### STRONGER TOGETHER

### LEVERAGING OUR COLLECTIVE STRENGTH

2016 Annual Report



# STR©NGER TOGETHER

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## **2016 REVIEW**

### MESSAGE FROM THE CHAIR AND THE PRESIDENT & CEO

The United Way Centraide Movement draws its strength from our ability to work together collectively. Our focus on improving lives in local communities is bolstered by the collaboration that takes place on a wide variety of scales – from regional and provincial, to national and global. We truly are stronger together.

On behalf of the National Board of United Way Centraide Canada, we are pleased to share this 2016 Annual Report.

### Enhancing our relevance and sustainability

For our National Office, United Way Centraide Canada, and local United Way Centraide offices across the country, 2016 was a year focused on increased collaboration and foundational change in our Movement structures. In the ongoing pursuit of our 10-Year Strategic Directions – aiming to build our relevance and sustainability in a highly competitive and rapidly changing environment – we continued our collective work to strengthen the future of our Movement and that of the communities we serve.

### **Transforming for effectiveness**

As we strive to increase our impact in local communities, transformation has become a word of great meaning to the Movement. We are transforming the way that we work together, modernizing our approach to resource development, strengthening our brand, creating new standards for what it means to be a United Way Centraide, and redefining our place in the global United Way network.

Our Movement Transformation Program engaged United Ways and Centraides from

coast to coast in 2016, seeking to explore new ways of working together. Regional and provincial forums aimed to define the future of our Movement's organizational structure, energizing local leaders to embark on their own change agendas.

The 2016 Annual General Meeting signaled the introduction of our new Membership and Trademark License Agreements, and the approval of a new formula to fund our national work. Each of these developments will continue to play a significant role in our accountability to one another within the Movement, and to our communities.

### Building a stronger brand

2016 also marked the transition of our threeyear National Marketing and Communications Strategy, which saw a bold group of over 40 United Ways join together on a journey to invest in strengthening and differentiating our brand. By leveraging our learnings and extending our collaborative efforts across the Movement in 2017, we will continue building on these efforts to speak with a stronger and united voice.

## **2016 REVIEW**

### Acting as citizens of the world

Over the past year, we actively engaged with our new federal government, specifically on the settlement of Syrian refugees in our communities. Working collaboratively to share insights among the Movement, within our sector and with government, the United Way Centraide Movement acted as a key contributor in the Canadian solution to this global issue. We also seconded a National Office staff member to work alongside European United Ways addressing the refugee crisis, aiming to exchange knowledge and build strategies for our global network to share.

The devastating fire in Fort McMurray similarly galvanized our nation in 2016, and United Ways in Alberta took the lead and rallied to support the community's recovery and rebuilding needs. In partnership with the Canadian Red Cross, we continue to deploy our time, resources and talents to ensure the wellbeing of those displaced or otherwise affected by this disaster.

As United Ways and Centraides continue to play a leadership role in addressing these crises, we demonstrate once again the power of our Movement working together to resolve our country's most pressing issues – both in the short and long-term.

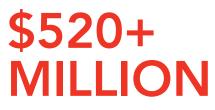
Finally, in our first full year of membership with United Way Worldwide, we exchanged tremendous value by working together with our colleagues around the world. Shared tools, resources and learning opportunities have expanded our knowledge base, and we in turn have contributed unique Canadian capacity to the global United Way network.

### Together, we are possibility

We are grateful – this year and every year – for the opportunity to work alongside the talented staff at United Ways and Centraides across the country and for the continued support of our donors and volunteers, and our workplaces, agencies and labour partners. As champions for the United Way Centraide Movement, you are at the heart of what we do. We gain our inspiration from your passion for change and dedication to improving lives locally. Thank you.

Together, in 2017, we will be stronger than ever.

Dennis Jackson Board Chair, United Way Centraide Canada Dr. Jacline Nyman President & CEO, United Way Centraide Canada



RAISED BY UNITED WAY CENTRAIDE TO INVEST IN IMPROVING LIVES LOCALLY

### **OUR MISSION**

TO IMPROVE LIVES AND BUILD COMMUNITY BY ENGAGING INDIVIDUALS AND MOBILIZING COLLECTIVE ACTION.

