



United Way
Winnipeg



DO YOU KNOW WHAT A UNITED COMMUNITY LOOKS LIKE?

STRENGTH

UNITED WAY WINNIPEG 2017-18 ANNUAL REPORT

United Way Winnipeg would like to acknowledge that our work takes place on Treaty One Territory, original land of the Cree, Ojibway, Dene and Dakota peoples, and homeland of the Metis Nation—where people Indigenous to Turtle Island have gathered for as long as can be remembered.

We acknowledge the harms and mistakes of the past, and dedicate ourselves to moving forward in partnership with Indigenous communities in a spirit of truth, reconciliation and collaboration.

Treaty No. 1 was entered into on August 3, 1871 at Lower Fort Garry.

A United Community

2017-18 ANNUAL REPORT

The stories in this year's annual report represent just a sample of the amazing things we are accomplishing together. For more information on United Way Winnipeg, and for listings of partners and volunteers, please visit UnitedWayWinnipeg.ca



ON THE COVER

Bukky and her son Ethan found safety and stability because United Way donors love Winnipeg. Find out how on page 11.

MESSAGE FROM THE CHAIR, BOARD OF TRUSTEES, AND PRESIDENT & CEO ... 2

CAMPAIGN 2017 3

Campaign Chair's message	3
Community spirit soars in 2017	4
Corporate Cornerstones	5

ALL THAT KIDS CAN BE 6

Youth sings praises for summer camp	7
Youth lead change	8
A close-knit community	9
Solving the Solvable	9

FROM POVERTY TO POSSIBILITY 10

From rock bottom to pillar of strength: Bukky's story	11
Community agencies come together to strengthen families	13
WPRC builds bridges to connect business & Indigenous youth	14
Working together to end homelessness	15
Living on the Edge	16
Can you Make the Month?	17

HEALTHY PEOPLE, STRONG COMMUNITIES 18

Loss of sight sparks vision for better service	19
For Every Family	20
211 Manitoba taking off	22
Being bold for children	22

AN ENGAGED COMMUNITY 23

Huge hearts: Volunteers show their love for community	23
Labour goes above and beyond for fellow Winnipeggers	23
Essential support	24
Emerging leaders inspire action at GenNext Summit	25
A kinder Manitoba	26
Golf tourney celebrates silver anniversary	26

BUILDING KNOWLEDGE 27

Council for Indigenous Relations: What guides us	27
A space for all	28
Sharing stories	29
Peg: A city where no one is left behind	29

EFFICIENT & EFFECTIVE ORGANIZATION 30

Treasurer's report	30
Financial statements	31
Partners & sponsors	36



Marilyn McLaren
2017 Chair, Board of Trustees



Connie Walker
President & CEO

MESSAGE FROM THE CHAIR, BOARD OF TRUSTEES, AND PRESIDENT & CEO

United Way Winnipeg exists to improve lives through the power of community. Again this year, volunteer, donor, agency, government, corporate and labour partners and many others have come together to make a difference in the lives of thousands of people.

This year's annual report outlines progress in the first two years of *Our Community's Plan for a Better Winnipeg*.

Central to the plan is making sure a critical network of programs and services continues to help kids be all they can be, people and families move from poverty to possibility, and neighbourhoods to be safe, welcoming places. Together, we have continued to make this possible and every day, lives are changed.

As you'll see, we have also taken very early steps to do even more through new and expanded collaborations related to youth mental health and mentorship. And we made significant progress on enhanced support for families through the For Every Family Initiative.

This past year we continued to support community organizations to work more closely together by investing in networks to share effective practices, leverage efforts and work toward common goals. This includes support for the Manitoba Financial Empowerment Network, the Family Resource Centre Network and the Youth Agencies Alliance.

And we continue to lead and support groups in coming together to seek fundamentally better outcomes, like an end to homelessness, Indigenous youth employment, and readiness for school through systems and policy change.

You will quickly see in the pages ahead that we have much to celebrate! And we must pause to do just that!

And then, we must strengthen our resolve to go further. There is more to do.

