

**2018**  
**2019**

# ANNUAL REPORT



**United Way**  
Greater Victoria

Tre was able to navigate the complexities of aging out of foster care by connecting with people like Elisha at a youth self-sufficiency program funded by United Way. Your support transformed his life.

# BOARD CHAIR REPORT

IVAN WATSON



The past year has been about growth, transition and the power of local love to build resilient communities.

In October, we welcomed our new CEO Mark Breslauer, who brings a heart for community and a head for business strategy to the role. He hit the ground running and already his considerable expertise and passion have provided invaluable leadership and concrete results.

I want to thank Danella Parks and Janet Tudor, who in addition to their regular roles as Director of Community Impact and Director of Operations respectively, took on additional responsibilities as interim co-CEOs for several months, leading the organization with skill and dedication during the transition period to our new CEO.

In 2019, our United Way national movement celebrates 100 years of building a strong and inclusive social profit sector in Canada. The first United Ways served as a community's social safety net, pooling resources for the common good. Our local United Way, formed by caring citizens in 1937 to tackle the social challenges caused by the Great Depression, continues to be fuelled by the core values of helping people in need and community self-reliance. Last year alone, generous Victorians donated \$4.7 Million and United Way helped fund over 100 programs to support over 80,000 vulnerable individuals when and where they needed it most. We, like United Ways across the country, are committed to making social issues such as mental health, homelessness, social isolation and poverty #UNIGNORABLE and are seeking sustainable solutions through the power of collective action.

In every generation, United Way has risen to the challenge of tackling the most pressing social issues of the day. Today, one of our newest signature initiatives in Greater Victoria is working with community partners to seek a holistic solution to our region's overdose and opioid crisis.

Recently, our Board rolled up its sleeves in strategic visioning sessions to imagine the best possible United Way of the future. Looking ahead as we forge new partnerships and transform, as we always have, to remain at the forefront of community resilience, local love and local impact will always be at the heart of our mission to improve lives and build community in Greater Victoria.

On behalf of the Board of Directors, I want to thank our dedicated team members, tireless volunteers, generous donors, corporate supporters, and hard-working community partners. Together, we are the collective power of a caring community.

Sincerely,

Ivan Watson  
Board Chair, United Way Greater Victoria Board of Directors





"United Way's purpose is to create and support a community where everyone has the opportunity to reach their full potential. Every year, your support helps tens of thousands of vulnerable people in neighbourhoods from Victoria to Sooke to Sidney and the Southern Gulf Islands. Thank you for showing your local love by giving back."

Mark Breslauer, CEO, UWGV

## CEO MESSAGE



## YOUR LOCAL LOVE IN ACTION HELPED PEOPLE LIKE KEN AND ROSE



As a single dad, Ken experienced some tough times until a United Way-funded food program helped him. "The recession hit and I was laid off. At the end of the month I would think: 'I've paid the babysitting costs. I've paid the rent. Now how do I feed and clothe these kids?' I didn't have any money for groceries. I never understood what the phrase 'the working poor' meant until being placed in that situation." Once things turned around for Ken, he remembered the United Way red logo and felt the need to give back. Donations come off his pay cheque on a weekly basis.



Rose had a difficult childhood; she was diagnosed with depression and anxiety. Now she aspires to be the first Indigenous prime minister and she's on the right path thanks to a United Way program. "In grade nine, I started attending a United Way-funded tutoring and mentoring program after school, and the support I had there made such a big difference. I feel like if I can change one life or inspire one student, then maybe they can inspire ten more."

# IGNITING LOCAL LOVE ACROSS THE CRD



**\$3,681,300  
INVESTED**



## 109 PROGRAMS

In 2018, over 200 workplaces ran United Way fundraising campaigns to help out a fellow neighbour, friend, colleague or family member. Your support is greatly appreciated!

Nuhaa feels more comfortable in Canada after participating in an after-school program and meeting volunteers like Samantha.



**Leaving a legacy:** in 2018, long-time supporter Dr. Mary Ellen Purkis created a Donor Advised Fund at United Way to support her family's passion for volunteerism.

Thank you!

**10,053**

people received counselling and support to overcome trauma and abuse, mental health challenges, and recover from addictions.

**Women United™** is a global giving circle of 70,000+ women that recognizes the enormous power and influence of women in philanthropy. UWGV launched a local chapter to leverage time, talent and resources from women in the CRD.

**Mental health** is not just in our heads. **1 in 4 people** on Vancouver Island have mental health challenges, whether it be depression or anxiety disorders that compromise their lifestyles and well-being.



United Way's **Period Promise** in partnership with Victoria Labour Council, BC Transit and UWGV's Labour Committee **collected over 66,646 menstrual products** and distributed them to 14 community agencies.





**BC Transit, Canada Revenue Agency, Island Health, RBC Royal Bank** and the **University of Victoria** loaned UWGV their best and brightest to work alongside us for four months during our fall community campaign.

Kids should be hungry to learn, not hungry. Yet **1 in 6 children in BC** under the age of 18 live in a household that struggles to put food on the table.

**86  
AGENCIES**

**"Powerful and passionate** - that's how I feel about the work United Way does here. No matter what race, religion or background, United Way is here to help."  
- Al Hasham, UWGV 2018 and 2019 Community Campaign Cabinet Chair.



**80,551  
LIVES  
CHANGED**

**24,075 people** received healthy, nourishing meals at community kitchens and neighbourhood houses.

**12,848**

**seniors accessed programs** that combatted isolation by engaging them in social groups, offering rides to important appointments, supporting post-hospital care, and addressing the challenges of Alzheimers and dementia.