### OUR VALUES

Demonstrate trust, integrity, respect,

inclusivity and transparency

Energize and inspire volunteerism

and volunteer leadership

Endorse innovation, partnerships

and collective action

Provide non-partisan leadership

**Embrace diversity** 

### **104** LOCAL UNITED WAY CENTRAIDE OFFICES IMPLEMENTED SOLUTIONS TO COMMUNITY ISSUES

### **SPECIAI FHANKS**

### THANKS TO UNITED WAY CENTRAIDE CANADA'S SUPPORTERS & PARTNERS

United Way Centraide Canada is grateful to the individual donors and outstanding organizations that have made remarkable contributions to support our mission to improve lives and build community by engaging individuals and mobilizing collective action

By contributing to United Way Centraide Canada, our supporters are helping us act as a national voice on social issues, provide leadership and support for United Ways and Centraides across the country, and create opportunities for a better life for everyone in our communities.

We thank the following individuals and organizations for their monetary and in-kind support in 2016:

### \$10,000 +

- Ruth Prevost\*
- KPMG LLP
- Volvo Car Canada Ltd.

### \$1,200 TO \$9,999

- Stephen A. Baigrie
- Jacques Bérubé
- Margaret S. Billson
- Yves Choquet
- Gennaro Colabatistto
- Caroline Davis
- Serge Desrochers
- Fran Fendelet
- Yuri Fulmer
- Kelly Harrington
- Dennis Jackson

- Marc Jolicoeur
- Ian Keaveney
- Morant Lewis
- Lee Luxford
- Audrey Murray
- Jacline Nyman
- John Pillar
- Mario Rodrigue
- Motilal Sarjoo (Sarj)
- Farm Mutual Insurance Pooled Funds
- General Mills Inc.
- Love & Light Mercy Fund at the Calgary Foundation
- NextEra Energy Canada
- The Philip Smith Foundation
- Telus
- United Steelworkers

### **IN-KIND SUPPORT**

- BLG (Marc Jolicoeur)
- Canada Post
- Kith & Kin Productions Inc.
- Mr. L.C. (Skip) Lumley
- Michael Parent
- TAXI
- Transformation by Design

### NATIONAL MEDIA PARTNERS

- Asian Television Network
- Bell Media
- National Post
- Rogers
- The Globe and Mail
- \* Legacy gift through insurance policy to benefit United Way Centraide Canada

- Punita Shah
- Canada Post
- - - Shaw Media

### 1 MILLION+

DONORS, STAFF AND VOLUNTEERS HELPED TO CHANGE LIVES IN THEIR COMMUNITIES

- UCENSING TO IT

## OUR COMMITMENT

### OUR COMMITMENT TO RESPONSIBLE STEWARDSHIP

At United Way Centraide, we are mindful of the significant trust placed in us. Maintaining the confidence of our donors and partners through transparency and by following rigorous ethical standards continues to be a top priority.

United Way Centraide has a long history of responsible stewardship of our community's resources. We continue to be acknowledged for our best practices promoting openness and accountability, and make our administrative and fundraising costs available to the public. In addition to following the standards set by the Canada Revenue Agency, United Way Centraide Canada has developed its own Transparency, Accountability and Financial Reporting policies, which are intended to ensure the highest degree of transparency and accountability when reporting financial information by member United Way Centraide organizations.

United Ways and Centraides strive to ensure that donor dollars are invested to maximize community impact. Donating to local United Ways and Centraides is one of the best ways to drive lasting and positive change in our communities across the country. Taking an evidence-based approach to investment, leveraging donor gifts with investments from partner organizations, engaging hundreds of thousands of volunteers in support of community work, and soliciting pro-bono services, sponsorships and in-kind donations are just some of the ways we ensure the support of our donors is invested in the most effective manner possible.

