



**United Way
Centraide**
Canada

2021 ANNUAL REPORT



Message from United Way Centraide Canada

From crisis to recovery, we're working together for a stronger more equitable future.

On behalf of the Board of Directors and staff of United Way Centraide Canada, we are pleased to share our 2021 annual report. We were privileged to continue providing leadership, advocacy, and support to our members in 2021, while making significant progress toward strengthening our network and advancing our Future State priorities. With focus and unwavering determination, United Way Centraide — an extraordinary national network of local community experts — worked tirelessly throughout the year to continue addressing the complex and ever-changing challenges faced by people in our communities nationwide as the COVID-19 pandemic wore on.

In 2021, we sustained our focus and efforts in response to the impacts of the pandemic, which highlighted existing social and economic inequities in our communities. Our *Local Love in a Global Crisis* (LLGC) campaign enabled United Way Centraides to deliver \$47 million in project funding by the end of March 2021, thanks to donors and corporate and labour partners. We also continued to deliver support to community organizations across Canada through the Government of Canada's *Emergency Community Support Fund* (ECSF) — a rapid response measure administered by United Way Centraide Canada, the Canadian Red Cross, and Community Foundations of Canada. In addition, we expanded access to 211 to new regions to ensure everyone could connect with support and services when they need it most, and we launched the largest ever promotional campaign for 211, raising awareness of this critical service by 50% across Canada.

Through LLGC and *Emergency Community Support Fund* (ECSF), we provided over \$183 million in necessary funding to help Canada's essential local community service agencies maintain their critical services in the face of unprecedented challenges and disruptions created by the pandemic. This was in addition to the \$596 million invested by United Way Centraides to improve lives in communities across the country through the efforts of more than one million donors, staff, and volunteers.

We also strengthened our commitment to diversity, equity, inclusion, and reconciliation, through deep consultations across the network, resulting in the adoption of a new multi-year strategy that will guide the work of United Way Centraide Canada and United Way Centraides. We also accelerated development of our Future State priorities by strengthening access to community data and analysis to guide decision making, launched a process to renew our community impact data collection, and completed governance and requirements gathering in partnership United Way Centraides, setting the stage for important new investments in shared technology solutions.

Building on the ECSF, we were successful in advocating for the establishment of the \$400 million *Community Services Recovery Fund* (CSRF) — a significant new funding program announced in Federal Budget 2021 that will help strengthen charities and non-profits that are supporting people and communities as they recover from the pandemic.

As always and during these unprecedented times in particular, none of this work would have been possible without the unwavering commitment and generosity of our partners, donors, and champions across Canada. We are deeply grateful to our entire United Way Centraide network as we work together to create stronger, more inclusive communities for generations to come.



Debra Pozega Osburn
Board Chair



Dan Clement
President & CEO
Secretary of the Board

2021 Programs and Impact



2021 Programs and Impact

Local Love in a Global Crisis

United support during an unprecedented crisis

United Way Centraides have long been part of the social safety net in communities across the country, working to make measurable, lasting change and build a better life for all.

In response to the COVID-19 pandemic, United Way Centraides across the country worked with partners to identify the greatest needs and the most effective ways to support those in need. In 2020, we launched an emergency campaign, *Local Love in a Global Crisis*, which extended to 2021. The campaign raised funds and in-kind donations, and leveraged our local expertise to coordinate a response with the greatest impact.

Across Canada, communities answered the call in a remarkable way, putting their trust in the United Way Centraide network to help ensure support was there for those who needed it most. *Local Love in a Global Crisis* enabled local agencies to continue and often increase the critical work they were doing to provide basic needs, help for seniors, and mental health supports, as well as support agencies' capacity to respond in this profoundly changed environment.



IMPACT: STRENGTHENED COMMUNITIES

United Way Centraide's *Local Love in a Global Crisis* campaign received overwhelming support from leading corporations, foundations, employers, and labour organizations. We would like to thank our generous partners and donors for providing the means to support our neighbours who need our help.



