

Making a difference every single day

At a time when community agencies are experiencing rising demand, United Way of York Region 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 \$5.3 million in 2010, a 5% increase over 2009.

A survey conducted by United Way of York Region last year found 40% more people turned to United Way funded 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

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.

Six inaugural recipients received a boost from the United Way of York Region:

**Together for Families Mental Health
Community Development in Action**

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

Latinas en York Region

**South Asian Family Empowerment
(SAFE)**

**Building Sustainable Capacities
amongst Afro-Canadian Caribbean
Youth in York Region**

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 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."



United Way launches Meeting House, a series of community dialogues in local neighbourhoods on the region's most pressing social issues.

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 to possibility.

And this year, to inform our investment strategy, United Way explored the 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 United Way of York Region 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 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.

Our work will focus on two priorities: affordable housing and economic self-sufficiency.

"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."**

Bringing people together to build a better region

Toronto Star
Leslie Ferenc, January 20, 2011

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.

"I am in awe of our individual efforts and shared achievement," Campaign Cabinet Chair and York Region Chief



Board members, volunteers and staff celebrate record achievement.

Administrative Officer, Bruce Macgregor said. "After years of volunteering with United Way, I am not surprised by this significant accomplishment. As we shared stories of vulnerability from across our region, people became more determined than ever to get involved."

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“We 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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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 Plourde
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

Campaign Cabinet

Leadership & Major Gifts
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

Audit, Finance & Investments

Heather Mason-Wood, Chair
Barbara Cribbett
Grace Marsh
Bryan W. Tuckey
Dennis Wong

Community Engagement & Research

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

Community Investment

Helen Murray, Chair
Cheryl M. Prescod
Hilda Gan
Ali Hussein
Karen R. Johnson
Jaheed Mamdani
Ranbir Perhar
Laura Pisko-Bezruchko
Anne Pozywiak
John Stoneman
Debra J. Thomas
Jaclyn Whincup

Community Review Panelists

Gulshan Allibhai
Sutha Balasingham
Maria Bauer
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 Reilley
Salahuddin Saadat
Abu (Saber) Saleuddin
Amar Samra
Yogaraj Sangarapilai
Vito Scuderi
Savi Singh
Shams Tejani
Piragal Thirugnanasundaram
Mark Van Dinther
Peggy Wan
Lee Whitwell
Conan Wu
Pat Zane

Volunteer Consultants & Workshop Presenters

Ron Alexandrowich
Ed Beaty
Graham Constantine
Gabriela Dragomir
Robert England
Ken Goodwin
Helen Hayward
Michael Klejman
Stuart Rudner
Paul Simpson
Susan (Taylor) Wilson

Financial Highlights

Excerpted from the Audited Financial Statements, KPMG, 2010-2011 Auditor

Statement of Financial Position

March 31, 2011, with comparative figures for 2010

| | 2011 | 2010 |
|---|----------------------|---------------------|
| Assets | | |
| 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 |
| | \$ 10,121,641 | \$ 9,158,259 |
| Liabilities and Net Assets | | |
| Liabilities: | | |
| 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 | — |
| | 7,499,460 | 7,530,023 |
| Net assets: | | |
| 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 |
| | 2,622,181 | 1,628,236 |
| Commitments (note 5) | | |
| | \$ 10,121,641 | \$ 9,158,259 |

Statement of Operations

Year ended March 31, 2011, with comparative figures for 2010

| | | |
|--|-------------------|-------------------|
| Revenue: | | |
| 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) |
| | 9,508,358 | 8,620,884 |
| 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 | 9,627,911 | 8,457,499 |
| Distributions and expenses: | | |
| 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 | 7,014,793 | 6,717,848 |
| Operating expenses: | | |
| Fundraising | 1,480,249 | 1,381,497 |
| Areawide campaign costs | 138,924 | 155,770 |
| | 1,619,173 | 1,537,267 |
| Total distributions and expenses | 8,633,966 | 8,255,115 |
| Excess of revenue over distributions and expenses | \$ 993,945 | \$ 202,384 |

Statement of Changes in Net Assets

Year ended March 31, 2011, with comparative figures for 2010

| | 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 |

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 \$ 5,363,295



United Way
York Region

Change starts here.

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

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

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