



United Way
Greater Victoria

80 *years* serving **THE** COMMUNITY



A proud history. A promising future.

2016/2017 ANNUAL REPORT



leadership

BOARD CHAIR & CEO REPORT

As United Way Greater Victoria marks its 80th anniversary of serving the community – our mission remains clear and as crucial as ever – to improve lives and build community by engaging individuals and mobilizing collective action.

In 2016, the work of senior leadership and the Board of Directors set the course for the future of United Way through the development of a new five-year strategic plan. The plan directs, as an imperative, an evolution of the business model under bold and responsive leadership in order to meet the challenges of a changing philanthropic environment and an ever present need for programs and services for our most vulnerable citizens.

The new strategic plan puts our stakeholders – donors, volunteers, business and labour leaders, funded partners and community champions – at the centre of our work. Our vision for creating a strong and inclusive community is only possible when we all come together in a 'united' way.

A
strong *and*
INCLUSIVE
COMMUNITY
for all.

While the strategic plan sets out the long-term vision for the organization, this past year, the Board also set the path for the future through significant strategic initiatives including: the relocation of United Way's office into the downtown core, the recruitment of new Board members who bring tremendous expertise and represent our community in a variety of sectors, and the investment in bc211 and in resource development through the expansion of individual giving.

At the core of all these efforts is our ability to continue investing in programs and services that deliver community impact. Every year people from across our community step forward to join our movement.

Together with their support, in 2016, we invested \$4.26 Million across the Capital Regional District in over 109 programs which help change the lives of over 111,000 people – individuals, families, children, youth, and seniors.

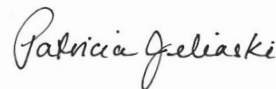
We extend our sincere gratitude to the thousands of supporters who participate in United Way's efforts to help fund a network of services in our three priority areas: All that Kids Can Be, From Poverty to Possibility and Strong Communities.

We know our work is driven by our ability to convene, facilitate and lead in times of calm and crisis. And we know you make this work possible, because behind every changed life is someone who made it happen and that someone is you!

Thank you to our donors and volunteers, our champions and advocates, for your ongoing support of United Way. **Together, We Are Possibility.**



Board Chair



CEO



accountability

United Way believes that at the heart of a healthy community are people who care – not just for themselves – but for those around them. United with our donors, volunteers and community partners, we deliver hope and possibility, changing local lives and delivering our mission every day.

Over the past year:

111,282 individuals, families, children, youth and seniors' lives were impacted by your generosity.

109 programs that you offered funding for were able to give more to our most vulnerable citizens when they needed it the most.

72 social service agencies you provided assistance for helped build a stronger and more inclusive community for all.

Your footprint as a donor is far-reaching. Your investment not only addresses the immediate and emerging needs of our citizens today, it also allows United Way to focus on the future and the most pressing social issues facing the Capital Regional District.

3.

BEHIND EVERY **CHANGED LIFE** IS SOMEONE THAT MADE IT HAPPEN. THAT SOMEONE IS **YOU - OUR DONORS, VOLUNTEERS AND COMMUNITY PARTNERS.**

As we celebrate our 80th anniversary in 2017, together with your support, we have raised over \$160 Million within an ever-evolving philanthropic landscape. This is an incredible accomplishment. It is an honour to serve you and the community.

OUR
mission is to
and **IMPROVE LIVES**
BUILD *community*
by **engaging** individuals
and mobilizing
collective action
in **Greater Victoria.**



innovation

BRINGING 211 VANCOUVER ISLAND

Support is at your fingertips and only a click away.

bc211.ca, the online service directory is now available to help Victoria residents access the support they need in their local neighbourhoods.

Linking community, social, non-clinical health and government services in a database of over 11,000 current entries, bc211.ca documents and describes services and organizations available to assist people when they need it the most. Whether you're looking for employment support, legal assistance, mental health and addiction services, housing or shelter locations, seniors services, or children and youth programming, bc211.ca has the connections you need and so much more.