1,300+ programs and services providing basic needs



400+ programs and services supporting mental health



400+ programs and services helping seniors



1,000+ programs and services increasing agency capacity



2SLGBTQ+ PROGRAMMING GOES VIRTUAL

The pandemic had the potential to make queer youth in Nova Scotia feel more isolated than ever – potentially cutting off support systems and friends outside the home. Seeing this, United Way Halifax invested in Youth Project, which was able to shift from offering drop-in events, social spaces, and in-person support sessions to online programming. It has also expanded its reach, especially to youth in rural locations, ensuring that more youth who need help are able to access it.

Emergency Community Support Fund

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

Across Canada, community organizations that provided programs and services to those in greatest need throughout the pandemic received a total of \$136M from United Way Centraides through the Government of Canada's Emergency Community Support Fund (ECSF) in 2020-2021.

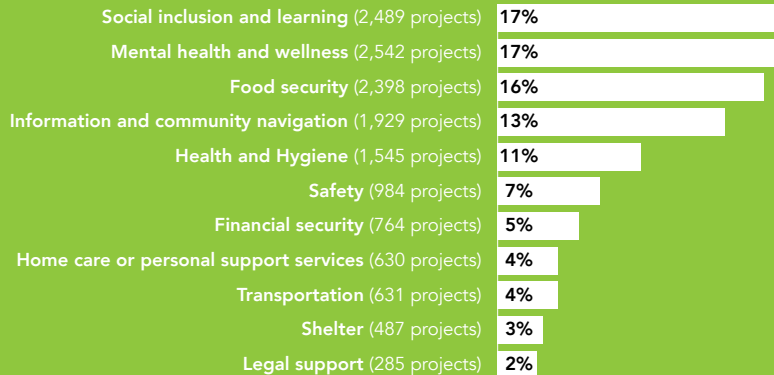
The \$350M Emergency Community Support Fund was announced by the Government of Canada on April 21, 2020 as a rapid response measure to support communities during the pandemic. The portion of the fund administered by United Way Centraide Canada and the United Way Centraide network was earmarked to help bridge 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.



ECSF IMPACT: SUSTAINED ESSENTIAL SUPPORT



NUMBER of PROJECTS by service category*



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

EMERGENCY SUPPORTS FOR COMMUNITIES NATIONWIDE



211

Connection when it matters most

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 150+ languages.

In 2020, through investment from the Government of Canada's *Emergency Community Support Fund* (ECSF), United Way Centraide Canada expanded the 211 service across Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nunavut, Yukon, and previously unserved parts of Quebec. That meant, for the first time ever, anyone living in Canada could dial 2-1-1 to be connected with programs and services near their community.

Increasing existing capacity

With ECSF funding, United Way Centraide Canada also added critical capacity to the existing 211 system to meet a dramatic surge in demand as Canadians looked for support navigating ever-changing services during the pandemic. This funding was critical in enabling 211 Service Providers to step up and manage high call volumes and complex needs, while addressing operational improvements to support the 211 service, such as adding staffing capacity to ensure frequently changing information about services is updated regularly.



211 IMPACT: HELP STARTS HERE

6.1M

Total contacts
March 2020 to
June 2021

38%

Increase in
2020-2021
compared with
the previous year

5.9M

Previously unserved
individuals were
provided access to
211 at a time when
it was most needed.*

50%

Increase in awareness of
211 across Canada **

* Based on 2016 Census population numbers for previously unserved regions

** Awareness was measured through an omnibus survey before and after a promotional campaign was undertaken.

THANK YOU TO OUR 211 CANADA LEADERSHIP TABLE PARTNERS

- BC211
- CMHA Edmonton Region
- Centre d'information et de référence de la Capitale Nationale et de Chaudière-Appalaches
- Centre de Référence du Grand Montréal
- City of Windsor
- Community Connections
- Community Navigation of Eastern Ontario
- Distress Centre Calgary
- Findhelp Information Services
- InCommunities
- Lakehead Social Planning Council
- Nova Scotia 211
- Ontario 211 Services
- St. John Human Development Council
- United Way Alberta Capital Region
- United Way Greater Moncton and Southeastern New Brunswick
- United Way Newfoundland and Labrador
- United Way Prince Edward Island
- United Way Regina
- United Way Saskatoon and Area
- United Way Winnipeg



