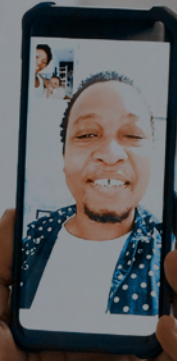


2020 Annual Report

local love
IN A
GLOBAL CRISIS



United Way
Centraide
Canada

local love

IN A
GLOBAL CRISIS

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our vision:

Everyone in every community has the opportunity to reach their full potential.

our mission:

Empower everyone to improve lives and build strong communities.

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

A United response to a global crisis

On behalf of the Board of Directors and staff of United Way Centraide Canada, we are pleased to share our 2020 Annual Report.

United Way Centraide Canada began the year with the launch of our **2020-2022 strategic plan**. Our new strategic plan was built through 18 months of engagement with senior leaders, staff, and volunteers from across the United Way Centraide network. This future state project explored the major forces reshaping philanthropy and community impact, assessed our progress and performance, and defined the capabilities we need in the future. Most importantly, it reconfirmed our shared purpose and named our shared vision for communities in Canada along with the priorities that will guide the network and United Way Centraide Canada in the coming years.

What we did not know at the time was that our shared purpose and the strength of our local and national United Way Centraide network would be urgently called upon to help Canadians navigate

one of the most difficult periods in decades. In fact, during 2020, the mission of United Way Centraide has never been more relevant with our network singularly and acutely focused on serving the most vulnerable and supporting our communities as they contended with the effects of the COVID 19 pandemic.

Nationwide stay-at-home orders, the closure of non-essential businesses, and the furloughs that followed not only placed a disproportionate burden on the most vulnerable, they created new groups of vulnerable people overnight. Within days of the World Health Organization's declaration on March 11 that we were in the midst of a pandemic, our national network of United Ways and Centraides mobilized quickly to do what we do best – bring people together to raise funds through our **Local Love in a Global Crisis** fund, leverage our local expertise to provide immediate resources to our community service partners, and work with local governments, public health, business, labour and community service organizations to make sure no one would be left behind.

In the weeks and months that followed, United Way Centraide was ready, willing, and ideally positioned to do more. Recognizing the strength of our national network, the Government of Canada chose us as partners to invest \$9M from their **New Horizons Seniors Fund** to provide immediate emergency relief funds to community service agencies

supporting seniors. Later, we advocated for and were again called on by the government to be one of three national organizations to administer a portion of the \$350M **Emergency Community Support Fund**, which provided rapid support to critical frontline community service agencies that were stretched thin, enabling them to adapt their services and provide urgent support to vulnerable groups of people who were being impacted by the pandemic. In October, to help connect a growing number of vulnerable people in Canada to a rapidly changing landscape of services and supports, the 211 information and referral service was expanded nationwide with funding from the Emergency Community Support Fund.

While the impacts of the pandemic were unfolding across the world, events in the USA and Canada shone a light on the systemic inequities and racism that exist in our society. We began to challenge our own ways of working and thinking, to reflect on what we need to do differently in our role as community leaders, and to take action to build a more equitable future. We intentionally placed equity at the centre of our community response funding, and we embarked on a journey to develop a **Diversity, Equity, and Inclusion & Indigenous Collaboration Strategy** to renew and refocus our commitment to communities.

For local organizations serving vulnerable people, support from United Way Centraide helped soften the blow from COVID-19 and helped many of them to continue their important work. As the impact of this virus on our social services sector continues well beyond 2020, we will continue our advocacy with an equity lens to ensure these organizations remain resilient and capable of delivering the vital community services and supports that so many people need during these challenging times.

The important work of engaging Canadians to build a strong and equitable recovery is at the forefront of our mission as United Ways and Centraides and essential to create strong and inclusive communities.

Sincerely,

Handwritten signatures of Yuri Fulmer and Dan Clement in black ink.

Yuri Fulmer
Board Chair

Dan Clement
President & CEO, and
Secretary of the Board



Local Love in a Global Crisis

On March 20, 2020, just nine days after the World Health Organization declared COVID-19 a pandemic, United Way Centraides nationwide asked Canadians to show their commitment to their community by supporting vulnerable people and keeping their community strong. Together, Canadians helped raise more than \$47.5M for urgent and ongoing community response.

We could not be more grateful for the outpouring of generosity from our supporters across the country, including those who stepped forward with gifts totaling more than \$2.5M directly through United Way Centraide Canada to the **Local Love in a Global Crisis** Fund. Thanks to the overwhelming support we received from Canadians, local United Way Centraides across Canada enabled hundreds of community service agencies to help the most vulnerable.

The burden of the COVID-19 pandemic has fallen heavily on those least able to bear it: Canada's most vulnerable. For too many individuals and families, the stresses of poverty, homelessness, social isolation, mental health, and domestic violence have been compounded by the pandemic. The virus has only amplified the inequities long present in our communities.

The generous support received through the **Local Love in a Global Crisis** Fund powered our United Way network to deliver a rapid community

response to meet urgent and ongoing needs arising from the pandemic. Together—with volunteers, donors and community partners from all sectors—we mobilized and provided funding to community service organizations across Canada to ensure that those hit hard by COVID-19 could receive support.

Funds received nationally for the **Local Love in a Global Crisis** Fund were distributed to their community of origin, where corporations or foundations directed, or based on a population model.

While there is no clear line between the affected and the disaffected, what is clear is that community service organizations were placed under immense pressure by COVID 19. The **Local Love in a Global Crisis** Fund helped support thousands of programs delivered by our national network of agencies, while also enabling us to expand our funding to new community partners.

Together, we kept our communities strong.

UNITED WAY CENTRAIDES
MOBILIZED TO PROVIDE
3,435 LOCAL LOVE IN A GLOBAL
CRISIS GRANTS, INCLUDING:



\$18.4M in 1,379 programs helped people meet their basic needs. While many programs are still at work, over 1.9M people were served in the early months of the pandemic.



\$3.1M in 406 programs helped ensure seniors had the supports they need and didn't face isolation. While many programs are still at work, over 230,000 seniors benefitted from 308,000 calls, activities or other supports in the early months of the pandemic.



\$5.5M in 427 programs to ensure critical mental health supports are available when people need them most. While many programs are still at work, over 290,000 people accessed mental health supports in the early months of the pandemic.



\$224,000 in 31 programs that ensure volunteers were able to engage and safely deploy volunteers where they are needed most. While many programs are still at work, UWC worked with over 1,300 organizations to recruit and train 7,700 volunteers in the early months of the pandemic.



\$11.8M in 1,039 organizations that helped ensure community partners can continue their vital local work throughout the pandemic.



UNITED WAY HALTON & HAMILTON – PPE PROCUREMENT PROGRAM

When the pandemic hit, United Way Halton & Hamilton's frontline social service partners had clients showing up daily with dirty masks, or none at all. Many of these clients experience severe poverty and mental health issues and visits to support services are their only chance for a clean mask.

