



United Way
Greater Victoria

2017-2018 ANNUAL REPORT

BOARD CHAIR REPORT

United Way Greater Victoria has been helping people since 1937. Last year, we marked eight decades of improving lives and building healthy communities in our region. As we begin our next 80 years, we can be proud of our legacy accomplishments while remaining focussed on evolving to meet the changing needs of our partners, donors and community.

United Way acts as a bridge between people in need and people who are able to help. People accessing United Way funded programs are amongst us every day - they could be your co-workers, neighbours, children, friends or family.

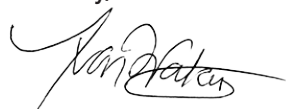
Last year we helped almost 87,000 people in our community, helping children get a good start in life, moving families from poverty to possibility, and helping to build a strong, vibrant and healthy community.

One recent accomplishment I am particularly proud of is bringing bc211 to Vancouver Island. 211 is an important and crucial service that connects individuals to community resources. Thanks to generous local United Way donors, we were able to add telephone and text services so that 211 runs every day, all year round. Vancouver Islanders can phone or text 211, 24/7 and reach a real person to get the help they need. We also added a Street and Shelter Helpline last fall to help those struggling with homelessness find a shelter.

One of the main drivers of the expansion of bc211 to the Island was our former President and CEO Patricia Jelinski who left the organization this spring. I'd like to thank her for her stellar leadership and service. During her four years at the helm, she transformed the organization in significant and positive ways. She leaves behind a strong and capable team who will continue to grow and transform the organization going forward.

On behalf of the Board of Directors of United Way Greater Victoria, I want to thank our dedicated staff team, tireless volunteers, generous donors, corporate supporters, and hard-working community partners. I'd also like to thank our media partners: Bell Media, Black Press, CHEK News, Lamar Advertising, Pattison Outdoor Advertising, Rogers Communications, The Jim Pattison Broadcast Group, Shaw TV, and the Times Colonist. Together, we are building a strong and healthy community in a United Way.

Sincerely,



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



United Way unites the generosity of people – business, labour, government, donors and volunteers - with the skills, knowledge and expertise in our community to help those in need. United. We do more.

Photo: Ivan Watson, Board Chair, United Way Greater Victoria.

LABOUR PARTNERSHIP

United Way and organized labour share a common vision: an inclusive community where people have access to a wide range of social and public services no matter where they live or where they're from.

Labour representatives volunteer on United Way Greater Victoria's Board and Labour Committee; as Campaign Associates; on workplace campaigns and as Labour community advocates. 61.5% of funds raised for United Way by workplaces are from unionized sites.

Last year, United Way Greater Victoria's Labour Committee and the Victoria Labour Council joined the Tampon Tuesday movement. The Tampon Tuesday initiative collects menstrual products to help people in need: monthly menstruation products are a necessity but not affordable for many living in poverty or experiencing homelessness.

Altogether 56,000 individual items were collected and donated to United Way-funded agencies. The local Tampon Tuesday drive helped 2,240 women and youth cover their needs for one month.



Photo: Donated pads and tampons are dropped off to United Way community partner Burnside Gorge Community Association.

"61.5% of funds raised for United Way by workplaces are from unionized sites."

United Way's mission is to improve lives and build a strong and inclusive community for all. We work to build a community where no one gets left behind.

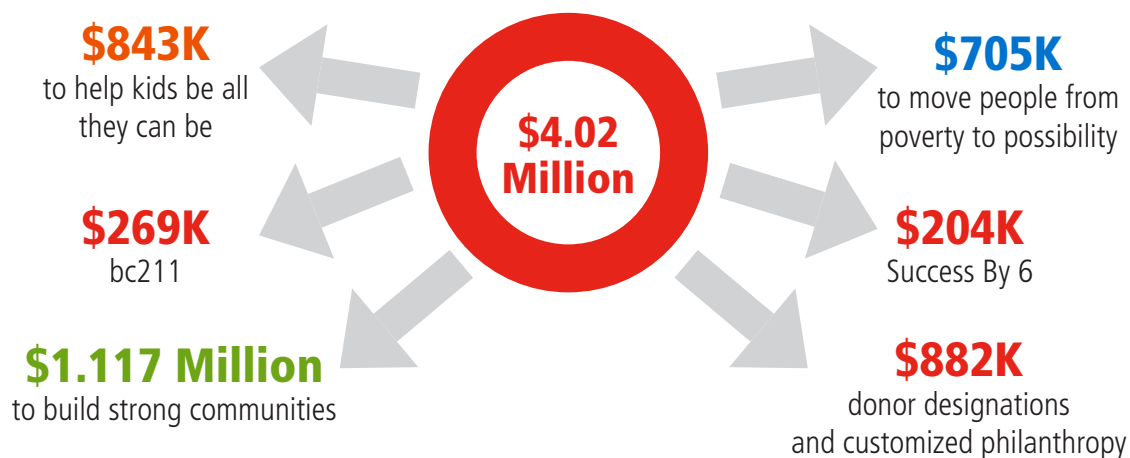
Photo: Stu Shields, Board Member, United Way Greater Victoria Board of Directors, and Chairperson United Way Greater Victoria Labour Committee.



