

United Way Waterloo Region Communities

# 2019 - 2020 ANNUAL REPORT







## A MESSAGE FROM OUR CEO

The last year has been a time of universal change. And although many people across the globe are experiencing the same issues related to this pandemic, many of our community members were already living lives on a precipice. Like many organizations, we have had to pivot daily to try and meet unexpected challenges but the one thing that has remained constant and paramount is the need for support in our community. COVID-19 has not only caused more than one problem, but has also brought into sharp focus the issues that many of our vulnerable and BIPOC citizens were already dealing with.

Presently many people are grappling with limited childcare, some businesses are struggling to remain afloat, and countless frontline workers are facing burnout.

Because this is a global pandemic, it may seem at times that we are all facing the same storm, but this has truly shown that we are not in the same boat. Things are very different for so many people in our community who have experienced ill health, job loss, seclusion, and the effects of stress and anxiety. But they have been devastating for those that were already facing issues around basic needs like food and shelter, mental health, and isolation.

As things have changed, we have as well and we have learnt much in the process. The last year has raised many pressing concerns and it has also sharpened the lens on diversity and equity issues. We have sharpened our focus in response. We have realigned our funding model to serve our community faster, more efficiently and with more purpose. We quickly created a COVID Response Fund and banded with other funders to increase local support. We have worked with the Government of Canada in order to rapidly distribute critical funds to agencies in Waterloo Region, some specifically to seniors. And we will continue to grow, change, and learn as we must, and go where we are needed.

This year's campaign will prove critical in attempting to provide more than one solution so our local agencies can continue to provide services and programs to those who need it most. The real constant through all of this is that we are stronger together, and with your help we want to ensure we build a stronger future for everyone in Waterloo Region.



Jan Abele

Joan S. Fisk
Chief Executive Officer
United Way Waterloo Region
Communities



### A MESSAGE FROM OUR BOARD CHAIR

The true character of a community is reflected in how we treat the most vulnerable citizens. Especially in times of crises. This past few months I have seen unbelievable generosity, both in sharing financial resources and in the gift of time, from the people of Waterloo Region. This amazing community spirit has enabled UWWRC to provide much needed assistance to our citizens.

Sadly, the challenges we faced this past year far outstripped our ability to serve. We are thankful that the Canadian Government has provided additional relief and partnered with United Way and two other national agencies to distribute funds. In order to ensure resources are allocated to the most urgent needs, UWWRC collaborated with a number of local agencies in the distribution of available funding.

I am humbled that so many of you have placed your trust in UWWRC to invest your donations properly. The Board and the staff at UWWRC are grateful for your support and we endeavor to be good stewards of the resources entrusted to us.

As I look forward to next year, I am optimistic that our collective effort will once again provide assistance and hope to our most vulnerable citizens in our community. For that is the character of Waterloo Region! Thank you.



Samson Ling

Board Chair United Way Waterloo Region Communities

President & CEO
Clarion Medical Technologies



## **WORKING TOGETHER TO BUILD** A STRONGER WATERLOO REGION.



COMMUNITY **INVESTMENTS 2019-20** 

## #IAMTHEONE

Connect with us @UnitedWayWRC

\$4,868,033 60 Programs
49 Funded Agencies
+ services and networks

\$14,713,262 3-YEAR TOTAL



## **600+ COMMUNITY MEMBERS**

**MARCHING BETWEEN 2 CITIES** 



UNITED WAY HAS A LEGACY HERE - IT'S ONE OF THE CHARITIES WE ARE PROUD TO **SUPPORT YEARLY** – **Donna Diebel,** 2019 United Way Volunteer

FOR EVERY \$1 GIVEN TO UNITED WAY WRC \$0.75 GOES DIRECTLY INTO OUR COMMUNITY.

# 100% LOCAL. ALWAYS.

**WE #LOCAL ♥ VOLUNTEERS** 

**215 VOLUNTEERS** 

**GAVE 912.5 HOURS** 

which included completing **20 PROJECTS ON** 

DAY OF CARING

at funded agencies across the region



THE PROGRAM I CONNECTED WITH WAS A PLACE TO CALL HOME. UNITED WAY HAS GIVEN ME A FUTURE. IT'S THE GREATEST THING THAT'S EVER HAPPENED TO ME.