Giving in a united way is our best opportunity as Winnipeggers to provide stable support to a broad range of programs for family, friends and neighbours and together, advance positive social change. We remain steadfast in our commitment to increase the number of people involved in this movement. And steadfast in our commitment to effective stewardship, transparency and accountability, ensuring every dollar and every effort counts.

To this end, we are taking the lead from younger generations, diverse communities and corporate partners, evolving to ensure, as we have for over 50 years, that United Way Winnipeg is the place where everyone in our community comes together.

We are so grateful to have the Government of Manitoba as a longstanding and committed partner. The Province's support ensures every dollar donated goes to making a difference in our city.

And we are also so grateful for the exceptional leaders in our community, across all sectors, who step up to guide United Way Winnipeg, raise the dollars, inspire peers and steward community investments to ensure we are, together, making the biggest difference possible. We are humbled by how much you care.

Winnipeg is a unique and special place with all the ingredients to be a truly inclusive, caring city. And because we all love Winnipeg and everyone who lives here, it's easy to believe that, together, we will do even more.

MESSAGE FROM THE CAMPAIGN CHAIR

**Ryan reflects on
remarkable moments**

It has been my pleasure, and my honour, to be the 2017 Campaign Chair. This past year, like each year, the campaign to raise funds for Winnipeg's community fund was a total team effort.

I thank members of the 2017 Campaign Cabinet—business, labour and community leaders—who brought forward their tireless passion and ability to inspire Winnipeggers everywhere to help create lasting change.

As well, I want to thank the thousands of volunteers at more than 600 workplaces throughout Winnipeg who give their co-workers an opportunity to make a difference. At many of those workplaces, volunteer speakers from United Way donor-supported agencies shared their stories so people can understand the lasting impact of their generosity.

It reminds me of something I find so amazing and symbolic of the value of our work—many of United Way Winnipeg's nonprofit agency partners also run campaigns and give generously to support the same community fund they rely upon to continue their own vital work. It is such a powerful example of compassion.

It is important to know, as we entrust our dollars to Winnipeg's community fund, that United Way Winnipeg puts solid research behind community investment decisions. United Way Winnipeg connects people behind a common goal of solving complex

community issues. And United Way Winnipeg builds the health and capacity of community organizations to ensure effective and efficient service delivery. United Way Winnipeg is our way to a better Winnipeg.

I am so proud to have been part of the 2017 Campaign and grateful to all the volunteers and donors who made it happen. It was one of the most personally rewarding experiences of my life. To incoming Campaign Chair Barb Gamey I say, simply, enjoy working with some of the best people you will ever meet, in one of the most rewarding roles you could ask for. I know you will do a fantastic job!



Colin Ryan, CFA
2017 Campaign Chair

DO YOU KNOW WHAT A UNITED COMMUNITY LOOKS LIKE?

GENEROSITY



Each year we are inspired and amazed by the vast numbers of volunteers and generous donors who step forward to support United Way Winnipeg, Winnipeg's community fund. 2017 was no different, seeing an outpouring of generosity which raised over \$20 million, providing stable support to a critically important network of programs and services that helps thousands in our city every day. This incredible strength really shows what Winnipeg is made of—caring, compassionate people who care about our community!



Community spirit soars in 2017

The city-wide Campaign Kickoff and Plane Pull in September is a perfect metaphor for what incredible feats we can accomplish when we work together. 2017 Campaign Chair Colin Ryan introduced the volunteer Campaign Cabinet—wonderful community leaders who work hard and without whom the campaign could not succeed. Colin also thanked everyone for pulling together to show love for our community, saying, “more and more, Winnipeggers are reaching out with kindness every single day, sharing our pride and shaping a Winnipeg we can all be proud to call home.”

“Just like pulling planes, one person alone won't get far, but a team of people working together, pulling in the same direction... that creates a collective might that makes amazing things possible.”



That collective might for community is also reflected every year through the 600 workplaces that run a United Way fundraising campaign. Incredible volunteers—not only inside those workplaces, but the volunteer speakers who show up to share their personal stories—are the force behind it.