On any given night, **931 Victoria residents are homeless**, turning anything from cars, to park benches, to underpasses or shelter mats into their homes.

UWGV presented **13 Spirit Awards** to recognize the generous nature of businesses, institutions, organizations and individual donors in the CRD. The most prestigious award, the **Chair's Award of Distinction**, was given to **Mark Lovick, RBC Royal Bank Regional VP for South Vancouver Island**.



Travis works part time at a shelter, where he uses his own past to help people experiencing homelessness. A lack of affordable housing is an **#UNIGNORABLE** issue facing the CRD.

**7,571 children and youth** took part in mentoring and support programs that helped them increase their resiliency, overcome anxiety and bullying, build healthy relationships.

**THANK  
YOU**



### Corporate sponsors:

Berwick Retirement  
Communities  
Canadian Tire Stores  
(locally owned & operated)  
Chemistry Consulting  
Oak Bay Marine Group  
Peninsula Co-op  
The Bay Centre  
The Wilson's Group  
Wheaton Chevrolet  
Buick Cadillac GMC Ltd.  
Victoria Labour Council

### Media partners:

Bell Media  
Black Press  
CHEK News  
Jim Pattison  
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Pattison Outdoor  
Advertising  
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Shaw Communications Inc.  
Times Colonist

### Board of Directors

Ivan Watson, Board Chair  
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Dr. Mary Ellen Purkis, Past Chair  
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Dr. Deborah M. George  
Kathryn MacNeil  
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Stu Shields  
Rick Wiegel  
Bruce Williams

### Community Cabinet

Al Hasham, Chair  
Paula Carey  
Dick Cavaye  
Chris Coleman  
Greg Conner  
Dr. Harlow Hollis  
William Israel  
Kyara Kahakauwila  
Mark Lovick  
Brian Mann  
Barb McVagh  
Bonnie Peacock  
Jim Rondeau

### Labour Committee

Mike Eso, Co-chair, Victoria Labour Council  
Stu Shields, Co-chair, Unifor National Representative  
Janet Barney, CUPW Local 850  
Candace Charalambidis, Hospital Employees Union SVI  
Susanne Francoeu, BC Government and Service Employees Union  
Darlene Gallant, BC Government and Service Employees Union  
Cory McGregor, IBEW Local 230  
Kirk Mercer, CUPE Local 951  
Charlotte Millington, Hospital Employees Union SVI  
Jim Pullan, Unifor Local 333  
Christine Spencer, BC Ferries & Marine Workers Union  
Alternate: Christopher Tolhurst, Unifor Local 333  
Alternate: Paula White, BC Ferries & Marine Workers Union

### Honorary Life Members

J. Elinor Branter  
Canadian Red Cross Society  
BC Coastal Region  
Dick Cavaye  
CNIB - Victoria  
Community Social Planning Council  
of Greater Victoria  
Mel Cooper  
James Cutt  
Department of National Defence (DND)  
Maureen Duncan  
Dr. Rebecca Grant  
Dr. Nancy Greer  
Grayson M. Hajash\*  
Sharon M. Halkett  
John Heraghty  
William Israel  
King Bros. Limited  
Peter Lockie  
Gordon G. Lott\*  
Brian Mann  
Shari McGlynn  
Cathy McIntyre  
Barb McVagh  
F. Harold Moist\*  
Dave A. Paterson  
Harry Prior\*  
Adrian W. Round  
Silver Threads Service  
Gordon K. Verley\*  
Bruce Williams  
YMCA-YWCA of Vancouver Island

\* Indicates an Honorary Life Member who has passed away.

# FINANCIAL STATEMENT



## Statement of Financial Position

Assets	31-Mar-19
Cash and cash equivalents	\$1,235,157
Receivables	\$1,959,047
Investment	\$5,278,419
Endowment	\$1,582,002
Capital assets, net of depreciation	\$513,026
<b>Total Assets</b>	<b>\$10,567,651</b>

### Liabilities

Accounts payable and accrued liabilities	\$619,700
Community grants payable	\$2,360,434
Deferred revenue	\$372,615
Deferred costs over the life of the lease	\$319,925
<b>Total Liabilities</b>	<b>\$3,672,674</b>

### Fund Balances

Internally restricted	\$4,761,188
Externally restricted	\$1,639,678
Unrestricted	\$494,111
<b>Total fund balances</b>	<b>\$6,894,977</b>

<b>Total Liabilities and Fund Balances</b>	<b>\$10,567,651</b>
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\*UWGV continues its 5-year plan, started in 2014 to proactively meet the changing needs of donors. With more donor-directed donations, improved resources for individual/planned giving and clearer linkages to community impact, we expect that the temporary excess of expenses over revenues will be ameliorated.

## Statement of Operations

Revenue	31-Mar-19
Net campaign revenue	\$4,675,775
Investment income	\$380,160
Bequests	\$44,834
Success by 6	\$245,314
Sponsorships and events	\$50,532
<b>Total Revenues</b>	<b>\$5,396,615</b>

### Expenses

#### Community Granting & Donor Directed

Community grant distributions	\$2,302,425
Restricted grant distributions	\$265,095
Donor directed gifts	\$1,113,816
<b>Total Community Granting &amp; Donor Directed</b>	<b>\$3,681,336</b>

Community investment and administrative	\$895,471
Resource development and administrative	\$1,074,237
Campaign costs other United Ways	\$43,583
Investment fees	\$43,407
Success By 6	\$65,093
	<b>\$5,803,127</b>

Excess (Deficiency ) of revenue over Expenses

before the undernoted (\$406,513)

Investment in individual giving (\$633,030)

**Excess (deficiency) of revenue over expenses (\$1,039,543)**



**United Way**  
Greater Victoria

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