- Rose, Program participant



IT'S A RELIEF TO KNOW THAT OUR STUDENTS NEEDS ARE BEING MET IN THE COMMUNITY AS WELL AS AT SCHOOL. KNOWING THIS SUPPORT IS OUT THERE GIVES ME 100% REASON TO SUPPORT THE UNITED WAY.

- Karin Bileski, Principal, Mary Johnston Public School and United Way Donor



On Giving Tuesday, in just one day you helped raise

\$50,814

to help make addiction #UNIGNORABLE

### YOUR DOLLARS AT WORK



23.3% TO VULNERABLE YOUTH

53.3% TO FIGHTING POVERTY





19% to building strong & HEALTHY COMMUNITIES

3.4% TO NON-PROFIT SECTOR SUPPORTS





# Looking Forward

### **RESPONDING TO COVID-19**

United Way Waterloo Region Communities created the COVID-19 Community Response Fund, which is continuing to accept donations to support the crisis-related needs of Waterloo Region charitable organizations. Your generosity, in conjunction with the support of other local funders, meant over \$800,000 was invested in rapid response emergency funding in the first months of the crisis, supporting more than 48 agencies across Waterloo Region (as of September 2020).

### **COMMUNITY INVESTMENT STRATEGY**

United Way Waterloo Region Communities recognized the need to modernize our funding approach. This, coupled with the unanticipated challenges of the COVID-19 pandemic, informed and galvanized the adaptation and timing of our funding model in order to be more responsive to community needs.

The new funding model is focused on immediate community need and local solutions to address those needs. There will be an open call for applications every three months to fund the most relevant programs and organizations. Applications are designed to be agile and more focused. There is an emphasis on equity and inclusion in our processes and decisions. We will be granting out money we have immediately available.

Click here to see all of the organizations United Way Waterloo Region Communities has been able to support through the COVID-19 Pandemic.

## LOCAL LOVE IN ACTION.

### In their words.



Landon Jennings first became involved with the Child Witness Centre in 2008 when she was told she would be a crown witness for a trial. In 2014, after overcoming several obstacles and dealing with trauma associated with what she had experienced in her past, and subsequently as a trial witness, she reached out to the Child Witness Centre wanting to give back to an organization that gave her hope during a difficult time in her life.

Ever since, Landon's world has unraveled in a positive way, as she started getting more involved in the community, re-discovered her love for exercising, and learned what she enjoyed studying in school. Now, Landon is proud to have graduated from the University of Waterloo with a master's degree in sociology, she volunteers as an Impact speaker for United Way, and also volunteers on the University's United Way campaign committee, all while working as the Advancement and Alumni Relations Coordinator at St. Paul's University College, affiliated with the University of Waterloo.

In the last 5 years, United Way Waterloo Region Communities has donated \$345,950 to the Child Witness Centre to support their work in youth mental health.

"Many people go through traumatic experiences everyday and without organizations like the Child Witness Centre, I wouldn't be here to share my story with you."

This is Landon's story. In her words.

### **DONNAMARIE DUNK**

Executive Director, Bridges to Belonging

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WHAT I LOVE ABOUT UNITED WAY... IS THAT IT'S NOT JUST FUNDING OUR ORGANIZATION... IT'S HELPING TO FUND OUR PARTNER ORGANIZATIONS THAT WE DEPEND ON BECAUSE WE WORK IN A COLLABORATION, AS A COMMUNITY.



Before joining Bridges to Belonging Waterloo Region as their Executive Director, Donnamarie Dunk knew firsthand that your life can change in a single day. She learned very quickly that disabilities come on a spectrum, from visible to invisible and can appear at birth, or can show up when you least expect it.

In her work at Bridges to Belonging, Donnamarie aims to end social isolation of those with disabilities. She believes that in working together, we can break down those barriers to inclusion and ensure that all residents of Waterloo Region have access to a good life.

This is her story.