In addition to bc211.ca, United Way is currently fundraising to bring the phone and text option for this valuable service to Vancouver Island. Once secured, the confidential and multi-lingual phone line will be available 24 hours a day, seven days a week, 365 days a year, and in over 160 languages.

To date, generous financial contributions have come from major donors: John and Catherine Windsor, Clint and Carole Forster, Peter and Helen Malcolm, and Beverly Unger, along with the TELUS Victoria Community Board, ALACS Fund through the Victoria Foundation, Edward Jones Foundation, Berwick Retirement Communities, and the Salt Spring Island Foundation. In-kind media support has been provided by the Black Press Group and the Jim Pattison Broadcast Group.



BEHIND EVERY CHANGED LIFE IS SOMEONE THAT MADE IT HAPPEN. THAT SOMEONE IS YOU - OUR INDIVIDUAL DONORS AND CORPORATE PARTNERS.

Every donor comes to the table inspired by different social priorities and for philanthropists John and Catherine Windsor, seniors' well-being was the motivation for them to jumpstart the campaign with a generous \$40,000 annual commitment for three years. In John's words, "today's seniors are yesterday's teachers, nurses, doctors, soldiers, and business leaders. Together with their parents, they built this wonderful country. The least we can do is help look after them in their later years." John and Catherine support bc211 because it helps seniors and their children connect with the services and information they need.

For Mel Cooper, Chair of the TELUS Victoria Community Board, community connection was the inspiration. Mel states that the value of bc211 cannot be underestimated as it "connects Greater Victoria youth and residents with valuable social services close to home." The TELUS Victoria Community Board was happy to answer the call from United Way with a matching grant of \$40,000 to support the phone and texting option for 211.

For 80 years, United Way Greater Victoria has connected people to the support they need, when they need it the most. bc211 is here to enhance a network of services in the region and make it easier to gain access to information in an efficient and confidential manner. As Bill Morris, National Director, 211 at United Way Centraide Canada states, "211 is a very important Canada-wide project for the United Way Centraide movement because it helps people at vulnerable points in their lives access the services required to cope with life's challenges. We are thrilled to see British Columbia come on board and now over 70% of Canadians have access to the service either online or by phone and text." Possibility is only a click away!



A LIFETIME *of* SERVICE

In our community, we are fortunate to have many leaders promoting social change and doing so through their donations of time, talent, and treasure. Each year, United Way recognizes the outstanding efforts of donors and volunteers (individual and corporate) along with non-profits, as Honorary Life Members at our Annual General Meeting. Many of these exceptional citizens are past board, cabinet and council members who have opened doors to new partnerships, fundraised as part of our campaign, provided advice on funding recommendations, and contributed to United Way's success over the past 80 years as a leader in the social service sector. We would like to thank all of our Honorary Life Members for their dedication.



Barb McVagh was last year's honorary life member for her over 30 years of service as a volunteer on our Community Cabinet as well as a donor for almost 50.

HONORARY LIFE MEMBERS - PAST AND PRESENT

Harold Moist
Gordon Verley
Dr Gordon (Bud) Lott
Shari McGlynn
Mickey (Grayson) Hajash
Nancy Greer
Jim Cutt
Adrian Round
Cathy McIntyre
David A Paterson

Bill Israel
Maureen Duncan
Sharon Halkett
John Heraghty
Dick Cavaye
Bruce Williams
Elinor Branter
Harry Prior
Department
of National Defence

King Brothers
YM/YWCA
Silver Threads
CNIB
Canadian Red Cross
Community Social
Planning Council
Mel Cooper
Andrew Beckerman
Barb McVagh

2016 VOLUNTEERS

BOARD OF DIRECTORS

Dr. Mary Ellen Purkis
(Board Chair)
Ivan Watson (Vice Chair)
Sharon Moysey (Treasurer)
Jasmine Dadachanji
Ashley Forseille
Mike Macdonell
Kathy MacNeil
Steve McKerrell
Stu Shields
Captain (N) Steve Waddell
Rick Wiegel