Agencies quickly had to multiply their personal protective equipment inventory. Global shortages sent retail prices soaring and wholesalers limited client intake. Our agencies were desperate, searching stores daily for enough supplies to operate, developing rotation plans to reuse disposable masks, and using rain ponchos as gowns.

The community rallied to keep people safe. United Way Halton & Hamilton coordinated bulk buys with multiple agencies in order to secure wholesale prices. Generous community partners provided access to warehouse space, and they launched the PPE Procurement Program – increasing accessibility to more affordable, quality products. Thanks to the Local Love in a Global Crisis Fund, agencies did not need to bear the costs alone. National and local gifts totaling over \$128,251 supported product donations to agencies and program coordination. With the operational support, we multiplied this impact more than thirteen-fold, procuring an additional \$1,794,202 in product donations.

Donated PPE was distributed through grassroots organizations that support racialized individuals, people experiencing homelessness, and other communities more vulnerable to COVID-19. We are grateful to our generous community for helping to keep everyone safe.



UNITED WAY OF THE LOWER MAINLAND – COMMUNITY HUBS

The Dennis and Phyllis Washington Foundation, Seaspan ULC, and Southern Railway of British Columbia partnered with United Way of the Lower Mainland and its donors to launch the Community Builder Program. Overall, they raised and contributed \$758,273 to create 13 neighbourhood hubs throughout the Lower Mainland. Each hub was coordinated by a community builder who mobilized volunteers, provided triage services, and leveraged their relationships to connect vulnerable people with the help they needed during the early and successive stages of the COVID-19 pandemic.

In the City of North Vancouver, Seaspan employees transformed a shipping container into a parklet (pictured above) to enlivening a public space. The parklet features designs by master Skwxwú7mesh (Squamish) artist *Sinàmkin* – Jody Broomfield, whose past collaborations include the Vancouver 2010 Winter Olympics and the Royal Canadian Mint.

In 2020, United Way Centraide Canada's national COVID-19 Community Response and Recovery Fund received overwhelming support from corporations, foundations, employers, and individual donors. Thanks to their generous gifts, local United Way Centraides across Canada partnered with hundreds of community service agencies to help the most vulnerable. We thank the following partners and individuals for their financial support of communities.

\$1M+

- Canadian Tire Corporation
- The Co-operators

\$100,000+

- 3M
- Amazon Canada Fulfillment Services
- Kimberly-Clark Inc.
- The Starbucks Foundation
- Volant Charitable Trust

\$10,000+

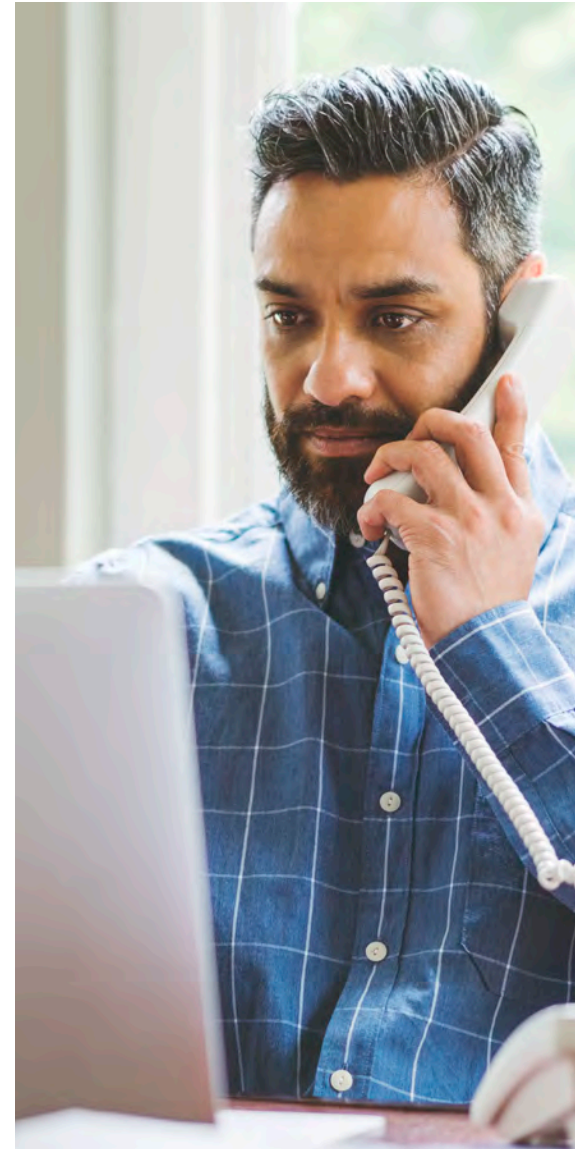
- Ascend Canada
- The Boiler Inspection and Insurance Company of Canada
- Fluent, Inc.
- Merck Canada Inc.
- Henkel Canada Corporation
- Ontario Confederation of University Faculty Associations
- Mackage
- MAXIMUS Canada
- Xerox
- Schneider Electric Foundation
- United Way Worldwide grant on behalf of the generosity of Travelers
- United Way Worldwide grant on behalf of the generosity of Wells Fargo
- UV Assurance
- Molson Coors Canada

\$1,200 - \$9,999

- Chuanming Qi
- Christine Vincenzetti
- Fluor Canada Ltd.
- The Jacobo & Estela Klip Fund
- Sony
- Eli Lilly Canada Inc.
- Artcraft

IN-KIND SUPPORT

- Canadian Tire Corporation
- Postmedia Network Inc.



New Horizons Seniors Program

Protecting some of our most
vulnerable at the outset of the
COVID-19 Pandemic

When the COVID-19 pandemic and lock-down measures disrupted community services, seniors who depend on those services for support and for their basic needs, became increasingly vulnerable and isolated. Because of our rapid response to the COVID-19 crisis, and the scale of the United Way Centraide network, United Way Centraide Canada was tapped to administer the distribution of \$9 million through the Government of Canada's **New Horizons for Seniors Program**. The funds, announced on March 29, 2020, provided immediate relief for agencies providing essential services to vulnerable seniors across Canada.

United Way Centraide Canada, working with Employment and Social Development Canada, disbursed the \$9M fund in late April using a population distribution model. Local portions of the fund were then invested through our network of 77 United Way Centraides, leveraging local partnerships and expertise to make wise investments to help meet some of the critical local community needs that emerged amongst vulnerable seniors during the early stages of the pandemic.



Through the **New Horizons Seniors Program**, more than 1.3M interventions were offered to support 705,107 vulnerable seniors through 936 programs offered by a network of 876 community agencies. A total of \$8,593,461 in grants were issued through the program with grant amounts ranging from \$110 to \$97,852. The average grant was \$9,181.

