



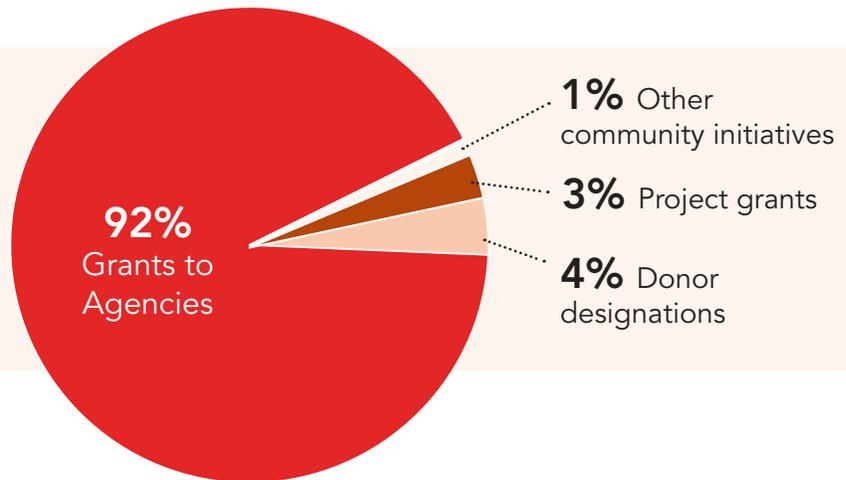
Administration & Fundraising Costs

Our Commitment To You

Impact

Every year thousands of people from across Waterloo Region join United Way's campaign to build a community. We deeply value the trust placed in us by our donors and the communities we serve. When donors give to United Way, they can have confidence that they are making a difference in our community. Their investment is supporting local programs and initiatives that are helping people and families — both today and in the long term.

**Total disbursements
to our community:
2017 - 2018**



Transparency

We deliver financial statements consistent with Canadian accounting standards for not-for-profit organizations and United Way Centraide Canada's Transparency and Accountability Financial Standards.

United Way is subject to an annual audit conducted by an independent public accounting firm. This audit is conducted according to strict standards, which have been developed for all not-for-profit organizations. Results from this audit are published each year to the Canada Revenue Agency Website.

These results are also available at: <https://www.uwaywrc.ca/about-united-way/financial-statements/>.

ARE YOU
THE ONE?



United Way
Waterloo Region
Communities

www.iamtheone.ca

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Effectiveness

Fundraising & Admin Costs

Prudence with donor funds is a top priority at United Way. We work hard to ensure efficiencies in our operations and are pleased that our efficiency level is above average.

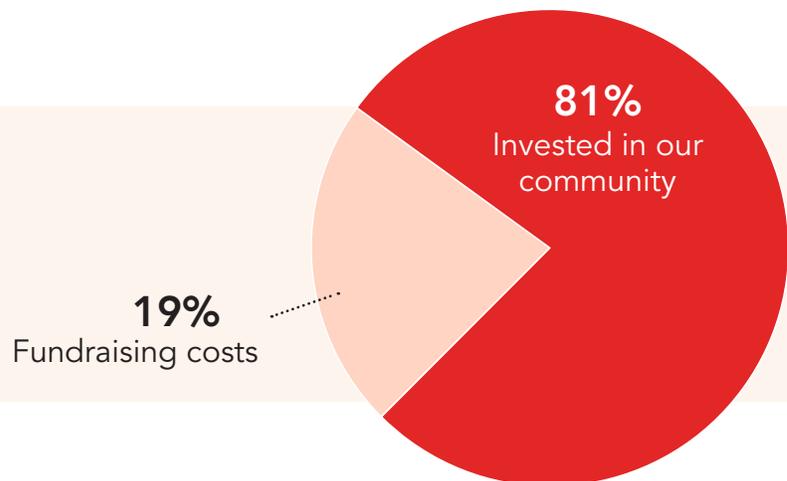
We stretch every dollar as far as possible. This means leveraging donor contributions through the implementation of a new funding model that favours collaboration between agencies, engaging scores of volunteers to support our work, and soliciting pro-bono services and in-kind donations to keep costs low. Studies have found that lower administrative costs can actually limit the effectiveness of charities – so lower costs are not necessarily better. Within the non-profit sector, costs vary widely – anywhere from 15% to over 40%. We believe it is important to understand and consider these costs, along with the impact the charity is making in Canada and around the world.

Last year, our combined fundraising and administration costs were 19%. We are proud to keep our combined fundraising and administration costs well below the 35% recommended by the Canada Revenue Agency (CRA).

Some of the ways in which we keep our administrative costs low:

- Marketing material is sponsored by community-minded companies.
- We share resources with other community organizations.
- Sponsored Representative Program: Local companies sponsor an employee to work for United Way for a 15-week period during our annual fall campaign.
- Volunteer assistance.

**Administrative & fundraising costs:
2017 - 2018**



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