A SURGE IN DEMAND

As the pandemic first took hold, more and more people across the country needed support—many for the first time. The needs people expressed in calls with 211 revealed some of the acute symptoms of COVID-19 lockdown measures. In April 2020, 211 received more than nine times as many requests for food-related needs, and more than three times as many requests for financial assistance compared to baseline call volumes in January and February of 2020. As governments at all levels created new support programs and existing community programs adapted their services, 211 was able to help people navigate changing information and understand what it meant for their unique situation.

National Collaborations

Creating lasting change means working together with those who share our vision of a stronger, more resilient future for everyone in Canada.

To advance our mission to build great communities, in 2021 we partnered with other leading organizations igniting social impact nationwide.



National Collaborations

Delivering rapid response support together with the Canadian Red Cross and Community Foundations of Canada



Working collaboratively to support communities at the onset of the pandemic, United Way Centraide Canada, Canadian Red Cross and Community Foundation of Canada (CFC) were selected by the Government of Canada to administer the \$350 million Emergency Community Support Fund. At the national level, recognizing our shared values and commitment to creating strong, healthy communities, we collaborated on strategies to deliver the program effectively and equitably across 5,000+ communities. At the local level, many United Way Centraide and CFC staff worked together to encourage community organizations to apply for support. We deepened our partnerships with these two leading organizations—setting the stage for continued collaboration and impact in the months and years ahead.

Taking action for a Canada free from gender-based violence



In early 2021, United Way Centraide Canada was invited to participate in a project led by Women's Shelters Canada (WSC) to advance Canada's National Action Plan (NAP) on violence against women (VAW) and gender-based violence (GBV). As part of WSC's efforts to create an actionable blueprint for a NAP designed to fully meet the needs of survivors of VAW and GBV and create a future free from violence, we actively participated in a working group focused on creating supportive social infrastructure and an enabling environment. We also promoted the advocacy priorities set out by WSC and amplified the final report developed by the action group via our social media channels and network.



Empowering thought leadership on the future of funding models

**FUTURE
OF GOOD**



United Way Centraide Canada partnered with Future of Good and Community Foundations of Canada to launch an innovative editorial fellowship. This 12-part fellowship seeks to provide the opportunity for deep conversations on complex topics particularly relevant to the not-for-profit sector. This year's focus was on transforming funding models in the charitable sector. Recognizing that the pandemic, the deepening climate crisis, and other global events are changing how social impact organizations work—and how they fund their work—editorial fellow Gabe Oatley explored how existing funding models contribute to inequitable access to financial resources, and what can be done to create change.

Leveraging our long-standing partnership with labour



During the pandemic, our long-standing partnership with the Canadian Labour Congress — along with our Labour Programs and Services program — enabled us to respond quickly to the critical and evolving needs of working families impacted by job losses, food insecurity, and other challenges. These supports included providing local union leaders and members with training in mental health and addictions, burnout and compassion fatigue, workers' rights, domestic violence, and more. Together, we also led and participated in food drives, backpack programs, microloan initiatives for women escaping domestic violence, and other activities designed to empower workers to move forward with confidence and well-being. Last year, we were proud to once again partner with Bell Media and local Labour Councils to raise awareness of period poverty in Canada on Tampon Tuesday.

Investing in sector strength with the Coalition of Canadian Federations

In response to the unprecedented demand for supports and services at the start of the pandemic, combined with major reductions in revenues faced by organizations across Canada, United Way Centraide Canada co-convened several national service federations to formulate solutions to the serious financial threat COVID-19 posed to our operations and ability to serve vulnerable community members. Together, this coalition of national organizations engaged in advocacy at the federal level and co-authored a proposal to support the sector through COVID-19 and invest in its long-term strength and transformation. Ultimately, this work contributed to the inclusion of the Community Services Recovery Fund in the 2021 federal budget — a \$400 million program to help charities and non-profits adapt and modernize as they help communities nationwide recover from the pandemic.