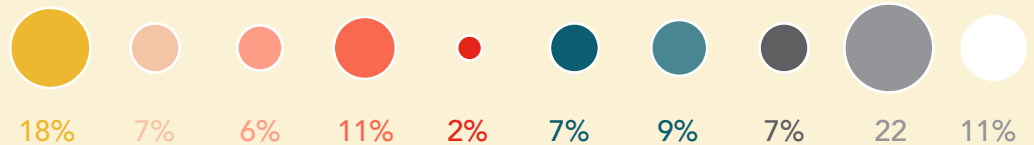
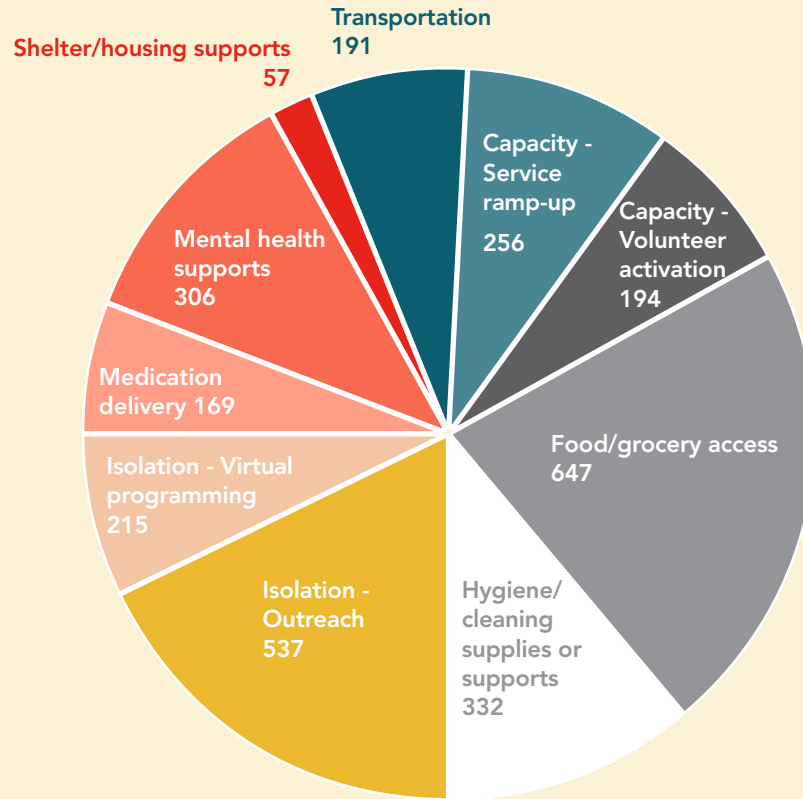
The most frequently funded programs (69%) were those that provided food, meal deliveries, grocery deliveries, grocery vouchers, and other food-related services. Outreach to prevent or address isolation among seniors was the second most funded service category (57%), followed by hygiene and cleaning supports and/or supplies (35%), mental health supports (33%), and capacity building to ramp-up new services (27%). Most programs funded through the New Horizons for Seniors Program (81%) provided multiple supports in more than one service category.

Explore this [interactive map](#) to see the full scope of local community investments and to find out what service organizations in your community have received support:



Grants by service category *

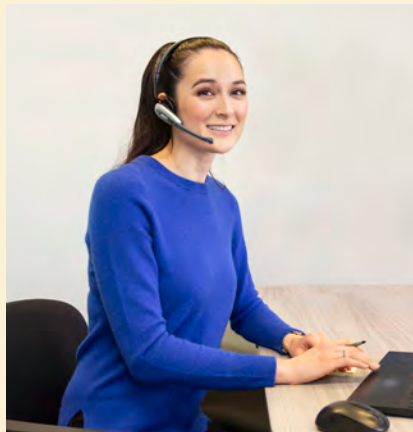
* Note: Categories are not mutually exclusive, as programs could provide more than one service type.



ALZHEIMER SOCIETY OF BC

**Grant administered
by United Way
Greater Victoria**

Thanks to funding through the New Horizons Senior Program, the Alzheimer Society of BC was able to continue to provide core programs and services -- information, support and education to people in the



Greater Victoria community impacted by dementia -- without a break in service delivery as a result of COVID-19 pandemic response measures. The Society is grateful to have had the support of its community as well as the necessary leadership and infrastructure already in place to support a seamless move from in-person to virtual program and service delivery over the phone and online. Thanks to the support of United Way Greater Victoria and the Government of Canada's New Horizons for Seniors Program, support was provided to 832 Greater Victoria community members who are on the dementia journey.

Once social-distancing requirements were put into place in March 2020, the First Link Support & Education Coordinators began making supportive check-in calls to clients who had previously attended in-person programs to offer an informed, empathetic ear and to let people know how they can stay connected to the Society during this time of uncertainty.

Social isolation can be particularly stressful for seniors living with dementia and those who are caring for them. Often, our Support & Education Coordinators find themselves acting as a valuable sounding board for caregivers coping with the challenges of helping their loved ones stay safe in the new COVID-19 landscape.

In one caregiver's own words, "These calls help me feel like it's not so dark outside. I know I'm not alone."



KINGSTON COMMUNITY HEALTH CENTRES' SENIORS FOOD BOX PROGRAM

**Grant administered by United Way Kingston, Frontenac, Lennox
& Addington**

New Horizons Seniors Program funds were used to create a Seniors Food Box containing fresh produce and staple dry goods that were delivered to low income seniors, aged 55+. A team of 14 volunteers packed the boxes and then delivered them to each senior's residence. Produce and dry goods were sourced from local businesses, thanks to the generosity of these businesses. The Seniors Food Box was able to put \$35 worth of food into each box, but only paid \$25 for each box. The Program also partnered with Loving Spoonful, a local food reclamation project, to assist with the delivery of food.

A 65-year-old woman contacted the Seniors Food Box in a crisis state. She was referred by her health care provider. She was very scared and said that she had nowhere else to go as she had a bed bug outbreak and had to get rid of all her bedding and her bed. While discussing her needs, it was revealed that she had no food in her apartment and had no money to get groceries. She said that she felt like she was starving. The program assisted her in completing an application with the Kingston Community Health Centre to obtain funding for a new bed. Volunteers then contacted the Salvation Army and were able to obtain a grocery gift card for her. She was so happy that she could barely hold back her tears when thanking the worker for their support.