General Mills, maker of the much-loved and locally-invented Pizza Pop, is one of those Winnipeg workplaces. They provide space each year for employees to give back to our city through United Way Winnipeg. Besides running a fun workplace campaign that brings people together throughout their workplace, General Mills invites speakers from United Way Winnipeg's Speakers Bureau to share personal stories about the help donors make possible in our city. In fact, General Mills schedules two speakers at 6 am, and two at 6 pm, to ensure all staff can experience it!

Plant Manager Greg Guinan, Employee Campaign Chair for the workplace campaign at General Mills, says everyone looks forward to their United Way Winnipeg campaign.

"Our United Way campaign is a highlight every year. Our people empathize with the messages

that the speakers deliver and are very happy to contribute in a meaningful way to the community that we all live in."

Integral to workplace campaigns, like the one at General Mills, are Sponsored Executives (SEs)—the extra people power we count on to be able to fundraise cost effectively in hundreds of workplaces across the city.

Each year, generous organizations loan or sponsor exceptional people to help workplaces with their United Way Winnipeg fundraising campaigns.

In 2017, United Way Winnipeg welcomed 31 SEs, who joined us for 14 weeks for the Leadership Development Program—a University of Manitoba Extended Education Program.

SEs often say they become stronger people working at United Way Winnipeg.

"It's hard to sum up this one-of-a-kind experience into one word. It was humbling, educational, inspiring and not to mention loads of fun," said 2017 Sponsored Executive Lynne Burton, loaned from CWB National Leasing.

"It's changed me as a person, and employee."



2017 Sponsored Executives: a vital link in Winnipeggers' generosity.

CORPORATE CORNERSTONES

Corporate Cornerstones are partners that show, over and over, how committed they are to our city and the success of Winnipeg's annual community fund campaign.

Bell MTS

Birchwood Automotive Group

Cargill Limited

CWB National Leasing

Great-West Life, London Life, and Canada Life

Investors Group

James Richardson & Sons, Limited and Affiliated Companies

Manitoba Hydro

Manitoba Public Insurance

RBC Royal Bank, Dominion Securities & Royal Direct

The North West Company

University of Manitoba

Wawanesa Mutual Insurance Company



ALL THAT KIDS CAN BE

Children and youth are the future of Winnipeg.
As a community, we can ensure kids are set up to succeed from their earliest years, laying the groundwork for them to begin school ready to learn, and finish school ready to take on the world.

STABLE SUPPORT IN OUR COMMUNITY

33

agencies

11

counselling and
crisis intervention
programs

39

out-of-school
and summer
programs

23

leadership/
mentoring
programs

83,100

Winnipeggers
impacted

GOING FURTHER TO HELP EVEN MORE KIDS & FAMILIES

Expanded youth mental health supports

Mental health awareness
& intervention pilot with **450 students**,
with a planned expansion.

More mentoring opportunities for at-risk youth

Assisting **30 youth to exit or avoid gang involvement**,
and bringing mentoring organizations together
in a united mentoring network.

Youth sings praises for summer camp

Having struggled with anxiety and panic attacks from a young age, Luna was officially diagnosed with depression at age 11.

"I had bad anxiety in every situation, and that's when panic attacks started happening too. I was suicidal and started self-harming."

Luna's mom discovered Mood Disorders Association of Manitoba's summer music camp for youth, made possible by United Way Winnipeg donors. Luna was just 12. Six years and six summer camp experiences later, Luna can't imagine life without the mental wellness skills, and the lifelong friends, gained from the camp.

*It's helped
more than I could even
put into words.*

"It's been the turning point to make me feel there's hope in life. It's given me resources and made me able to talk to people."

Luna is among one-in-four Winnipeggers age 10 and older living with a mood or anxiety disorder. With a little understanding, knowledge, and people who care, their lives can be transformed.

"I'm still struggling a lot, but knowing that I'll be able to come back here has been sort of keeping me going. It's still really hard for me, but I know I have a support group of people who care about me no matter what."

Now 18, Luna plans to return to the camp for a seventh summer—this time as a volunteer leader.

"You can actually be yourself here without people laughing at you or being super judgemental. It's amazing, words can't describe how grateful I am. It's the best thing ever."