Canada's largest workplace campaign driving change in communities



In 2021, United Way Centraide Canada and United Way Centraides across the country managed the Government of Canada Workplace Charitable Campaign. Every year, federal public service employees and retirees raise awareness and funds to support Canada's largest and most generous workplace campaign. Close to \$30 million was raised this year and invested to support the work of United Way Centraides, HealthPartners, and over 6,000 registered charities in communities nationwide.

Looking Ahead

As we reflect on the challenges and achievements of 2021, we are focused on building a strong, impact focused, and future ready United Way Centraide network in the months and years ahead.



Looking Ahead

Progress toward our Future State

Following the publication of our Future State report in July 2019, United Way Centraide Canada has made significant progress toward implementing the three foundational priorities determined through extensive consultations with volunteers, board leaders, and staff across our national network: social expertise, excellent service, and shared systems and solutions. With these priorities guiding our work and strategic direction, in 2021 we marked a number of major milestones in our efforts to strengthen our organization and network.

Leadership in diversity, equity, inclusion, and reconciliation

As part of our work to develop a Diversity, Equity, and Inclusion & Indigenous Collaboration (DEI & IC) strategy, we engaged extensively in consultations with staff, board members, and leadership groups from across our network, as well as with representatives of partner and peer organizations. These efforts included sessions that provided Indigenous, racialized, and LGBTQ+ staff, as well as those living with disabilities, the opportunity to provide their insights and input in safe spaces that encouraged open dialogue. The DEI & IC strategy has been approved by the Board and will be shared in 2022, along with a toolkit to guide United Way Centraides on their DEI & IC journey.

We also developed and issued a public statement on [our commitment to reconciliation between Indigenous and non-Indigenous peoples](#). It is now available on our website alongside our 2020 statement opposing racism. This work also served as the foundation for creating a new position at United Way Centraide Canada – National Director, Diversity, Equity, Inclusion & Indigenous Collaboration.



Building a stronger, more efficient constituent relationship management (CRM) system

We made significant progress toward the design, planning, and implementation of a new CRM system that will improve data syncing and sharing, empower movement-wide best practices across our entire network, and standardize business processes to create a seamless experience for donors, volunteers, partners, and other stakeholders. In collaboration with a highly engaged group of Pilot and Co-Creator United Way Centraides across Canada and through a series of agile sprints, we have been working to understand United Way Centraide requirements and readiness for the new system, as well as to make decisions on product features, roadmap and design. A pilot implementation is anticipated for mid-2022, with the first wave of onboarding to take place at the end of the year.

Strengthening our Community Investment and Impact Data strategy

To broaden the scope of the data we collect from our members and ensure it reflects the current and future needs of Canadian communities, we developed a new Community Impact and Investment data collection framework that will allow us to map investments against populations, Sustainable Development Goals, issue areas, and the United Way Centraide Focus Area Frameworks. By embedding multiple lenses in this new framework—which will be rolled out over the next year—United Way Centraides will be empowered to examine and leverage data from numerous perspectives.

Accelerating impact through the power of data

To ensure our members are equipped with the data points and insights needed to deliver evidence-based services, United Way Centraide Canada partnered with Environics Analytics. Their leading-edge data products provide valuable data points in areas such as volunteerism, social isolation, mental health, family structure, ethnic diversity, labour force participation, and more. In addition to providing the raw data, we built a dashboard that enables visualization of some data points based on each United Way Centraide's catchment area. We also launched a Data & Insights Community of Practice to share insights, experiences, and user stories and further support knowledge sharing within and across the network. These data assets will empower the entire network to develop and scale local initiatives, use common language in describing donors and communities, and realize significant cost savings through shared data procurement.

Priorities for an Equitable Recovery

The COVID-19 pandemic has highlighted long-standing social and economic inequities in our communities. Seniors, children and youth, people with disabilities, newcomers, and Indigenous, racialized, and low-income people were all disproportionately impacted by COVID-19 and its associated challenges.