OUR IMPACT

Our aim is to ensure that people living in Greater Victoria can access a strong and stable network of services at all times. United Way works to address the immediate needs of our most vulnerable citizens while also looking to the future, in order to address the root causes of social and emerging issues and create sustainable change.

We focus donor investments on three main priority areas: helping kids be all they can be; moving people from poverty to possibility; and building strong and healthy communities. We also manage the local provincial initiative Success By 6 that supports children age 0 to 6, and fund the free help service bc211. United Way also facilitates donor designations in support of other non-profits or specific charitable programs and initiatives.



How we help/who we help

- 5,200 individuals and families increased their sense of belonging in the community.
- 32,180 individuals and families gained access to fresh, nutritious and affordable food.
- 820 individuals and families got access to a safe and affordable place to live.
- 682 volunteers gave 32,000 hours of their time to help kids grow up healthy and resilient.

New this year

- Free, confidential help is now available 24/7 throughout Vancouver Island by dialing or texting 211 or searching online at bc211.ca.
- A Shelter and Street Helpline provides real-time information on bed and mat availability for those struggling with homelessness.
- A seniors' outreach worker now visits potentially isolated seniors in their apartment buildings connecting them with community and programs.



Smart investments build a strong and stable network of services. United Way is one of the largest funders of social services after the government.

Photo: Sharon Moysey, Chair, Finance Committee, Board of Directors, United Way Greater Victoria.

2017 VOLUNTEERS

Board of Directors

Ivan Watson (Board Chair)
Mike Macdonell (Vice-Chair)
Dr. Mary Ellen Purkis (Past Chair)
Sharon Moysey (Chair, Finance Committee)
Captain (N) Jason R. Boyd
Jasmine Dadachanji
Ashley Forseille
Kathy MacNeil
Steve McKerrell
Stu Shields
Rick Wiegel
Bruce Williams

Community Cabinet

Bruce Williams (Co-Chair)
Mike Eso (Co-Chair)
Paula Carey
Chris Coleman
Dick Cavaye
Greg Conner
Dr. Harlow Hollis
Bill Israel
Mark Lovick
Brian Mann
Barb McVagh
Bonnie Peacock
Jim Rondeau
Susan Shepherd
Sonya Strong

Labour Committee

Stu Shields, (Co-Chair - Unifor)
Mike Eso, (Co-Chair
- Victoria Labour Council)
Janet Barney - CUPW Local
Susanne Francoeur – BCGEU
Darlène Gallant – BCGEU
Cory McGregor – IBEW 230
Kirk Mercer – CUPE BC
Jim Pullan – Unifor Local 333

Honorary Life Members – Past and Present

Elinor Branter
Canadian Red Cross
Dick Cavaye
CNIB
Community Social Planning Council
Mel Cooper
Jim Cutt
Department of National Defence
Maureen Duncan
Rebecca Grant

Nancy Greer
Sharon Halkett
Mickey (Grayson) Hajash
John Heraghty
Bill Israel
Peter Lockie
Dr. Gordon (Bud) Lott
King Brothers
Shari McGlynn
Cathy McIntyre

Barb McVagh
Harold Moist
David A. Paterson
Harry Prior
Adrian Round
Silver Threads
Gordon Verley
Bruce Williams
YM/YWCA

T is for teamwork. United Way is extremely grateful for the extraordinary team of community leaders who volunteer their time to govern the non-profit and champion fundraising efforts.

Photo: Co-Chair Bruce Williams, United Way Campaign Cabinet and current Board member.



