<b>Commitments (note 5)</b>		
	<b>\$ 10,121,641</b>	<b>\$ 9,158,259</b>

## Statement of Operations

<b>Revenue:</b>		
Campaign	\$ 7,434,813	\$ 6,543,879
Funds from other United Ways including Areawide	2,846,767	2,701,623
Funds for other United Ways	(773,222)	(624,618)
	<b>9,508,358</b>	<b>8,620,884</b>
Pledge shrinkage	(255,361)	(261,180)
Net campaign revenue	9,252,997	8,359,704
Prior years pledge shrinkage adjustment	281,820	—
Other	61,139	71,844
Investment	31,955	25,951
Total revenue	<b>9,627,911</b>	<b>8,457,499</b>
<b>Distributions and expenses:</b>		
Distributions and community programs:		
Allocations to United Way of York Region member agencies (note 10)	4,713,295	4,946,539
Strength investment program	150,000	—
Program funding	612,225	579,599
Donor designations to:		
United Way of York Region member agencies	247,972	198,400
Other United Ways	683,398	494,374
Other registered charities	607,903	498,936
Total distributions	<b>7,014,793</b>	<b>6,717,848</b>
Operating expenses:		
Fundraising	1,480,249	1,381,497
Areawide campaign costs	138,924	155,770
	<b>1,619,173</b>	<b>1,537,267</b>
Total distributions and expenses	<b>8,633,966</b>	<b>8,255,115</b>
Excess of revenue over distributions and expenses	<b>\$ 993,945</b>	<b>\$ 202,384</b>

## Statement of Changes in Net Assets

	2011						2010	
	Operating Fund	Invested in capital assets	Agency Emergency Fund	Internally restricted funds Stabilization Fund	Strength Investment Fund	Restricted Community Fund	Total	Total
Net assets, beginning of year	\$ 30,178	\$ 3,354	\$ 100,000	\$ 1,344,704	\$ 150,000	\$ —	\$ 1,628,236	\$ 1,425,852
Invested in capital assets	(28,725)	28,725	—	—	—	—	—	—
Interfund transfer (note 9)	(800,000)	—	—	300,000	—	500,000	—	—
Excess of revenue over distributions and expenses	1,002,677	(8,732)	—	—	—	—	993,945	202,384
Net assets, end of year	\$ 204,130	\$ 23,347	\$ 100,000	\$ 1,644,704	\$ 150,000	\$ 500,000	\$ 2,622,181	\$ 1,628,236

See accompanying notes to financial statements.

Audited Financial Statements are available online and on request from United Way of York Region.

80F Centurian Drive, Suite 200, Markham, ON, L3R 8C1 • Tel: 905-474-9974 • Fax: 905-474-0051 • www.unitedwayyorkregion.com

## Allocation to agencies

Year ended March 31, 2011

2010 campaign:

Alzheimer Society of York Region	\$ 33,669
Big Brothers Big Sisters of York	85,816
Blue Door Shelters	372,593
Canadian Mental Health Association, York Region Branch	192,956
Canadian Red Cross Society - Region of York Branch	64,637
Carefirst Seniors & Community Services Association	115,852
Catholic Community Services of York Region	104,450
Centre for Information and Community Services of Ontario	146,960
Chinese Family Services of Ontario	50,000
CNIB-Ontario Central Region	33,223
Community Home Assistance to Seniors (CHATS)	238,605
Community Living Georgina	7,657
Community Living Newmarket/Aurora District	89,519
Community Living York South	217,853
COSTI Immigrant Services	90,325
Family Services York Region	754,429
Girls Incorporated of York Region	92,191
Hospice Georgina	37,722
Jericho Youth Services	76,074
Jewish Family and Child Service	85,377
Job Skills	84,044
Labour Community Services of Metropolitan Toronto	99,068
Learning Centre for Georgina	102,673
Learning Disabilities Association of York Region	76,366
Literacy Council York-Simcoe	27,367
Pathways for Children, Youth and Families of York Region Inc.	104,137
Rose of Sharon Services for Young Mothers	77,019
Sandgate, Women's Shelter of York Region	149,969
Social Services Network	66,667
The AIDS Committee of York Region	40,000
The Canadian Hearing Society - Simcoe York Region	175,849
The Cross-Cultural Community Services Association	33,162
The Vitanova Foundation	50,460
The York Centre for Children, Youth and Families	138,811
Victim Services of York Region Inc.	121,122
Vita Community Living Services	75,397
Women's Centre of York Region	29,018
Yellow Brick House	138,098
York Region Abuse Program	184,160
York Region Food Network	50,000

4,713,295

Restricted Community Fund 500,000  
Restricted Strength Investment Fund 150,000

**Total 2009 Allocation \$ 4,946,539**



**United Way**  
**York Region**

**Change starts here.**

Aurora • East Gwillimbury • Georgina • King  
Markham • Newmarket • Richmond Hill  
Vaughan • Whitchurch-Stouffville