The pandemic confirmed the importance of Canada's community services infrastructure in no uncertain terms. The sector adapted, collaborated, and mobilized immediately to innovate service delivery. Coming out of the pandemic, we need an equitable recovery and not a return to "normal". Right now, the sector needs stable operating funding and investments in transformation to sustain successful innovations in service delivery, modernize technology, data, and other systems, and support vital community-led organizations.

United Way Centraide has developed five post-pandemic priorities to ensure an equitable recovery in communities across Canada. These priorities, based on data and the experience of our members, are underpinned by equity and a strong community services sector.



Looking Ahead

Ensure access to basic needs

No one should go without the basic needs of life. Navigating the complex system of community and government programs shouldn't be a barrier to access supports. The 211 helpline assists people to find the help they need in 150+ languages, 24 hours per day and 365 days a year. United Way Centraide will continue to support community agencies providing basic needs and to enhance the 211 system across Canada.

Address the housing and homelessness crisis

Canadian communities are struggling with unacceptable levels of homelessness made worse by the limited supply, poor quality, and unaffordability of housing. Equitable housing and homelessness supports are urgent, especially for marginalized people. UWC will work with our partners to expand affordable housing stock and homelessness supports.

Close the widening opportunity gap

Equity-deserving communities were disproportionately impacted by the pandemic which only exacerbated challenges related to living in low income, systemic racism and discrimination, food insecurity and housing precarity. United Way Centraide will continue to build relationships with equity-deserving communities, to invest in programs, and to advocate for public policies that reduce inequities to ensure everyone in every community has the opportunity to meet their full potential.

Increase access to mental health and substance use supports

An equitable recovery must address the impact of anxiety and isolation caused by the pandemic. United Way Centraide will continue to work to ensure that these supports are readily available, in particular for equity-deserving populations, as well as people who are isolated, living in remote and rural communities, and living in poverty.

Support equitable economic recovery and inclusive growth

The economic downturn caused by the pandemic has worsened the financial distress already experienced by vulnerable people. United Way Centraide will continue to facilitate access to employment and education supports and to advocate for early learning and childcare programs, a stronger income security system, and strategies to build community wealth.

United Way Centraides have begun mobilizing donors and investments to contribute to achieving these priorities, which will require all levels of government to work with community-based funders. Continued collaboration will be essential for an equitable recovery that strengthens Canada's community services infrastructure with an unwavering commitment to diversity, equity, inclusion, and reconciliation between Indigenous and non-Indigenous peoples.

Special Thanks to United Way Centraide 2021 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 Way Centraides across the country, and create opportunities for a better life for everyone in our communities.

Our Supporters

We thank the following donors for their generous gifts in support of United Way Centraide Canada:

\$10,000+

Yuri Fulmer
 Neil McLaughlin
 1Password
 Amazon Canada Fulfillment Services
 The Boiler Inspection and Insurance Company of Canada
 DOW
 The Estate of Ellen Joan Kates
 The Estate of Robert Leslie Cahn
 Procter & Gamble Inc.
 Terminix

\$1,200 - \$9,999

Pierre Baraby	Stephan Ragaz	Caterpillar Foundation
Jacques Bérubé	Ramona San Pedro	Cox Automotive
Cattran Family	Peter Sharp	The Dowdall Family Foundation
Daniel Clement	Candace Shaw	Doxim Inc.
Melanie Cook	Adam Smith	Fujitsu Consulting Canada Inc.
Serge Desrochers	Lawrence Smith	IG Wealth Management
Laura Graham	Pauline Tardif	The Jacobo and Estela Klip Fund
Christine Hanlon	Caroline Turcotte	Love & Light Mercy Fund at Calgary Foundation
Douglas Harrison	Mary Anna Willis	McFlint Foundation
Jason Hatcher	Doug Winslow	Process Fusion Inc.
Ellen Hodnett	3M Canada	Ross and Ardath Francis Charitable Foundation
Emma Howlett	Arch Insurance Canada Ltd.	Royal Bank - PSI Team
Stephen Ireland	Avient Corporation	Staples Promotional Products
Ian Ives	Bank of America	Teamsters Canada Rail Conference CTY West
Karen Macdonald	Bell	Western Financial Group Communities Foundation
Don MacGregor	Blake, Cassels & Graydon LLP	Williams-Leir Foundation
Kavian Moradhassel	Caisse Desjardins	
Cynthia M. Parent	The Canadian Labour Congress	
Louise Powell-McCarthy	Cargill Limited	
Debra Pozega Osburn	Cardinal Health	