UNITEDNOW! COUNCIL

Ashley Forseille
Erin Cloverdale
Mikaila Rhodes
Bhupinder Singh Dulku
Ashley Wang
Claire Cathro
Ashley Thomas
Anita Weng
Carli Swift

COMMUNITY CABINET

Bruce Williams (Co-Chair)
Mike Eso (Co-Chair)
Hazel Braithwaite (Vice-Chair)
Paula Carey
Dick Cavaye
Chris Coleman
Greg Conner
Dave Golen
Dr. Harlow Hollis
Bill Israel
Ingrid Jarisz
Mark Lortie
Barb McVagh
Brian Mann
Bonnie Peacock
Sonya Strong
Helen Wale

YOUTHNOW! COUNCIL

Harpreet Bhela
Chris Holland
Dayna Fitzgerald
Gloria (Xinran) Lee
Jenna Ren
Jesse O'Neill-Bains
Luke Yakielashek
Joanna (Jojo) Zhou

LABOUR COMMITTEE

Stu Sheilds - Unifor, Chair
Mike Eso - Victoria Labour
Council, Co-Chair
Jim Pullan - Unifor 333
Janet Barney - Canadian Union
of Postal Workers 850
Jeannie Blaney - Unifor 114
Phil Venoit - IBEW 230
Trevor Davies - Canadian Union
of Public Employees Local 374
and CUPE BC GVP
Susanne Francoeur - BCGEU
Keith Campbell - Dockyard
Trade and Labour Council West
Katrina Johnston - Professional
Institute of Public Services
Canada

LABOUR PARTNERSHIP *in* ACTION

Supporting and promoting community is a large part of what defines CUPE Local 50. For almost a century, they have been representing members at the City of Victoria, demonstrating their enthusiasm for the community.

The City of Victoria is committed to United Way and along with affiliated unions that include police, fire, and municipal workers, they have raised \$1.4 Million since 1994. The success of this workplace campaign hinges upon a small group of dedicated volunteers that coordinate and motivate over 1,000 employees to support a network of services for those in need.



One of those workplace campaign volunteers is Don Sutton. Don, a United Way donor for over 25 years, first started at the City in 1979 and joined the Executive of CUPE Local 50 in 1994. When a vacancy opened up on the City Park's Department campaign committee, Don stepped up to the plate.

When Don retired from the City a year ago, his enthusiasm for United Way's campaign persisted and he was given the opportunity to offer his talents as a United Way loaned representative. Don says that retirement has provided him the time to dedicate his energy to the community and through the support of CUPE Local 50 and the City of Victoria, he can spend that time giving back and doing what he does best – coordinating a successful workplace campaign for United Way!

In recognition of this accomplishment, the City of Victoria and affiliated unions took home the Outstanding Committee and Outstanding Workplace awards at United Way's 2016 Spirit Awards this past April.

VOLUNTEERING *to* EFFECT CHANGE

Saira Walters, RBC Royal Bank Manager, has been a United Way volunteer superstar for seven years, successfully managing a workplace campaign and most recently being awarded Outstanding Employee Campaign Chair at the 2016 Spirit Awards.



When Saira first took the reigns as Employee Campaign Chair for RBC in 2010, she brought her enthusiasm and innovation to the role, relating how she has always felt the importance of “growing with the community” and promoting the inspirational impact of United Way’s local action.

Last year, with the help of United Way, Saira helped coordinate an impact bus tour with RBC employees. The tour informed employees on the reach and scope of United Way’s funded partners, while introducing them to the agencies and individuals that offer so much to vulnerable members of the community. This “curiosity,” says Saira is what propels people to “learn more about the services out there” and ultimately, gain a deeper understanding of how the community works together while dealing with social challenges.

Not only does Saira effectively lead RBC’s campaign, but she also gives her branch champions the opportunity and inspiration to advance their community education and take ownership of their branch’s fundraising. To see an employee campaign chair get motivated to effect change and learn more about United Way’s impact in the community is, in her mind, one of the most rewarding aspects of leading the campaign. In her own words, Saira emphasizes that “you have to find out what you are passionate about, educate yourself on the impact, and work hard to do great things.”