Emergency Community Support Fund

A pandemic lifeline for community service organizations and the vulnerable people they serve

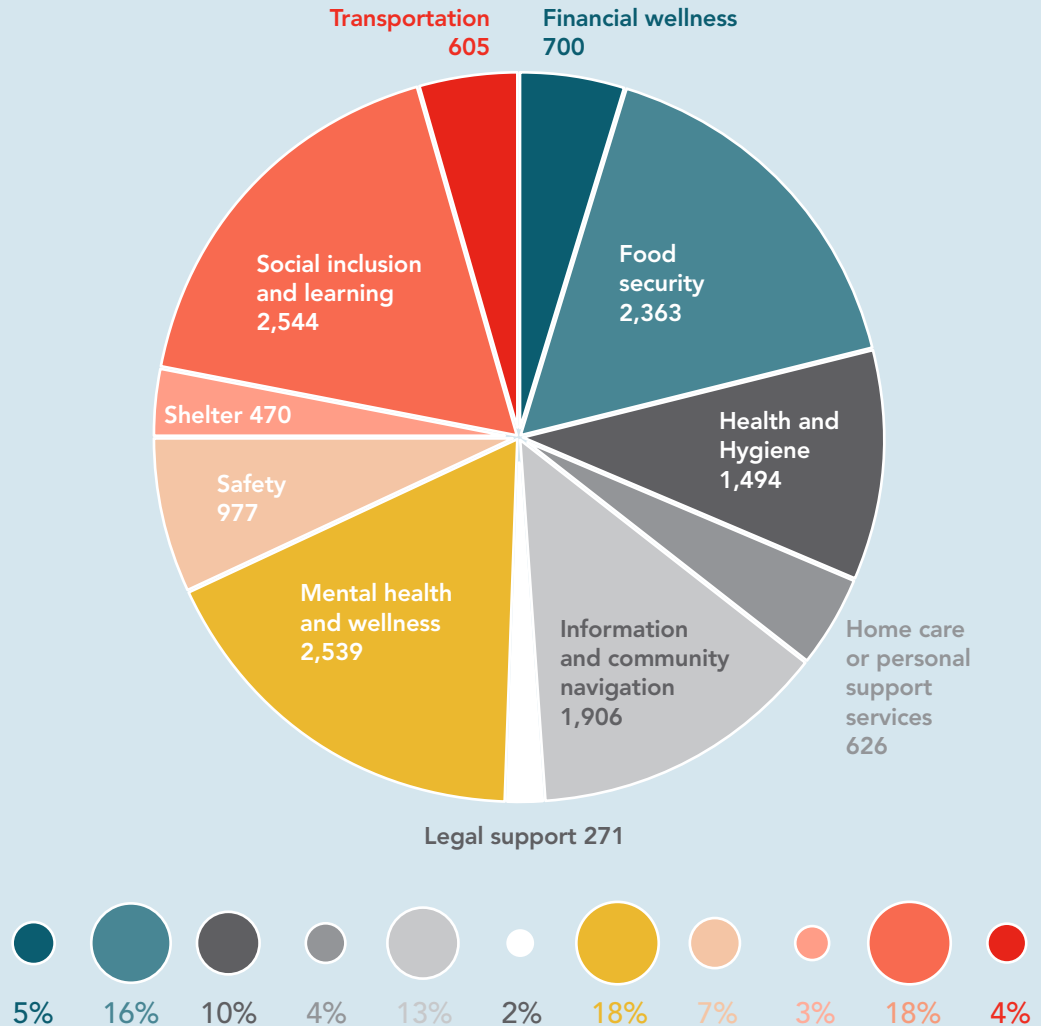
Communities responding to COVID-19 received an injection of more than \$136M from United Way Centraides through the Government of Canada's **Emergency Community Support Fund**.

The \$350M **Emergency Community Support Fund** was announced by the Government of Canada on April 21, 2020 as a rapid response measure to support communities during the pandemic. The portion of the fund administered by United Way Centraide Canada and the United Way Centraide network was earmarked to help bridge service gaps at community service agencies across Canada; to help adapt their services to the pandemic; and to meet surging demand for support from those affected by COVID-19.

"The COVID-19 crisis is having a real and significant impact on all Canadians. Today's announcement will help ensure that if Canadians need the support of a community organization, it will be there for them," said Ahmed Hussen,

GRANTS BY SERVICE CATEGORY *

*Service categories are not mutually exclusive; individual programs may provide more than one category of service.



Minister of Families, Children and Social Development when the program was announced.

The **Emergency Community Support Fund** was distributed through a collaborative effort overseen by Employment and Social Development Canada and three intermediary organizations responsible for separate granting streams: United Way Centraide Canada, The Canadian Red Cross and Community Foundations of Canada.

United Way Centraide Canada launched Round 1 of its **Emergency Community Support Fund** program on May 19, 2020 and opened Round 2 on October 5, 2020. An open application process was administered by the national network of local United Way Centraide members, reaching more than 5,000 communities from coast to coast to coast. The grant program administered by United Way Centraide provided financial support to organizations serving vulnerable populations.

By Jan. 12, 2021, United Way Centraide Canada had distributed all available funds, totaling \$136M, to 5,260 programs to help meet the immediate and pressing needs of those disproportionately affected during the pandemic.

The local United Way Centraide network was uniquely positioned to administer the **Emergency Community Support Fund** as they are embedded in the fabric of the communities they serve. Each one has an intimate



COMMUNITY CARE DENTAL CLINIC, CITY OF KAWARTHA LAKES

Grant administered by United Way City of Kawartha Lakes

The Kawartha Lakes Community Care Dental Clinic provides affordable preventative, curative and emergency dental care for those struggling to access dental care. Their clients include people with fixed or low incomes, uninsured or underinsured individuals, disadvantaged children and vulnerable seniors.

When lockdown measures and restrictions in Ontario allowed for a gradual re-start of medical and dental services, the clinic needed to adapt their physical space to safely provide dental care for its clients. Funding provided through the Emergency Community Support Fund paid for the safety enhancements required to operate due to COVID-19: zip-wall doors for each operatory door, air purifiers for each operatory and the reception area, and Plexiglas partitions for the reception area.

With safety procedures in place, the clinic scheduled as many client visits as possible in order to quickly catch-up on the backlog of dental appointments caused by the lockdowns. Emergency Community Support Fund funding also allowed the clinic to add a second dentist and hygienist to help work through the patient backlog.

"I find it to be excellent. They always treat me well, I've never had any issues, and price wise, it is very reasonable. When the new location opened, I was patient #1. Dr. Mahdawiyan is probably the best I've ever seen. When I go there, I'm treated like family," said Bernie, a Dental Clinic client.

knowledge of the local issues and strong connections to local service networks. That local expertise allowed United Way Centraide to make rapid, informed decisions to distribute funds to provide emergency relief to those who needed it most. To inform their decision making and support local efforts, United Way Centraides across Canada convened or participated on more than 1,200 community tables, committees, partnerships or other collaborative efforts to improve service and provide a more coordinated response.

The **Emergency Community Support Fund** required an expansive and inclusive approach to funding that extended beyond the traditional United Way Centraides agency network. A primary objective of the **Emergency Community Support Fund** was to ensure that all parts of Canada were served by the program and that those most in need were able to access support funded through the program. In areas where there is limited capacity or no existing United Way Centraide, a neighbouring network member with capacity facilitated the application and granting process. For example, United Way Winnipeg provided support to rural and northern Manitoba communities, while United Way Alberta Capital Region worked with communities in northern Alberta, and United Way East Ontario administered the grant program in Nunavut. Additionally, in areas where there is an established United Way Centraide presence, the needs expressed in communities required

UNITED WAY NIAGARA FUNDS 24 FOOD SECURITY PROGRAMS TO KEEP COMMUNITY CUPBOARDS FULL

The number of families in Niagara struggled to put healthy food on the table increased as a result of layoffs, an economic downturn and isolation measures brought on by the pandemic. Niagara food banks reported an increase in demand of up to 30% since the onset of the pandemic as more people than ever turned to them for the first time. Thanks to the Emergency Community Support Fund, United Way Niagara was able to invest in 24 programs addressing food security, including emergency food and meal programs, to help those most in need in Niagara.