IN-KIND SUPPORT

Canada Post
 KPMG Management Services LP

NATIONAL MEDIA PARTNERS

Postmedia
 The Globe and Mail

Report of the Independent Auditors on the Summary Financial Statements



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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, 2021
- 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, 2021 (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.

AUDITOR'S 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 7, 2022

Report of the Independent Auditors on the Summary Financial Statements

SUMMARY STATEMENT OF FINANCIAL POSITION

As at December 31, 2021, with comparative information for 2020

United Way Centraide Canada

	2021	2020
Assets		
Current assets:		
Cash and cash equivalents	\$ 977,667	\$ 1,119,560
Restricted cash and investments	799,258	8,463,173
Restricted Government of Canada funds	175,000	3,571,072
Short-term investments	3,230,782	2,570,000
Amounts receivable	85,187	121,570
Prepaid expenses	196,065	194,206
Related parties receivable	105,876	70,969
	5,569,835	16,110,550
Tangible capital and intangible assets	89,612	66,722
Long-term prepaid expenses	–	52,864
Long-term investments	2,270,227	1,364,582
Investments - life insurance	11,772	11,772
	\$ 7,941,446	\$ 17,606,490

	2021	2020
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 646,187	\$ 492,201
Accounts payable – contributions from Government of Canada	175,000	566,389
Deferred revenue	34,637	37,369
Restricted contributions and donation	573,989	7,771,181
Funds held in trust	91,767	91,767
Donations payable to related parties	12,000	24,000
Restricted contributions – Government of Canada COVID-19 funding	–	3,004,683
Restricted contributions – COVID-19 national relief contributions	–	312,052
	1,533,580	12,299,642
Deferred revenue - life insurance	11,772	11,772
	1,545,352	12,311,414
Net assets:		
Unrestricted	2,050,778	1,748,436
Invested in tangible capital and intangible assets	89,612	66,722
Internally restricted – Strategic Initiatives	3,181,538	2,042,000
Internally restricted – Ongoing Commitments	74,166	437,918
Internally restricted – COVID-19 Impact Reserve	1,000,000	1,000,000
	6,396,094	5,295,076
	\$ 7,941,446	\$ 17,606,490

See accompanying notes to summary financial statements.

Report of the Independent Auditors on the Summary Financial Statements

SUMMARY STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

For the year ended December 31, 2021, with comparative information for 2020

United Way Centraide Canada

	2021	2020
Revenue		
Donations	\$ 586,474	\$ 837,651
Fees and contributions	905,144	431,321
Investment and interest income	71,089	126,071
Realized gain on disposition of investments	7,797	65
Unrealized gain on investments	4,631	46,578
Membership dues	4,802,358	4,563,091
Other revenue	120,268	90,579
Relief funding - Government of Canada COVID-19	3,004,683	162,945,317
Relief funding - third-party COVID-19 national relief donations and contributions	660,033	2,226,645
Relief funding - COVID-19 Government of Canada returned funds	(421,728)	-
	\$ 9,740,749	\$ 171,267,31