BEHIND EVERY **CHANGED LIFE** IS SOMEONE THAT MADE IT HAPPEN. THAT SOMEONE IS **YOU - OUR EMPLOYEE CAMPAIGN CHAIRS.**

10.



COLLABORATION *in* THE DOWNTOWN CORE

Homelessness has many faces and affects people from diverse backgrounds and life situations. While mental health and addictions challenges are one part of the picture, many people who experience a lack of housing are seniors, families, children, and individuals working full-time, low-wage jobs. With the number of supportive housing facilities not in proportion to the ever rising need, non-profit outreach services in the Capital Regional District face increasing pressure to alleviate the crisis.

Since 2002, United Way has supported the Downtown Service Providers (DSP), a collaborative alliance of organizations who advocate for client centered social policies focusing on housing, food security, and harm reduction. The DSP was created in response to concerns that the centralization of outreach services in the downtown core was drawing homeless people and negatively impacting businesses.

Promoting a goal of inclusivity, understanding, social awareness, and involvement, the DSP has extended a hand to police, funders, policy makers, elected officials, city staff, and downtown businesses by offering a forum to discuss issues and solutions in a transparent and professional manner. The mission of the DSP is to have a positive impact on the lives of marginalized citizens by coordinating the efforts of individual organizations to achieve improved outcomes.

Homelessness and affordable housing is central to the DSP's advocacy initiatives with expanded capital and operational funding, increased income assistance shelter rates, and a greater availability of specialized housing supports remaining key priorities.

United Way funded partners who are active members of the DSP include: AIDS Vancouver Island, Anawim House, Oasis Society, Our Place Society, Pacifica Housing, PEERS, Together against Poverty Society, Umbrella Society, Victoria Cool Aid Society, Victoria Native Friendship Centre, and the Victoria Youth Empowerment Society.

Through cooperation and integration, the DSP is combining the strength and reach of downtown organizations to improve the lives of marginalized Victoria residents while finding concrete solutions to the issues impacting the city. United Way is proud to support this collaboration as part of their funded network of services.



Turning hard work into play!

An enthusiastic volunteer group from the Department of National Defense took part in a *United Way Day of Caring* at Pacifica Housing's Rudd Park Family housing complex last August.

With energy, enthusiasm, and plenty of elbow grease the group constructed a playground, adding a child friendly space to the housing units.

Days of Caring offer a unique opportunity for workplaces to lend a hand to a local non-profit in the community while at the same time, broadening their knowledge of United Way's strong network of services. Having a chance to engage directly with an organization leaves volunteer participants with a deeper understanding of why they choose to support United Way.