Doing more to help more kids

Part of our community's plan for a better Winnipeg, 450 more youth at six Winnipeg schools learned to challenge the stigma of mental illness and seek help sooner through a school-based outreach program piloted in 2017. Plans are already underway to expand the program further.

In 2017, donors' support for Winnipeg's community fund made it possible to help almost 7,000 youth struggling with mental health issues through eight different United Way agency partners.



In a remarkable display of new-found confidence, Luna performed for more than 600 people at United Way Winnipeg's 2017 Celebration.



Youth lead change

United Way Winnipeg's Youth United Council awarded more than \$19,000 in grants for 23 youth-led projects in 2017-18.

The Youth United grant program provides a maximum of \$1,000 to projects that are organized, planned, and delivered by volunteer youth, age 24 and under, and contributes to positive social change in Winnipeg.

Youth United's Grants Committee chooses projects that build and strengthen skills in the youth involved and are associated with a school or nonprofit community agency.

A Youth United grant helped make the Giant's Leadership Team Annual Community Gala at Elmwood High School happen. The Gala's main goal was to bring students and community members together to celebrate and learn about the many cultures represented at Elmwood High School. The evening included performances by student dance and drumming groups as well as dinner.

Youth United

Youth United creates opportunities for young people in Winnipeg to use their passion and vision for change in our community.

The Youth United volunteer council, comprised of 16-24 year olds, used their leadership to create incredible initiatives such as the November Leadership Conference, which saw over 100 grade 11 and 12 students, representing 20 high schools from across Winnipeg, gather for a day to learn and talk about identity, mental health, and personal safety. Each speaker and workshop underscored why embracing identity is important, and how young people can make

a difference in their peer groups and in the broader community.

"The most effective part was the new skills I was able to learn. The speakers really opened up the doors to a new way of thinking about positive social change" wrote one youth about their experience at the conference.

The Leadership Conference was made possible by funding from Great-West Life. This funding also contributed to the Youth United Council recognizing 45 outstanding Grade 11 students with Student Community Service Awards. Youth United also awarded three \$500 Youth Leaders in Action Scholarships.





Parkway Retirement Community's Knifty Knitters made hats, scarves, and more to support Koats for Kids.

34,000

articles of clothing

A close-knit community

Winnipeg has faced winters with days as cold as -47C, but temperatures are challenged annually by warm-hearted Winnipeggers.

This year, Winnipeggers donated 2,300 volunteer hours, over 6,000 coats, and over 34,000 articles of clothing to United Way Winnipeg's Koats for Kids program.

Thousands of kids at schools, community organizations, and daycares rely on Koats for Kids to stay warm while playing outside during cold winter months.

2,300
hours

Thank you to all the volunteers, donors, and community groups whose support helped children stay warm in proper winter wear. A big thank you to our program partners Perth's Drycleaners, Winnipeg Fire Paramedic Service, Motel 6, AMJ Campbell Van Lines, Access Storage, PUPS Containers, Winnipeg Sun, CTV, 103.1 Virgin Radio, and 99.9 BOB FM.

450
volunteers



**KOATS
FOR KIDS**

Solving the Solvable

This year, Warner Music Canada artist and Juno Award Nominee, Scott Helman, made time during his cross-Canada tour to help solve social issues with United Way Winnipeg.



Scott spent a day with United Way Winnipeg's Koats for Kids program to inspire local youth at schools to make a positive impact in their community. Scott's day with United Way Winnipeg was part of a bigger social movement he created called Solve the Solvable, encouraging people to "do something good, no matter how big or small" in their community.

Each year, thousands of children rely on United Way Winnipeg's Koats for Kids for appropriate winter coats and winter wear. To help tackle this problem, Scott donated coats on behalf of Koats for Kids to Winnipeg schools and gave solo performances during school visits.

United Way Winnipeg is looking forward to seeing Scott Helman and local youth continue to #SolveTheSolvable.

6,000
coats

FROM POVERTY TO POSSIBILITY

A thriving community is one where everyone has an opportunity to earn a living, support a family, and live with a sense of pride, confidence, dignity, and achievement. It's difficult to plan a brighter future when every day is a struggle for basic needs like food and shelter. When we help people support themselves and maintain stability for their families, we lift our entire community to a better place.