FINANCIALS

Statement of Financial Position

Assets	31-Mar-18
Cash and cash equivalents	\$1,175,209
Receivables	\$2,067,223
Investment	\$6,509,716
Endowment	\$1,552,871
Capital assets, net of depreciation	\$616,938
Total Assets	\$11,921,957
Liabilities	
Accounts payable and accrued liabilities	\$588,944
Community grants payable	\$2,646,470
Deferred revenue	\$375,640
Deferred costs over the life of the lease	\$376,382
Total Liabilities	\$3,987,436
Fund Balances	
Internally restricted	\$6,299,604
Externally restricted	\$1,632,972
Unrestricted	\$1,945
Total fund balances	\$7,934,521
Total Liabilities and Fund Balances	\$11,921,957

*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

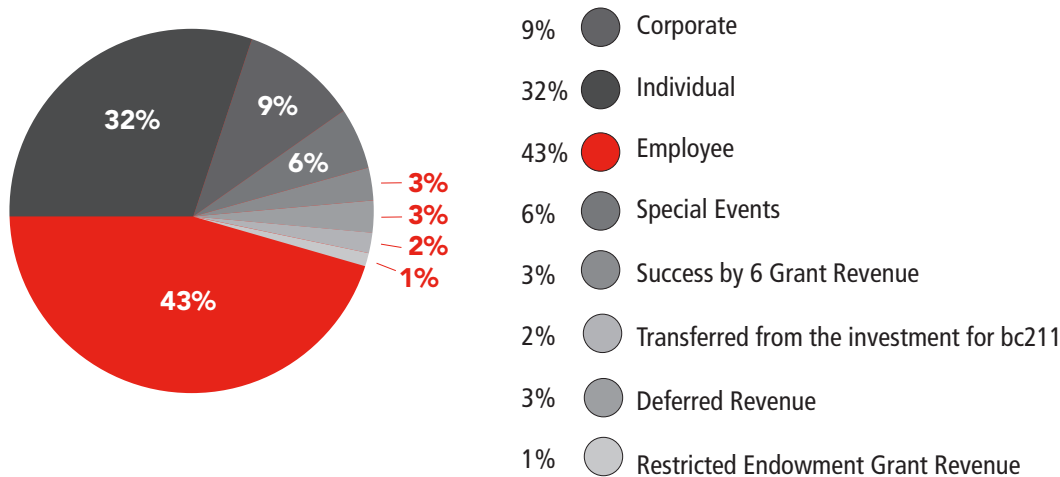
Revenue	31-Mar-18
Net campaign revenue	\$4,925,346
Investment income	\$479,285
Bequests	\$33,927
Success by 6	\$246,396
Sponsorships and events	\$18,685
Total Revenues	\$5,703,639
Expenses	
Community Granting & Donor Directed	
Community grant distributions	\$2,552,035
Restricted grant distributions	\$236,444
Donor directed gifts	\$1,371,175
Total Community Granting & Donor Directed	\$4,159,654
Community investment and administrative	\$872,557
Resource development and administrative	\$1,377,481
Campaign costs other United Ways	\$58,498
Investment fees	\$49,681
Success By 6	\$74,035
	\$6,591,906
Excess (Deficiency) of revenue over Expenses before the undernoted	(\$888,267)
Investment in individual giving	(\$533,000)
Excess (deficiency) of revenue over expenses	(\$1,421,267)*



E is for engage. United Way engages donors and volunteers from a wide range of sectors and age groups.

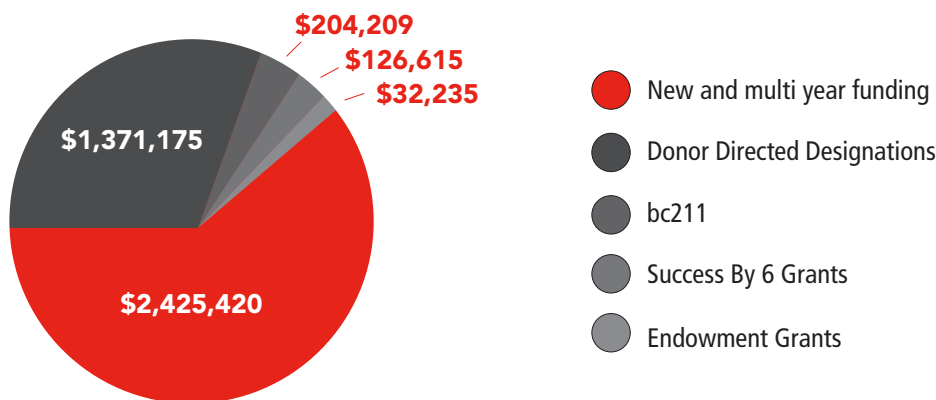
Photo: (Standing) Jasmine Dadachanji, Board Member; (sitting) Ashley Forseille, Board Member.

Community Campaign & Other Granting Revenues 2017 - 2018



Total Community Campaign & Other Granting Revenues 2017 - 2018 \$5,553,508

Community Granting & Donor Directed Gifts 2017 - 2018



Total Grants and Donor Directed Gifts \$4,159,654 - 75% of total Community Campaign & Other Granting Revenues

D is for donors. None of the work United Way does in the community would be possible without generous donors.

Photo: Donors and Campaign Cabinet members Paula Carey and Chris Coleman.





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