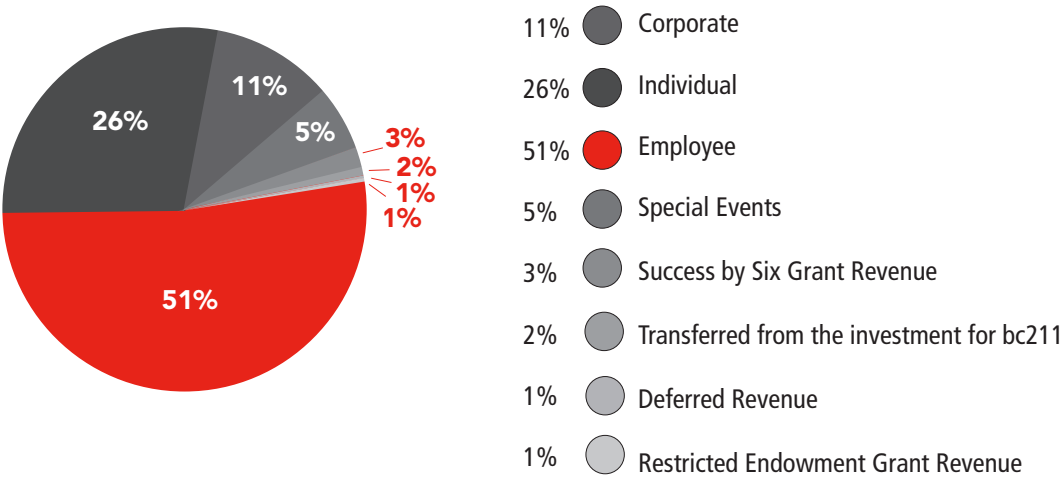
Statement of Financial Position

Assets	31-Mar-17
Cash and cash equivalents	\$1,183,836
Receivables	\$2,351,026
Investment	\$7,586,713
Endowment	\$1,507,839
Capital assets, net of depreciation	\$737,075
Total Assets	\$13,366,489
Liabilities	
Accounts payable and accrued liabilities	\$338,501
Community grants payable	\$2,853,885
Deferred revenue	\$366,658
Deferred costs over the life of the lease	\$451,659
Total Liabilities	\$4,010,703
Fund Balances	
Internally restricted	\$7,731,197
Externally restricted	\$1,617,634
Unrestricted	\$6,955
Total fund balances	\$9,355,786
Total Liabilites and Fund Balances	\$13,366,489

Statement of Operations

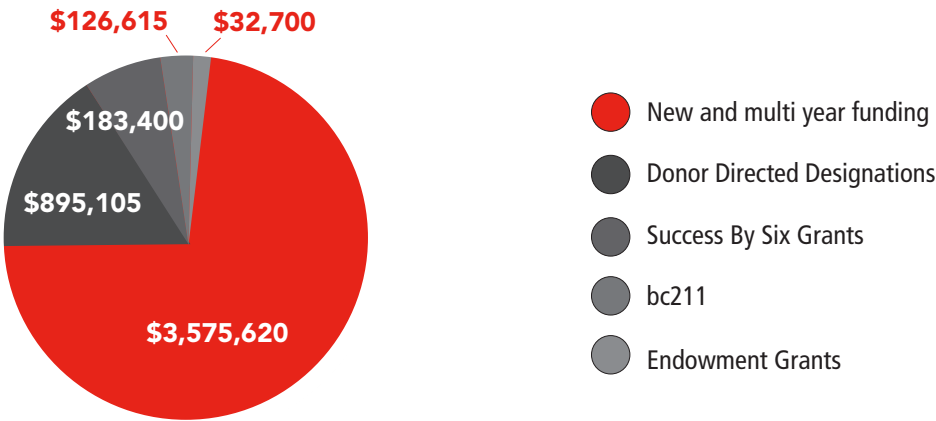
Revenue	31-Mar-17
Net campaign revenue	\$4,949,970
Investment income	\$823,092
Bequests	\$252,949
Success by Six	\$247,265
Sponsorships and events	\$39,314
Total Revenues	\$6,312,590
Expenses	
Community Granting & Donor Directed	
Community grant distributions	\$3,702,235
Restricted grant distributions	\$216,100
Donor directed gifts	\$895,105
Total Community Granting & Donor Directed	\$4,813,440
Community investment and administrative	\$814,685
Resource development and administrative	\$1,258,507
Campaign costs other United Way's	\$51,649
Investment fees	\$46,699
Success By Six	\$64,295
	\$7,049,275
Excess (Deficiency) of revenue over Expenses	
before the undernoted	(\$736,685)
Investment in individual giving	(\$236,000)
Gain on disposal of capital assets	\$1,178,458
Excess (deficiency) of revenue over expenses	\$205,773

Community Campaign & Other Granting Revenues 2016 - 2017



Total Community Campaign & Other Granting Revenues 2016 - 2017 \$5,407,070

Community Granting & Donor Directed Gifts 2016 - 2017



Total Grants and Donor Directed donations \$4,813,440



integrity

MAKING *a* LASTING CHANGE

Anna Echols has made a decision that could enable United Way to help thousands of people in the future, but she didn't want a big fuss made about it as it was a personal decision. She has let United Way share her story because it may help others realize that they too could make an extraordinary difference by leaving a legacy for the community.