The first of a weekly delivery of most needed items to Project Share, a local food bank in Niagara.



Healthy food boxes delivered to over 300 families each month across Niagara. Funding expanded this program, and also helped to purchase the delivery vehicle pictured.



United Way Niagara volunteers picking up donations of cereal and protein bars for local breakfast programs serving the homeless population.

outreach beyond our network's traditionally funded partners to make sure no one was left behind. Of the programs funded, 51% (2,674) were brand new community partners from outside of the traditional United Way Centraide network of community service agencies.

Those most in need of resources received the most support through United Way Centraide Canada's **Emergency Community Support Fund** program. Those in need included people living on low incomes or in poverty; children and youth aged 0-18; seniors and elders not in care; people living with mental illness; and young people aged 19-29 who require support for daily living or who are living in unstable situations.

Particular attention was paid to programs supporting racialized groups, Indigenous organizations, official language minorities, and people living in poverty.

The average grant amount for these priority groups was larger than the average grant of \$25,963 through the **Emergency Community Support Fund**. Projects serving Black populations saw the highest average grant amount at \$33,474.

Through both rounds of **Emergency Community Support Fund** applications, the most frequently funded service categories were those that promoted social inclusion and learning, mental health and wellness, and food security.

The need for this program was huge. Across Canada, local United Way Centraides received a total of 8,523 applications with a funding request total of almost \$289M, more than double the amount available for distribution.

The **Emergency Community Support Fund** was a lifeline for community service organizations that worked throughout the pandemic to support people made vulnerable by the circumstances. It represented an enormous vote of confidence for the importance of community service organizations and the role they play in sustaining quality of life for many Canadians. United Way Centraide Canada is extremely proud of the work the United Way Centraide network undertook to administer this program, and of the successful partnership with the Government of Canada, which helped so many during this challenging time.

Explore this [interactive map](#) to see the full scope of local community investments and to find out what service organizations in your community have received support:



GOURMET CHRISTMAS HAMPER PROGRAM

Grant administered by Centraide Estrie

Due to the pandemic, Le Blé d'Or Collective Kitchen in Sherbrooke was not able to offer its healthy meal preparation services. Under normal circumstances, the community kitchen promotes inclusiveness and nutrition through its programs. Funding from the Government of Canada's Emergency Community Support Fund allowed the organization to purchase food and cook healthy meals for 2,150 of their members. These prepared meals helped to minimize outings for their at-risk clientele. The team delivered the meals to all those who were unable to pick them up, especially to those 70 and older.

In December, the Blé d'Or decided to innovate by creating gourmet Christmas hampers. The organization's Christmas elves worked very hard and cooked more than 4,663 portions. These were delivered to members just in time for the holidays. The project was a success, given many of their members live in vulnerable situations and a good meal helped to warm the holidays.



Photo: Tyrell Sargent and Jacqui Hutton

SASKATOON PUBLIC LIBRARY'S WALK-UP WINDOW ALLOWS SAFE ACCESS TO SERVICES

Grant administered by United Way Saskatoon

The newly installed *Saskatoon Public Library (SPL) Outreach Worker Walk-Up Window* provides safe and valuable access to services previously offered by the library. The window is located at the Central Library in the heart of Saskatoon's downtown district. The Walk-Up Window allows outreach workers to meaningfully connect with adults and youth including seniors, members of the LGBTQ2S+ community, people living with mental illness, people who are experiencing

poverty and homelessness, and persons with disabilities, who require assistance navigating community resources. The project, funded through a \$15,000 grant provided by United Way of Saskatoon and Area through the Government of Canada's Emergency Community Support Fund has helped vulnerable community members access emergency shelter, food security, long-term housing, mental health supports, health information, assistance in filling out applications, and approximately 24 other community referrals. One individual who was unable to enter the library due to COVID-19 restrictions was able to receive a referral to emergency housing support

and fill out an application for long term housing. Another individual received assistance with an application for ID, access to other necessary health information, and was able to secure housing by utilizing the Outreach Worker's monthly housing list. Both service users have been back to SPL a number of times for various supports, which shows that they find value in the service.

The Walk-Up Window has increased accessibility and reduced barriers for users and now, as a permanent installation, it will continue to act as a safe place to place for individuals in Saskatoon's downtown core to access information.

211: Help starts here, nationwide.

By the end of 2020, for the first time ever, anyone living anywhere in Canada could call 211 for non-emergency help. The nationwide expansion of 211 was led by United Way Centraide Canada with funding from the Government of Canada's Emergency Community Support Fund to provide all Canadians with a simple method to access information and services available to support them through the COVID-19 pandemic.

A national 211 service is nearly two decades in the making. The first 211 came online in Toronto in 2003, and by mid-2020 it was available to residents in British Columbia, Alberta, Saskatchewan, Ontario, Nova Scotia, and PEI, with web service in Manitoba and partial phone coverage in Quebec.

211 is a free, confidential, information and referral service for anyone looking for government and community-based, non-clinical health and social services. In most of the country, calls to 211 are answered 24/7 with language interpretation



available in more than 150 languages. 211 is now there for all Canadians when they don't know where to turn for help.

As the pandemic first took hold, more and more Canadians – many for the first time – needed support. Prior to expansion, the needs people expressed in calls with 211 revealed some of the acute symptoms of the COVID-19 lockdown measures. In April of 2020, 211 received more than nine times as many requests for food-related needs, and more than three times as many requests related to financial assistance relative to

baseline call volumes in January and February of 2020. As Canadians grappled with the effects of COVID-19 on their lives, the national 211 network experienced a 30 percent increase in total call volume over the previous year. As governments at all levels created new support programs and existing community programs adapted their services, the need for better public information sharing became apparent.

When United Way Centraide Canada was approached to help administer the Emergency Community Support Fund, a request for

CONFRONTING MENTAL HEALTH STRUGGLES DURING THE COVID-19 PANDEMIC

It is easy for anyone to feel down during COVID. For people who have already been struggling with mental health, the burden can become too heavy. That's why having a 211 information and referral service with trained Navigators who listen to, understand, and prioritize callers' needs, then provide support by connecting people to resources is so important.

A woman called 211 and told the Navigator that she needed help immediately. She shared that she has mental health issues and felt that she just couldn't cope. She was so overwhelmed that she did not know where to turn.

The 211 Navigator made sure that the caller was not in immediate danger of hurting herself. Once she knew that the caller was safe, she worked with the caller to decide what kind of service would help the most. Together, they decided that a mental health crisis line was the best option – the caller needed help right away.