United Way Centraide Canada is proud to be a member of Imagine Canada, and to be recognized for its leadership role in the non-profit sector.

### FINANCIAL REPORT

### INDEPENDENT AUDITORS' REPORT ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of United Way Centraide Canada and United Ways of Ontario - Les Centraide de l'Ontario

The accompanying summary financial statements of United Way Centraide Canada and United Ways of Ontario - Les Centraide de l'Ontario, which comprise the summary statements of financial position as at December 31, 2016 and the summary statements of operations and changes in net assets for the year then ended, and related notes, are derived from the audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, of United Way Centraide Canada and United Ways of Ontario - Les Centraide de l'Ontario as at and for the year ended December 31, 2016.

We expressed an unmodified audit opinion on those financial statements in our reports dated March 31, 2017.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted auditing standards applied in the preparation of the audited financial statements of United Way Centraide Canada and United Ways of Ontario – Les Centraide de l'Ontario. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of United Way Centraide Canada and United Ways of Ontario - Les Centraide de l'Ontario.

### MANAGEMENT'S RESPONSIBILITY FOR THE SUMMARY FINANCIAL STATEMENTS

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in note 1.

### AUDITORS' RESPONSIBILITY

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

### **OPINION**

In our opinion, the summary financial statements derived from the audited financial statements of United Way Centraide Canada and United Ways of Ontario - Les Centraide de l'Ontario as at and for the year ended December 31, 2016 are a fair summary of those financial statements, in accordance with the basis described in note 1.

Chartered Professional Accountants, Licensed Public Accountants March 31, 2017 Ottawa, Canada



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### Summary Statement of Financial Position

December 31, 2016, with comparative information for 2015

### United Way Centraide Canada (National Office)

	2016 \$	2015
		\$
Assets		
Current assets:		
Cash and cash equivalents	450,872	360,736
Restricted cash and investments	1,632,543	2,257,880
Amounts receivable	96,656	518,052
Prepaid expenses	17,789	18,858
Related parties receivable	87,882	18,722
	2,285,742	3,174,248
Tangible capital and intangible assets	237,238	226,596
Investments	826,352	586,725
Investments - life insurance	49,388	49,388
	3,398,720	4,036,957
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	390,802	517,307
Restricted contributions	1,207,303	1,852,231
Funds held in trust	115,702	85,871
Donations payable to related parties	309,538	319,778
Deferred membership fees	_	22,295
	2,023,345	2,797,482
Deferred capital contributions	80,736	101,350
Deferred revenue - life insurance	49,388	49,388
Net assets:		
Unrestricted	1,088,749	963,491
Invested in tangible capital and intangible assets	156,502	125,246
	1,245,251	1,088,737
	3,398,720	4,036,957



### Summary Statement of Operations and Changes in Net Assets

Year ended December 31, 2016, with comparative information for 2015

United Way Centraide Canada (National Office)

\$	
	\$
600,467	225,663
707,506	1,048,584
20,637	41,889
4,396,333	3,929,436
76,383	90,297
5,801,326	5,335,869
86,843	62,909
2,527	4,801
619,434	785,386
5,076	4,347
513,784	303,950
30,300	41,526
414,320	80,051
19,798	17,294
5,381	4,361
744,926	856,999
230,898	160,277
2,880,935	2,722,671
90,590	79,852
5,644,812	5,124,424
156,514	211,445
1,088,737	877,392
1,254,251	1,088,737
	707,506 20,637 4,396,333 76,383 5,801,326 86,843 2,527 619,434 5,076 513,784 30,300 414,320 19,798 5,381 744,926 230,898 2,880,935 90,590 5,644,812 156,514 1,088,737



### Summary Statement of Financial Position

December 31, 2016, with comparative information for 2015

United Ways of Ontario

	2016	2015 <b>\$</b>	
	\$		
Assets			
Current assets:			
Cash	98,424	70,968	
Accounts receivable	335	4,236	
	98,759	75,204	
Investments	2,610,381	2,583,717	
	2,709,140	2,658,921	
Liabilities and Net Assets			
Current liabilities:			
Accounts payable and accrued liabilities	17,468	47,167	
Net assets:			
Unrestricted	2,691,672	2,611,754	
	2,709,140	2,658,921	