..... STABLE SUPPORT IN OUR COMMUNITY

26

agencies

16

life and employment
skills/social enterprise
programs

12

asset building, money
management & financial
inclusion programs

32,400

Winnipeggers impacted

..... GOING FURTHER TO HELP EVEN MORE KIDS & FAMILIES

Enhanced financial empowerment initiatives

Networking **19 community partners** together to reduce poverty and improve financial wellbeing.

A woman with short dark hair and glasses, wearing a black patterned shirt and blue pants, stands outdoors with her hand on a fence. The background shows a blue building and a chain-link fence.

From rock bottom to pillar of strength: Bukky's story

"Rather than living on someone else's taxes, I have a job now so I can pay taxes and those taxes will be used to help others. There are thousands of people out there like me who need someone to say 'we got your back.'"



Bukky's first pay stub hangs in a frame on her bedroom wall. She earned more in three days than she was getting in a whole month on social assistance.

"It was like billions of dollars to me. I wanted to wake up and see it every day."

Bukky's pride is well earned. She worked hard to get here. Not so long ago, she and her infant son were homeless.

*If I could, I would go
to every person's house and say
thank you for making this possible.*

After living with domestic violence for two years, Bukky managed to flee to a shelter.

"I had no money. I had no job. I had a 10-month old baby. Since I got married, my life had been dominated by my husband. I didn't even think I would survive on my own."

After three months, she was able to find more stable housing. Stable income was another matter.

While at the shelter, Bukky told her counselor she wanted to go back to school.

"That was the only way I knew how to get myself out of this situation."

A registered nurse in Nigeria, Bukky hoped to restart her career in Winnipeg. Before she could do that, though, she'd have to complete a six-month program that prepares internationally-educated nurses to work as registered nurses in Manitoba.

*Bukky and her
son Ethan, 4.*

Bukky learned about a financial support program at SEED Winnipeg supported by United Way Winnipeg donors.

It helps newcomers adapt or upgrade their existing skills and certifications so they can work in the same trades or professions in Winnipeg.

She qualified and received a \$2,600 loan, thanks to a partnership between SEED Winnipeg and Assiniboine Credit Union, which helped her pay for books, professional clothing, a computer, and fees.

"I'm so grateful they took a risk. Because I was unstable in every way—physically, emotionally. I thought nobody would want to loan money to a woman with a baby with no income, no job, in a shelter. They didn't judge me but rather they encouraged me. They said, 'we got your back.'"

It took a little longer than six months, with a few hiccups. Twice she needed money for extra classes and the fees to register for the exam—close to \$1,500 in total. Both times, she was able to turn to the program for help.

"They were always there for me."

Bukky graduated and on March 2, 2017 wrote and passed her exam. She now works as a registered nurse and has repaid the loans. She plans to return to university to pursue a degree and become a nurse practitioner.

"I'm not so afraid anymore. I'm in control of my life now."



Community agencies come together to strengthen families

With support from United Way Winnipeg donors, the new Manitoba Financial Empowerment Network (MFEN) worked to reduce poverty and help financially vulnerable people move from financial crisis to meeting their basic needs, and to achieving their goals in life.

In 2017, MFEN identified five initiatives, each with specific programs:

1. **Reduce Debt, Grow Savings and Build Assets**
 - Saving Circles
 - Individual Development Accounts
 - Homebuyers Individual Development Accounts
 - Transportation Loans
2. **Enhance Access to Benefits and Tax Credits**
 - Volunteer Tax Program
 - Access-to-Benefits Partnerships
3. **Enhanced Access to Financial Information, Education, Counselling and Coaching**
 - Money Management Training
 - Financial Literacy
4. **Increased Access to Safe, Affordable Products and Services**
5. **Enhanced Consumer Awareness and Protection**