The Navigator asked if they could call the crisis line together to make sure the caller got through. The caller liked that idea; she didn't want to feel alone. Before making the call to the crisis line, the Navigator made sure the caller had the contact number to the crisis line and knew that she could call 211 again anytime if she needed more assistance. The Navigator explained the situation to the crisis line worker and connected the caller to the line.

resources to create a national 211 system and bolster the capacity of existing 211s was included in our proposal. A bolstered 211 system would help streamline access to services for all Canadians, with a simple route to find help if they needed it.



With funding from the Emergency Community Support Fund, United Way Centraide Canada convened partnerships to set up five new 211 services in New Brunswick, Newfoundland & Labrador, and all three Territories, and phone service in Manitoba and unserved parts of Quebec. Creating new contact centres to manage calls from the expansion regions was not within the budget or scope of the project. Instead, United Way Centraide Canada sought to leverage the capacity, expertise and knowledge of existing 211 service providers. Expansion would not have been possible without leadership from 211 Service Partners in Alberta, British Columbia, Ontario, and Quebec, each of whom took responsibility for providing 211 service and infrastructure for one or more of the expansion regions.

Responsibility for service in the expansion regions goes beyond answering calls. The

responsible 211 providers needed to build and maintain databases of available services for those regions. Building a brand new service database from the ground up is both labour intensive and time consuming. Given the speed needed to bring 211s online to service communities affected by COVID-19, we're grateful for community partnerships that emerged to complete this work. Kids Help Phone generously shared elements of their service databases with 211 Newfoundland & Labrador and 211 Yukon to provide a foundational list of services for those regions.

Additionally, several years ago 211 Northern Ontario received a grant to build a searchable 211-style website for Nunavut, but when funding for that project ran out the site was abandoned. The database entries created at that time proved to be invaluable in creating the new local service database for 211 Nunavut. Similarly, in New Brunswick the Saint John Human Development Council had built a services database, which was foundational for what is now the 211 New Brunswick database.

On October 15, 2020, 211 service was officially launched everywhere in Canada except for parts of Quebec, which came online in mid-December. The rapid activation of this service would not have been possible without support from Canadian telecommunications service providers (TSPs), each of whom had to activate and forward 2-1-1 calls to the appropriate centre. Thanks to a rapid roll out to TSPs, 211 became an active number in many expansion regions in a matter of weeks.



CONNECTING A SENIOR IN NEED WITH HOME SUPPORT

When people talk to 211 Navigators, they may start revealing new needs as the conversation continues. That's why having a 211 information and referral service with trained Navigators who listen to, understand, and prioritize callers' needs, then provide support by connecting people to resources is so important.

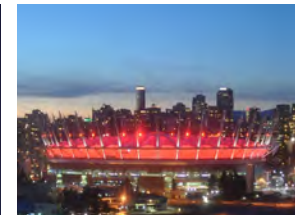
A 211 Navigator received a call from a senior male in Winnipeg who wanted to report a fraudulent email. After probing, the Navigator discovered that the man needed assistance cleaning his home and help doing some odd jobs around the house. He has a disability and was struggling with these tasks.

After letting the caller know how to report the fraudulent email, the Navigator empathized with the caller and his situation. He probed and clarified in order to find out what the caller was really struggling with. His lack of mobility was hindering him from completing cleaning and routine maintenance. The Navigator found multiple programs that could help with home cleaning and odd jobs in the city. The caller was unaware of these programs and was glad that there were services for this.

With the 211 system live from coast to coast to coast, the next step was to inform Canadians of its existence and its role. United Way Centraide Canada led a national public awareness campaign leveraging media partnerships, organic social media reach, public relations, and paid advertising. The campaign culminated in a national 211 Day Celebration on Feb. 11, 2021. United Way Centraides, 211 service providers, first responders, and community partners generated more than 3,000 social media posts using the #211DayCanada tag. Several political leaders also voiced their support for 211 on the day, including Prime Minister Justin Trudeau, Ontario Premier Doug Ford, and many others. That evening, more than 40 major landmarks across the country were illuminated in 211 red in celebration of the new nationwide status of 211. Promotional efforts from United Way Centraide Canada, local United Way Centraides, and 211 service providers increased national awareness of 211 by 50 percent.

With the new social infrastructure of 211 in place, provincial governments in Manitoba and New Brunswick both decided to make investments to maintain this important service to their constituents and provided funding through 2022 for 211 service.

United Way Centraide Canada continues to advocate for ongoing support for 211.





HELPING TO FIND EMERGENCY FOOD DELIVERY FOR A FAMILY IN NEED

When people are in crisis or ill, they need extra support to be able to stay in their homes. 211 Navigators can advocate for people and connect them directly with the services they need.

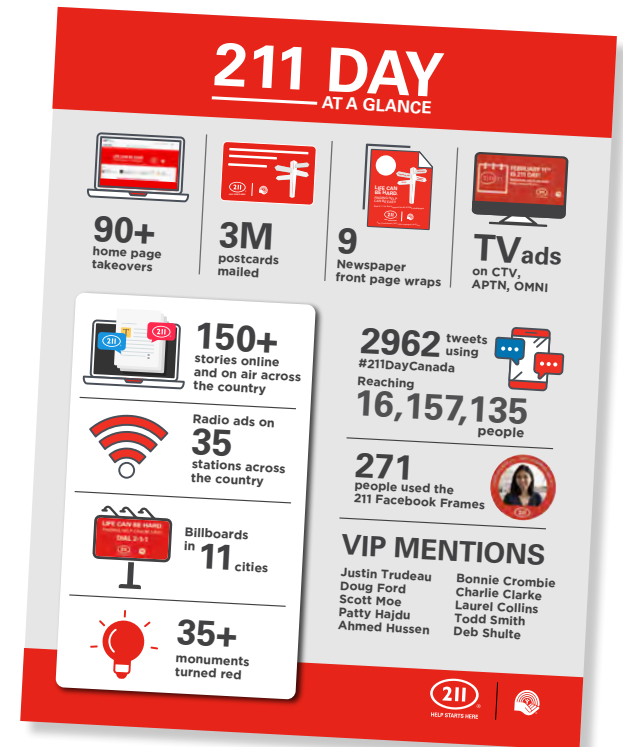
A caller was referred by 811 and was looking to connect with a food bank. The caller had recently come back from the hospital and it was important for their recovery that they were able to maintain their strength. This was an emergency situation, as the caller also had two young children.

With the client's permission, the 211 Navigator called several food banks on behalf of the caller. She then conferenced the caller with an organization that would make an emergency food delivery to their home with their specific medical requirements noted and addressed. At the end of the call, the client said: "I had no idea where I could turn or what to do. Thank you!"