	2021	2020
Expenses		
Amortization of tangible capital and intangible assets	\$ 34,232	\$ 71,929
Bank charges and interest	9,852	22,886
Conferences, meetings and travel	7,536	48,789
Insurance	16,773	5,988
Investment portfolio management fees	17,443	11,504
Membership and publications	600,657	579,563
Office	54,421	23,063
Other services	298,579	64,911
Photocopying and printing	9,331	10,458
Postage and courier	2,016	2,416
Professional and consulting fees	1,340,628	947,444
Program funding distribution	142,215	-
Promotion of Helpline 211 Enhancements	1,594,487	658,035
Relief funding - distributions of Government of Canada COVID-19 relief funding	210,632	161,311,065
Relief funding - distributions of third party national COVID-19 relief contributions	593,269	2,099,582
Rent and occupancy	236,830	241,575
Salaries and employee benefits	3,284,127	2,830,500
Subsidies	55,000	35,000
Telecommunications	131,703	98,813
	8,639,731	169,063,521
Excess of revenue over expenses	1,101,018	2,203,797
Net assets, beginning of year	5,295,076	3,091,279
Net assets, end of year	\$ 6,396,094	\$ 5,295,076

See accompanying notes to summary financial statements.

UNITED WAY CENTRAIDE CANADA

Notes to Summary Financial Statements

Year ended December 31, 2021

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, 2021.

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.

About United Way Centraide Canada

Vision

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

Mission

Empower everyone to improve lives and build strong communities.

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

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 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 Way 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.

Our Commitment to Diversity, Equity, and Inclusion

United Way Centraide Canada (UWCC) is committed to building a more equitable future and to our vision of a country where everyone in every community has the opportunity to reach their full potential.

We will do this by:

- Ensuring our people, the work we do, and how we do it reflects the diversity of our communities
- Continuously learning and unlearning as individuals and organizations
- Amplifying the voices of underrepresented people and co-creating equitable solutions
- Working to dismantle discriminatory structures and systems within our movement and advocate for systemic change to build an inclusive Canada

We will demonstrate our commitment to this journey by creating and implementing a DEI strategy that is integrated into our strategic plan, and by committing resources to it.

Our Commitment to Reconciliation between Indigenous and Non-Indigenous Peoples

United Way Centraide Canada is committed to reconciliation with Indigenous Peoples. As a national charity with deep local impact, we view reconciliation as an opportunity to honour Indigenous Peoples across this land and elevate our commitment to them.

We will do this by:

- Listening to and learning from Indigenous members of our communities about Indigenous strengths and ways of knowing and being;
- Reflecting on the relationship that we have had with Indigenous Peoples;
- Collaborating with Indigenous communities and organizations whose objectives or work intersect with ours; and
- Embracing Indigenous voices, leadership, and participation in all aspects of our organization and the United Way Centraide Movement

We will demonstrate our commitment to this journey by creating an Indigenous engagement strategy that is grounded in our relationships with Indigenous communities and integrated into our strategic plan, and by committing resources to it.

Our Network

In 2021, 70 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 British Columbia
 United Way Powell River & District
 United Way Northern British Columbia
 United Way South Vancouver Island

MANITOBA

United Way Brandon & District
 United Way Central Plains
 United Way Pembina Valley
 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 & 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

QUEBEC

Centraide des régions centre-ouest du 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 Richelieu-Yamaska
 Centraide Saguenay-Lac-St-Jean

SASKATCHEWAN

United Way Estevan
 United Way Regina
 United Way Saskatoon & Area

YUKON

United Way Yukon



Our Team

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Jason Hatcher, Vice Chair

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John Rogers

Larry Rousseau (until December 13, 2021)

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Dan Clement

Indigenous Relations and Reconciliation Committee (ad hoc)

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Mojdeh Cox

Darren McKee

Joanne Pinnow

Our Team

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President & CEO

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Community Initiatives

Paul Totten,
Chief Operating Officer

Pauline Tardif,
Vice President,
Fundraising & Partnerships

Poya Kherghehpoush,
Vice President,
Strategy and Transformation

Serena Trentini,
Vice President,
Brand Strategy, Marketing,
and Communications

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Andrew Strutt,
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and Strategic Initiatives

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Boxin Cao,
Data Insights Analyst

Brenda Kelly,
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Finance & Human Resources

Dave Haanpaa,
Executive Assistant &
Human Resources Officer

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Senior Manager, GCWCC

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& Engagement

Judy Shum,
National Director 211
and Community Partnerships

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& Partnerships

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