### **CHRIS COWIE**

**Executive Director, Community Justice Initiatives** 

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EUNITED WAY HAS A WAY OF FINDING THESE VARIOUS PLACES AND PROGRAMS THAT ARE REALLY, TRULY MAKING A DIFFERENCE IN OUR COMMUNITY.

Community Justice Initiatives (CJI) is an organization that follows restorative justice as its core mandate. Restorative justice is a way of addressing conflict and crime through engaging the person who caused the harm, people who were affected by the harm, and the community. They have a number of programs in the area supporting those impacted by sexual trauma, families involved with child protection, those reintegrating into the community from prison, and new Canadian youth integrating into the community.

Let the Executive Director of CJI, Chris Cowie, tell you in his own words what United Way means to agencies on the front-line, especially during a crisis like the current COVID-19 pandemic.

### 2019 BOARD OF DIRECTORS



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President and CEO of Clarion Medical Technologies



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Human Resources
and Citizen
Service - Region
of Waterloo



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Waterloo

A SINCERE THANK YOU TO OUR BOARD OF DIRECTORS AND VOLUNTEER

CABINET MEMBERS FOR THEIR UNWAVERING SUPPORT, LEADERSHIP AND

DEDICATION TO OUR COMMUNITY.

### 2019 CAMPAIGN CABINET



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Tammy Robinson-Simmons Director, Operational Risk Management, Sun Life Financial



**Gary Shantz**Front of House
Coordinator,
Centre in the
Square



Sherry Veg Community Manager, Financial Services, RBC



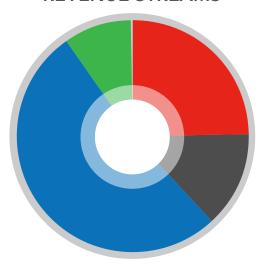
**Rita Westbrook**Retired (Waterloo
Regional Police
Service)



Dave Wilson
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President,
Waterloo
Region District,
Scotiabank

# Financial Overview

### **REVENUE STREAMS**



25%

Corporate Donations

13.3%

Individual Donations

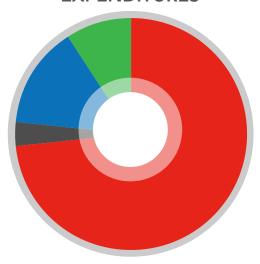
**52.1%** 

**Employee Donations** 

9.7%

Workplace Events





73.4%

Community Investment

3.3%

Donor Designations

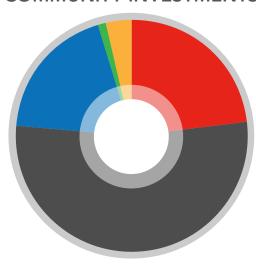
14.2%

Fundraising

9.1%

Administration

### **COMMUNITY INVESTMENTS**



23.3%

Vulnerable Youth

53.3%

Poverty

19%

Neighbourhoods

1.1%

Community Initiatives

3.4%

Not-for-Profit Sector Supports

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To read our full 2019-2020 Audited Financial Statements, visit: https://www.uwaywrc.ca/about-united-way/financial-statements

# 2019 Honour Roll

Leadership donors, giving \$1,200 or more per year, are a group of dedicated individuals who are committed to making a difference when it comes to fighting poverty in our community. They are an unstoppable force for change, helping to build a community that thrives. We thank them for their passion, dedication, and generosity.

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#### \*Deceased

We have made every effort to recognize all of our valued Leadership donors in this report with the information that has been made available to us. If your name is missing from the list above, please accept our sincere apologies and contact philclerk@uwaywrc.ca to provide your recognition details and approval. If you'd like to learn more about the benefits of becoming a Leadership donor, please contact us.

# Thank you to our sponsors.

Sponsorship from local businesses plays an essential role in United Way's ability to create the most impact possible with donor dollars. Thank you to the many organizations who generously gave cash sponsorships or provided free or low-cost services towards United Way materials and events. We are also grateful to businesses in our sponsored employee program, who allow us to benefit from the passion and expertise of seconded staff at no additional cost to United Way.







































































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