Thank you

to our 211 expansion Telecommunications Service Providers across Canada

- Allstream Inc.
- Bell Aliant
- Bell Mobility
- Bell MTS Inc.
- Bell West Inc.
- Comwave Networks Inc.
- Cooptel
- Distributel
- Eastlink Inc.
- Fibernetics Corporation
- Fido Solutions Inc.
- Freedom Mobile
- Globility
- Groupe Maskatel
- Gt Group Telecom Services Corp.
- ISP Telecom
- La Cie de Téléphone de Courcelles Inc.
- Les.net (1996) Inc.
- Navigue
- Northwestel Inc.
- Provincial Tel Inc.
- Rfnw Inc.
- Rogers Communications Partnership
- Scenic Solutions Group
- Shaw Telecom Inc.
- Sogetel Inc.
- SSI Canada
- TekSaavy Solutions Inc.
- Telebec Ltee.
- Telus Integrated Communications
- Telus Mobility
- Vidéotron
- Westman Media Cooperative



Special Thanks

to United Way Centraide Canada's
2020 supporters

United Way Centraide Canada is grateful to the outstanding individual donors and organizations that have made remarkable contributions to support our mission. 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 Centraides across the country, and create opportunities for a better life for everyone in our communities:

\$10,000 +

- Yuri Fulmer
- Candace Shaw
- The Co-operators
- Blake, Cassels & Graydon LLP
- Canada Life
- The Estate of Rose Hertle
- The Estate of Lucky Polidori
- The Estate of Howard Somers
- The Estate of Christine Vincent

\$1,200 to \$9,999

- Julie C. Barker-Merz
- Heather Bell
- Louise Bellingham
- Jacques Bérubé
- Dan Clement

- Melba Cuddy-Keane
- Caroline Davis
- Serge Desrochers
- Larry Glugosh
- Christine Hanlon
- Stephen Ireland
- Anita Khanna
- Poya Kherghehpoush
- Sharon Lupton
- Jason Machtinger
- Neil McLaughlin
- Jarid Medina
- Kavian Moradhassel
- Louise Powell-McCarthy
- Debra Pozega Osburn
- Ramona San Pedro
- Christian Szarek
- Martine Thibault
- Caroline Turcotte
- Bill Wolfe
- Cumming & Partners
- Desjardins
- Ena and Bernard Tam Charitable Fund
- IG Wealth Management
- Illumiti
- Love & Light Mercy Fund at Calgary Foundation
- McFlint Foundation
- MVF US LLC
- Ross and Ardath Francis Charitable Foundation
- Williams-Leir Foundation
- Xplornet Communications Inc.

In-Kind Support

- Dan Normandeau (Conversart)
- Canada Post
- KPMG Management Services LP

National Media Partners

- Asian Television Network
- Atedra
- Autotrader
- Bell Media
- CBC
- Facebook
- Future of Good
- Juice Mobile
- Kijiji
- Oath
- Postmedia
- Rogers
- Shaw Media
- Snapchat
- Spotify
- Star Metroland Media
- Suite66
- The Globe and Mail
- The National Post
- The Weather Network

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 following rigorous ethical standards continues to be a top priority.

United Way Centraide has a long history of responsible stewardship of our communities' resources. We continue to be recognized 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 Centraides strive to ensure that donor dollars are invested to maximize community impact. Donating to local United

Way 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.



Report of the Independent Auditors on the Summary Financial Statements

To the Members of United Way Centraide Canada

OPINION

The summary financial statements of United Way Centraide Canada (the "Entity"), which comprise:

- the summary statement of financial position as at December 31, 2020
- the summary statement of operations and changes in net assets for the year then ended
- and related notes

are derived from the audited consolidated financial statements of the Entity as at and for the year ended December 31, 2020 (the "audited financial statements").

In our opinion, the accompanying summary financial statements are consistent, in all material respects, with the audited financial statements, in accordance with the criteria disclosed in Note 1 in 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 Entity'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.

MANAGEMENT'S RESPONSIBILITY FOR THE SUMMARY FINANCIAL STATEMENTS

Management is responsible for the preparation of the summary financial statements in accordance with the criteria disclosed in Note 1 in the summary financial statements.

AUDITORS' RESPONSIBILITY

Our responsibility is to express an opinion on whether the summary financial statements are consistent, in all material respects, the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards 810, Engagements to Report on Summary Financial Statements.



Chartered Professional Accountants,
Licensed Public Accountants
Ottawa, Canada
April 9, 2021

SUMMARY STATEMENT OF FINANCIAL POSITION

As at December 31, 2020, with comparative information for 2019 **United Way Centraide Canada**

	2020	2019
Assets		
Current assets:		
Cash and cash equivalents	\$ 1,119,560	\$ 860,432
Restricted cash and investments	8,463,173	169,903
Restricted Government of Canada funds	3,571,072	–
Short-term investments	2,570,000	1,750,000
Amounts receivable	121,570	55,862
Prepaid expenses	194,206	78,641
Related parties receivable	70,969	62,656
	16,110,550	2,977,494
Tangible capital and intangible assets	66,722	91,457
Long-term prepaid expenses	52,864	–
Long-term investments	1,364,582	798,616
Investments - life insurance	11,772	14,092
	\$ 17,606,490	\$ 3,881,659
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 492,201	\$ 329,043
Accounts payable – contributions from Government of Canada	566,389	–
Deferred revenue	37,369	258,446
Restricted contributions and donation	7,771,181	68,898
Funds held in trust	91,767	97,960
Donations payable to related parties	24,000	3,045
Restricted contributions – Government of Canada COVID-19 funding	3,004,683	–
Restricted contributions – COVID-19 national relief contributions	312,052	–
	12,299,642	757,392
Deferred capital contributions	–	18,896
Deferred revenue - life insurance	11,772	14,092
	12,311,414	790,380
Net assets:		
Unrestricted	1,748,436	1,707,941
Invested in tangible capital and intangible assets	66,722	72,561
Internally restricted – Strategic Initiatives	2,042,000	1,261,000
Internally restricted – Ongoing Commitments	437,918	49,777
Internally restricted – COVID-19 Impact Reserve	1,000,000	–
	5,295,076	3,091,279
	\$ 17,606,490	\$ 3,881,659

See accompanying notes to summary financial statements.

SUMMARY STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

For the year ended December 31, 2020, with comparative information for 2019

United Way Centraide Canada

	2020	2019
Revenue:		
Donations	\$ 837,651	\$ 652,152
Fees and contributions	431,321	525,015
Investment and interest income	126,071	67,334
Realized gain on disposition of investments	65	-
Unrealized gain (loss) on investments	46,578	(2,771)
Membership dues	4,563,091	4,489,136
Other revenue	90,579	164,745
Relief funding - Government of Canada COVID-19	162,945,317	-
Relief funding - third-party COVID-19 national relief donations and contributions	2,226,645	-
	171,267,318	5,895,611
Expenses:		
Amortization of tangible capital and intangible assets	71,929	96,795
Bank charges and interest	22,886	7,666
Conferences, meetings and travel	48,789	498,618
Insurance	5,988	4,911
Investment portfolio management fees	11,504	-
Membership and publications	579,563	583,725
Office	23,063	29,737
Other services	64,911	143,867
Photocopying and printing	10,458	13,130
Postage and courier	2,416	1,539
Professional and consulting fees	947,444	605,542
Promotion of Helpline 211 Enhancements	658,035	-
Rent and occupancy	241,575	242,570
Relief funding - distributions of Government of Canada COVID-19 relief funding	161,311,065	-
Relief funding - distributions of third party national COVID-19 relief contributions	2,099,582	-
Salaries and employee benefits	2,830,500	2,557,942
Subsidies	35,000	74,150
Telecommunications	98,813	91,756
	169,063,521	4,951,948
Excess of revenue over expenses	2,203,797	943,663
Net assets, beginning of year	3,091,279	2,147,616
Net assets, end of year	5,295,076	3,091,279

See accompanying notes to summary financial statements.