### Summary Statement of Operations and Changes in Net Assets

Year ended December 31, 2016, with comparative information for 2015

United Ways of Ontario

	2016 \$	2015 \$	
REVENUE:			
Unrealized gain	74,626	13,463	
Investment income	68,782	107,489	
Realized gains	23,255	53,904	
Other income	13,727	5,190	
Interest income	231	339	
Contribution from United Way Centraide Canada	-	4,000	
	180,621	184,385	
EXPENSES:			
Meetings, conference and travel	48,875	57,954	
Professional fees	16,272	5,244	
Other	3,035	10,704	
Salaries and benefits	1,211	72,667	
Investment management fees	11,310	19,312	
	80,703	165,881	
Contributions to UWCs from Collaboration fund	20,000	15,000	
	100,703	180,881	
Excess of revenue over expenses	79,918	3,504	
Unrestricted net assets, beginning of year	2,611,754	2,608,250	
Unrestricted net assets, end of year	2,691,672	2,611,754	

### NOTES TO SUMMARY FINANCIAL STATEMENTS

Year ended December 31, 2016

United Way Centraide Canada was incorporated on April 1, 1972 under the Canada Corporations Act. Effective July 8, 2013, United Way Centraide Canada continued its articles of incorporation from the Canada Corporations Act to the Canada Not-for-Profit Corporations Act. United Way Centraide Canada is a registered charitable organization for the purposes of the Income Tax Act (Canada) and as such is not subject to income tax and is able to issue donation receipts for income tax purposes.

United Way Centraide Canada is the national voice for the United Way Centraide Movement in Canada and internationally and in addition provides leadership and support to its members in achieving a shared mission to improve lives and build community by engaging individuals and mobilizing collective action.

United Ways of Ontario - Les Centraide de l'Ontario ("United Ways of Ontario - Les Centraide de l'Ontario") was officially established as a regional association under the legal auspices of United Way Centraide Canada on November 6, 1983. All assets of United Ways of Ontario – Les Centraide de l'Ontario are administered as trust funds by United Way Centraide Canada solely for the benefit of the United Ways and Centraides who are the members of United Ways of Ontario - Les Centraide de l'Ontario. In the event that United Ways of Ontario - Les Centraide de l'Ontario ceases to operate, or there is a change in operations, such that some or all of the assets are no longer required, the remaining assets will be distributed to the member United Ways and Centraides on a proportional basis to their original contribution.

### 1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, as at and for the year ended December 31, 2016.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- (a) whether information in the summary financial statements is in agreement with the related information in the complete audited financial statements; and,
- (b) whether, in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statements of changes in net assets and cash flows do not provide additional useful information and as such has not included them as part of the summary financial statements.

The complete audited financial statements of United Way Centraide Canada and United Ways of Ontario - Les Centraide de l'Ontario are available upon request by contacting these organizations.

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PROGRAMS NATIONWIDE WORKED TO MOVE PEOPLE FROM POVERTY TO POSSIBILITY

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### UNITED WAY CENTRAIDE CANADA BOARD OF DIRECTORS

1st row – left to right:

Dennis Jackson (Ontario) Dr. Jacline Nyman (Ontario) Yuri Fulmer (British Columbia) 2nd row – left to right:

Marlie Burtt (Alberta) Alnasir Samji (Ontario) Debra Pozen-Osburn (Alberta) Ayn Wilcox (Manitoba) Caroline Davis (Ontario) Donald Lafleur (Ontario) François Mercier (Quebec) Serge Desrochers (Quebec) Kelly Harrington (Saskatchewan) 3rd row – left to right:

Motilall Sarjoo (Sarj) (Ontario) François Marcoux (Quebec) Marc Doucette (New Brunswick)