"In Regina, my family didn't grow up privileged or wealthy, but we were comfortable and I have always felt very fortunate," recalls Anna. "I can empathize with families that are struggling. I know there are many in Greater Victoria needing all kinds of help."

Anna and her husband Jeff are childfree by choice. She has recently revised her Will and like many couples, she has made her husband primary beneficiary. In the event that she outlives Jeff, she has named United Way as beneficiary of her estate and of her life insurance policy.

"With property values so high, anyone with a home can make a huge, positive impact on the community if they name United Way in their estate plans," says Anna. "Life insurance is also part of our financial plan, and I know the end result could be really significant for United Way and the people it helps."



Photo: elighphoto.com

What led to this decision? "My mother was a really giving person. She used to canvas for different causes and she worked for United Way when I was young." That was Anna's first introduction to United Way, and later, she became a United Way volunteer and donor while participating in her employer's workplace campaign while living in Vancouver. "I remember hearing that problems in the community are like holes in a dam. You can run around trying to fill different holes by giving to a number of charities, or you can give to United Way and know they will fill many at one time instead of just one."

Anna loves the "umbrella" of support United Way provides for so many different services and agencies in the region, and the fact that recipient agencies are so carefully screened. "I also know United Way will definitely be here helping where it's needed most, long after I'm gone."

Leaving
a
LEGACY

BEHIND EVERY **CHANGED LIFE** IS SOMEONE THAT MADE IT HAPPEN. THAT SOMEONE IS **YOU - OUR LEGACY DONORS.**



inclusion

RESPIRE: A NIGHT AWAY

When Ann Auld gave birth to a baby girl with Down syndrome, the doctor called her "Perfect." Ann and her spouse, Martin named her Zola, meaning, "Of the Earth". Knowing her daughter's condition, Ann vowed "I will bring her out into the world and I will bring the world to her."

Ann's path as a "fierce mama advocate" has been challenging but Zola's accomplishments speak of success. Now 20 years old, Zola graduated from Reynolds Secondary School this year, winning the Council for Exceptional Children's provincial, "YES I CAN!" award.

When Zola's father Martin was killed in a motorcycle hit-and-run, eight years ago, the personal loss was catastrophic for Ann and Zola. Ann not only lost her active co-parent, but two full-time jobs, and nearly their home. Ann's solo-tutoring service has become her primary source of income, so she can balance Zola's life-long care needs, while running their home.

Now a solo parent, the emotional and financial stress placed on Ann's shoulders has been exhausting. Although Zola can verbally express herself well, Ann oversees endless details critical to her daughter's well-being. Imagine helping a teenager choose clothes appropriate for the day, administering crucial medications and managing her time, while ensuring your daughter is never left unattended. "It's like being an uber-mother cat in my daughter's life," Ann states.

Ann admits that she's worried about constantly fending for Zola's future. "Those of us in a kind of chronic caregiving mode are compared to combat soldiers – we never really get to be switched off."

That's where the Cridge Respitality Service comes in, with funding support from United Way donors. The service was created to offer a "night away" compliments of a local sponsoring hotel, such as The Fairmont Empress Hotel and Laurel Point Inn. "Respitality is about reclaiming a sense of who I am – I can be an adult without all the minutiae of responsibility."

Today, Ann views both her daughter and the Cridge Respitality Service as having important social connector roles in Victoria – breaking the isolation pattern that accompanies families like hers, and allowing businesses and their employees "to touch the lives of people they otherwise may not meet."

Charismatic Zola has become her own social magnet. "And not just because of her blue hair," says Ann. "She's fun, inventive, and people want to be around her. Zola can be a spokesperson for those that literally cannot speak." Zola did just that when she was chosen to officially greet the Duchess of Cambridge during the Royal Tour to Victoria in 2016!

Photo: elighphoto.com





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