MANITOBA FINANCIAL EMPOWERMENT NETWORK

Assiniboine Credit Union

Canada Revenue Agency—Prairie Region

Community Financial Counselling Services

Community Futures Manitoba

Consumer Association of Canada (CAC)
Manitoba

Menno Simons College
International Development Studies

Province of Manitoba
Community Engagement and Corporate
Services Division, Manitoba Families

Public Interest Law Centre

RBC Royal Bank

Service Canada/Government of Canada
Citizen Services and Program Delivery
Branch

Southeast Resource Development Council
Corporation

Supporting Employment and Economic
Development Winnipeg (SEED Winnipeg)

The Winnipeg Foundation

University of Manitoba
Faculty of Medicine

Winnipeg AssetBuilders Partnership

Winnipeg Boldness Project

Winnipeg Poverty Reduction Council





WPRC builds bridges to connect business and Indigenous youth

Employer Consortium inspired business-to-business learning about Truth and Reconciliation

United Way Winnipeg's Winnipeg Poverty Reduction Council (WPRC) brings leaders from across our community together to address some of our city's most challenging issues. Over the past year, WPRC has taken significant steps forward on *TRC92: Youth Employment*—a unique and innovative poverty reduction-focused collective impact initiative.

Grounded in Call to Action #92 from the 2015 report of the Truth and Reconciliation Commission of Canada, *TRC92: Youth Employment* brings private-sector employers, and community organizations training youth for employment, together to work towards increased job opportunities for Indigenous youth. The initiative's long-term goal is to promote independence through inclusive and meaningful employment that supports Indigenous youth to thrive.

In 2017, WPRC convened senior leaders from nine private-sector employers interested in forming an employer consortium to engage in a journey of truth, reconciliation and business-to-business learning. Recognizing the

pressing business and community need for this work, the Employer Consortium, which has now grown to 12 companies, meets regularly. Early work focused on meeting with community organizations and learning about, and participating in, activities related to Indigenous history.

In March 2018, Employer Consortium CEOs and senior leaders gathered at the National Centre for Truth and Reconciliation (NCTR) at the University of Manitoba for a powerful morning of conversation with Kevin Lamoureux, the NCTR's National Education lead. Surrounded by Indigenous artifacts, Kevin spoke about the historical context for truth and reconciliation, today's legacy, and what truth and reconciliation means for all of us as we collectively seek a path forward.

Moving Forward with *TRC92: Youth Employment*, WPRC continues to play a critical role in facilitating new connections across sectors, fostering new thinking and social innovation, and evaluating and reporting on progress and lessons learned.



Employer Consortium members, and representatives from organizations training youth for employment, meet at the Manitoba Indigenous Cultural Education Centre in January 2018.

For many participants, the March meeting at the NCTR had a profound impact:

*"I left the session feeling quite emotional—a raw reminder of my privilege and as (Kevin) stated, deep anger of broken promises. Having two Indigenous sisters, I have witnessed the impact of the residential schools and the Indian Act, and being a mother and grandmother, I cannot fathom the scars that have been created for seven generations as a result of our ancestors. But I also left hopeful for the future, that **the time is now and that we all need to step up and make it our business to set the future right** and repair this partnership. I commit to spending reflective time considering the TRC Calls to Action and what next steps might look like for me personally and for Birchwood."*

MaryAnn Kempe,
Chief Human Resources Officer,
Birchwood Automotive Group

Working Together to End Homelessness

Homelessness. It's a key priority for our community, and it's a social issue that can be solved. In fact, in 2015 Medicine Hat became the first city in Canada to end homelessness.

Inspired by this success, and supported by United Way Winnipeg donors, End Homelessness Winnipeg (EHW) has been working towards its own goal of putting a roof above every Winnipegger's head by 2025.

EHW was created in 2015 through consultation with experts, advocates, front line workers, and people with lived homelessness experience. It is a collective way for our community to share ideas for helping some of our most vulnerable citizens find a safe, stable home where they can begin to achieve their goals.

One of the first initiatives was the release of *The Plan to End Homelessness in Winnipeg* which contained four pillars: Prevention, Person-Centred System of Care, Housing Supply, and Measurement.

On this last point, EHW was a key partner in the first-ever Winnipeg street census, the second of which was completed in April of this year.