### OFFICERS

Dennis Jackson, C.F.P., PFP, MBA. Board Chair Yuri Fulmer, Vice-Chair François Marcoux, Treasurer Dr. Jacline Nyman, Secretary of the Board, President & CEO, non-voting member

### DIRECTORS

Marlie Burtt Caroline Davis Serge Desrochers Marc Doucette Kelly Harrington Donald Lafleur François Mercier Pierre Métivier (Jan-Aug) Debra Pozen-Osburn Alnasir Samji Motilall Sarjoo (Sarj) Ayn Wilcox

### **STANDING COMMITTEES**

### EXECUTIVE COMMITTEE

Dennis Jackson, Chair Yuri Fulmer, Vice-Chair François Marcoux, Treasurer Dr. Jacline Nyman, President & CEO

### GOVERNANCE COMMITTEE

Yuri Fulmer, Chair Dennis Jackson Donald Lafleur François Marcoux Alnasir Samji Dr. Jacline Nyman

### NOMINATING COMMITTEE (SUB-COMMITTEE OF GOVERNANCE COMMITTEE)

Yuri Fulmer, Chair Kingsley Bowles Dennis Jackson François Marcoux Dr. Jacline Nyman

### FINANCE & AUDIT COMMITTEE

François Mercier, Chair Serge Desrochers Dennis Jackson Alnasir Samji Dr. Jacline Nyman

### AD HOC COMMITTEE

### GCWCC REVIEW COMMITTEE

Walter Flasza, Chair Caroline Davis Dennis Jackson Rachel Larabie-LeSieur Pierre Métivier (Jan-Aug) Dr. Jacline Nyman

## OUR TEAM



### UNITED WAY CENTRAIDE CANADA TEAM MEMBERS

### 1st row - left to right:

Daniel Manseau Poya Kherghehpoush Mohammad Aryaie Kayt Render Andrew Strutt Tiffany Narducci Bill Wright Nicole Fontaine Brigitte Jarvis Rob McCulloch Jacques Bérubé Brennan Heath Bill Morris Paul Totten

### 2nd row - left to right:

Dan Clement Sharon Lupton Nicole Espenant Dawn Phillips Marie-Josée Rosset Jacline Nyman Louise Bellingham Louise Powell-McCarthy

### Absent:

Robert Bédard Kim Lockhart

### **EXECUTIVE TEAM**

Dr. Jacline Nyman President & CEO

Dan Clement Executive Vice-President

Sylvain Beaudry Vice-President, Finance and Operations (Jan-Sept)

Louise Bellingham Vice-President, Communications and Brand Strategy

Louise Powell-McCarthy Vice-President, Governance and Networks

Rob McCulloch Vice-President, Fundraising Strategy

Paul Totten Chief Operating Officer (Oct-Dec) Vice-President, Business and Technology Solutions (Jan-Sept)

### MANAGEMENT TEAM

Robert Bédard Senior Manager, Office of the President & CEO

Jacques Bérubé National Director, Membership Accountability

Nicole Espenant Manager, Marketing and Communications

Brigitte Jarvis Manager, Accounting and Finance

Poya Kherghehpoush Director, Movement Transformation

Kim Lockhart National Director, Community Impact

Sharon Lupton National Director, Labour Programs and Services

Daniel Manseau Vice-President, Québec / ACQ

Bill Morris National Director, 211 Canada & Public Policy

Kayt Render Relationship Manager, United Way Worldwide

Andrew Strutt Relationship Manager, United Way Worldwide

### **OPERATIONS TEAM**

Mohammad Aryaie Business Intelligence Analyst

Diane Dumont Translator (Jan-Sept)

Nicole Fontaine Community Animator

Brennan Heath Marketing and Communications Officer

Jennifer-Lee Mason Senior Community Animator (Jan-Sept)

Tiffany Narducci Resource Development Officer

Dawn Phillips Executive Assistant

Marie-Josée Rosset Translator

Bill Wright Network & Systems Administrator

### ACROSS CANADA

IN 2016, THERE WERE 104 UNITED WAYS AND CENTRAIDES OPERATING IN CANADA, IN ADDITION TO OUR NATIONAL OFFICE.