NOTES TO SUMMARY FINANCIAL STATEMENTS

Year ended December 31, 2020

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.

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, 2020.

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 the United Way Centraide Canada are available upon request by contacting these organizations.

[SEE FULL FINANCIAL STATEMENTS](#)

Our Leadership

UNITED WAY CENTRAIDE CANADA BOARD MEMBERS

Officers



Yuri Fulmer
Chair



Debra Pozega Osburn
Vice Chair



Serge Desrochers
Treasurer



Dan Clement
Secretary of the Board,
President and CEO

Directors



CeCe Baptiste



Danisha Bhaloo-Shivji



Caroline Davis



Mojdeh Cox



Ann Divine



Marie-Karlynn Laflamme



Christine Hanlon



Jason Hatcher



Karen Macdonald



John Rogers



Larry Rousseau



Ayn Wilcox

Our Leadership

STANDING COMMITTEES:

Executive Committee

Yuri Fulmer
Committee Chair

Serge Desrochers

Debra Pozega Osburn

Jason Hatcher

Dan Clement

Governance Committee

Debra Pozega Osburn
Committee Chair

Danisha Bhaloo-Shivji

Mojdeh Cox

Ann Divine

Marie-Karlynn Laflamme

Karen Macdonald

Yuri Fulmer

Dan Clement

Membership Accountability and Performance Committee (MAPC)

Jason Hatcher
Committee Chair

Brenda Aynsley
United Way Lower Mainland

Dale Biddell
United Way Simcoe Muskoka

Isabelle Dionne
Centraide Région centre-ouest
du Québec

Lorraine Goddard
United Way Windsor Essex County

Malcolm Gowie
United Way Calgary & Area

Debbie McInnis
United Way Moncton & South
Eastern New Brunswick

Marilyn McLaren
United Way Winnipeg

Ayn Wilcox
United Way Centraide Canada

Finance and Audit Committee

Serge Desrochers
Committee Chair

CeCe Baptiste

Christine Hanlon

John Rogers

Larry Rousseau

Yuri Fulmer

Dan Clement

Nominating Committee

Caroline Davis
Committee Chair

Debra Pozega Osburn

Karen Macdonald

Mojdeh Cox

Yuri Fulmer

AD-HOC COMMITTEE:

Indigenous Relations and Reconciliation Committee

Mojdeh Cox
Committee Chair

Caroline Davis

Ayn Wilcox

Angie Hutchinson

Darren McKee

Joanne Pinnow

Our Team

Executive Team



Dan Clement
President & CEO



Paul Totten
Chief Operating
Officer



Louise Bellingham
Vice-President, Communications
Marketing & Public Affairs



Poya Kherghehpoush
Vice-President, Strategy
and Transformation



Debra Shime
Vice-President, Community
Initiatives

Operations Team



Andréa Landriault
Administrative Officer



Julien Saleh
Data Insights Analyst



Dave Haanpaa
Executive Assistant &
Human Resources Officer



Janette Lee
Administrative Assistant



Tiffany Narducci
Resource Development Officer



Kirthana Selvakumar
Senior Accounting
& Office Administrator



Marie-Josée Rosset
Translator



Bill Wright
Network & Systems
Administrator

Our Team

Management Team



Mohammad Aryaie
National Director, Insights
& Performance



Nicole Fontaine
Manager, Governance



Sharon Lupton
National Director, Labour
Programs & Services



Andrew Strutt
National Director,
Network Engagement



Jacques Bérubé
National Director,
Member Standards & Engagement



Lynda Giffen
National Director, Network
Engagement (Quebec & Atlantic)



Edward Newell
Manager, Data Insights Solutions



Pauline Tardif
National Director, Fundraising &
Partnerships



Betsy Chaly
National Director,
Marketing and Communications



Anita Khanna
National Director, Public Policy
& Government Relations



Kayt Render
National Director, Impact
Products & Partnerships



Evan Clark
Manager, Marketing
& Communications



Brenda Kelly
National Director, Finance & HR



Judy Shum
National Director 211 and
Community Partnerships

Our Network

In 2020, 77 United Way Centraides supported communities across 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 and Wood Buffalo
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 East Kootenay
United Way Greater Victoria
United Way Lower Mainland
United Way Northern British Columbia
United Way Powell River & District
United Way Southern Interior BC
United Way Thompson Nicola Cariboo
United Way Trail and District

Manitoba

United Way Brandon & District
United Way Central Plains
United Way Morden and District
United Way Winkler & District
United Way Winnipeg

New Brunswick

United Way Centraide Greater Moncton and
Southeastern New Brunswick Region
United Way Central New Brunswick / Centraide
Région du Centre du Nouveau-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 Centraide North East Ontario/
Nord-est de l'Ontario
United Way Centraide Stormont,
Dundas & Glengarry
United Way Centraide Windsor-Essex County
United Way Chatham-Kent
United Way City of Kawartha Lakes
United Way Durham Region
United Way East Ontario
United Way Elgin- Middlesex
United Way Greater Toronto
United Way Guelph Wellington Dufferin
United Way Haldimand and Norfolk
United Way Halton & Hamilton
United Way Hastings & Prince Edward
United Way Kingston, Frontenac,
Lennox and Addington
United Way Leeds & Grenville
United Way Niagara
United Way Northumberland
United Way Oxford
United Way Perth-Huron
United Way Peterborough & District
United Way Sarnia-Lambton
United Way Sault Ste. Marie & Algoma District
United Way Simcoe Muskoka
United Way Thunder Bay
United Way Waterloo Region Communities

Prince Edward Island

United Way Prince Edward Island

Québec

Centraide Duplessis

Centraide Estrie

Centraide Gaspésie Îles-de-la-Madeleine

Centraide Greater Montreal

Centraide Haute-Côte-Nord/Manicouagan

Centraide Laurentides

Centraide Outaouais

Centraide Québec, Chaudière-Appalaches
et Bas-Saint-Laurent

Centraide Régions centre-ouest du Québec

Centraide Richelieu-Yamaska

Centraide Saguenay-Lac-St-Jean

Saskatchewan

United Way Battlefords

United Way Estevan

United Way Regina

United Way Saskatoon & Area

Yukon

United Way Yukon