### ALBERTA

United Way Alberta Capital Region United Way Alberta Northwest United Way Calgary and Area United Way Central Alberta United Way Fort McMurray United Way Fort McMurray United Way Hinton United Way Lakeland United Way Lakeland United Way Lethbridge & South Western Alberta United Way Lloydminster & District United Way South Eastern Alberta

### **BRITISH COLUMBIA**

United Way Central & Northern Vancouver Island United Way Central & South Okanagan/ Similkameen United Way East Kootenay United Way Fraser Valley United Way Greater Victoria United Way Lower Mainland United Way Lower Mainland United Way North Okanagan Columbia Shuswap United Way Northern British Columbia United Way Northern British Columbia United Way Powell River & District United Way Thompson Nicola Cariboo United Way Trail and District

### MANITOBA

United Way Brandon & District United Way Carberry & North Cypress United Way Morden and District United Way Portage Plains United Way Winkler & District United Way Winnipeg

### NEW BRUNSWICK

United Way Centraide Greater Moncton and Southeastern New Brunswick Region United Way Central New Brunswick United Way Saint John, Kings and Charlotte

### NEWFOUNDLAND AND LABRADOR

United Way Newfoundland & Labrador

### NORTHWEST TERRITORIES

United Way Northwest Territories

### NOVA SCOTIA

United Way Cape Breton United Way Colchester County United Way Cumberland County United Way Halifax United Way Lunenburg County United Way Pictou County

### ONTARIO

United Way Brant United Way Bruce Grey United Way Burlington & Greater Hamilton United Way Cambridge and North Dumfries United Way Centraide Ottawa United Way Centraide Prescott-Russell United Way Centraide Stormont, Dundas & Glengarry United Way Centraide Sudbury and/et Nipissing Districts United Way Centraide Windsor-Essex County United Way Chatham-Kent United Way City of Kawartha Lakes United Way Cochrane-Timiskaming United Way Durham Region United Way Elgin-St. Thomas United Way Guelph Wellington Dufferin United Way Haldimand & Norfolk United Way Halton Hills United Way Hastings & Prince Edward United Way Kingston, Frontenac, Lennox and Addington United Way Kitchener Waterloo & Area United Way Lanark County United Way Leeds & Grenville United Way London & Middlesex United Way Milton United Way Niagara Falls and Greater Fort Erie United Way Northumberland

United Way Oakville United Way Oxford United Way Peel Region United Way Perth-Huron United Way Peterborough & District United Way Renfrew County United Way Sarnia-Lambton United Way Sarnia-Lambton United Way Sault Ste. Marie & district United Way Sault Ste. Marie & district United Way South Niagara United Way St. Catharines & District United Way Toronto & York Region

### PRINCE EDWARD ISLAND

United Way Prince Edward Island

### QUEBEC

Centraide Abitibi Témiscamingue et Norddu-Québec Centraide Bas-Saint-Laurent Centraide Centre-du-Québec Centraide Duplessis Centraide Estrie Centraide Gaspésie Îles-de-la-Madeleine Centraide Gatineau-Labelle-Hautes-Laurentides Centraide Greater Montreal Centraide Haute-Côte-Nord/Manicouagan Centraide KRTB-Côte-du-Sud Centraide Lanaudière Centraide Laurentides Centraide Mauricie Centraide Outaouais Centraide Québec et Chaudière-Appalaches Centraide Richelieu-Yamaska Centraide Saguenay-Lac-St-Jean Centraide Sud-Ouest du Québec

### SASKATCHEWAN

United Way Battlefords United Way Estevan United Way Regina United Way Saskatoon & Area United Way Swift Current United Way Weyburn & District United Way Yorkton & District

### YUKON

United Way Yukon



PROGRAMS WORKED TO BUILD HEALTHY AND STRONG COMMUNITIES FOR ALL FROM COAST TO COAST

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