The Social Planning Council of Winnipeg, a United Way Winnipeg agency partner, coordinated the census, in partnership with 26 community partners that provide support to people experiencing homelessness.

"This second Winnipeg street census is another important opportunity to learn more about the realities of homelessness in our community," said Lucille Bruce, CEO of End Homelessness Winnipeg. "The information collected will be invaluable in identifying gaps and priorities as we move forward with our community partners in implementing *The Plan to End Homelessness in Winnipeg*."

In October, EHW also hosted the fifth annual *National Conference on Ending Homelessness* which saw policy makers, funders, researchers, advocates, community leaders and front line workers from all over Canada come to Winnipeg for inspiration, information, tools and training they'll use in their own efforts to end homelessness.

Recognizing that this work can take a toll on the heart and the spirit, Indigenous ways of knowing and being were embedded throughout the conference, including a summit on Indigenous homelessness held prior to the conference.

Althea Guiboche, EHW's Manager, Housing Supports, and Dr. Jesse Thistle, a Trudeau and Vanier scholar who was himself homeless, presented on Indigenous homelessness at this summit.

One of the key take-aways was a shared definition of homelessness through an Indigenous lens. It was one of the most attended sessions of the conference.



A sacred fire is tended on Hargrave Street outside the RBC Convention Centre during the National Conference on Ending Homelessness last October.

PHOTO: PINPOINT PHOTOGRAPHY

Living on the Edge

Last year, over 1,200 people took part in Living on the Edge (LOTE) poverty simulations to gain more understanding of the challenges faced by people who live in low-income situations.

LOTE is a unique, interactive group experience that provides a glimpse into what life might be like for Winnipeg families struggling with poverty. Participants are given new identities within family units and a summary of their financial situation. The three-hour simulation is divided into four short “weeks” during which families perform daily tasks like sending kids to school, accessing childcare and transportation, finding work, paying bills, visiting social services, buying groceries, cashing cheques and more. Afterwards, participants can share what they learned, and felt, during a facilitated debrief.

Since its inception in 2012, United Way Winnipeg has facilitated 140 LOTE simulations. Organizations recognize this as a valuable professional development learning opportunity. Over half of the simulations to date have been with schools and others in the education sector. Based on the feedback we have heard, the impact for teachers, and those working in education, has been significant.

Again and again we hear people say how eye opening and valuable a LOTE poverty simulation was for them and their perspective on the community we all share.



“I had many staff members come to me after the simulation and tell me how this was one of the best professional development days they had attended. It really opened their eyes to the cycle of poverty and allowed them to be even more empathetic to the needs of the community.”

Christopher Chartier
Principal, Westview School



Living on the Edge poverty simulation participants in their family unit discuss how to navigate the logistical and financial challenges facing them.

“I had the opportunity to participate in the poverty simulation through my Legal Systems class at Robson Hall in the Faculty of Law. I found the simulation eye opening, because the experience exposed me to the barriers that people face when they are stuck in a life of poverty. Now when I advocate for my clients, I recommend an outcome with their life circumstances in mind. An outcome that is reintegrative, achievable and leads to a pathway for success.”

Kelly Ann Kennedy
2019 JD Candidate, Law

“The Living on the Edge poverty simulation was immensely impactful for our staff. The experiential learning was a great way to gain a deeper understanding on how many people in our province are impacted by poverty. Their everyday lives, and the struggles that they are presented with, are not only challenging but emotionally crushing. Stepping in other people’s shoes was emotional and educational.”

Jacqui Kroeker
Vice Principal, Shaftesbury High School

Can you Make the Month?

Two years ago, Winnipeg joined 13 United Ways from across the country in developing a nation-wide online poverty simulation, and people continue to gain understanding from this valuable learning tool.

Make The Month participants are challenged to get to the end of the month—facing a variety of life challenges that anyone might be presented with—on a fixed, poverty-level budget. Decisions like paying a utility bill, having dental work done, or missing work while your child is sick, take on a new importance when the repercussions involve limited funds, or job loss.

To date, since its launch in November 2015, 42,000 users have attempted to Make the Month.

Understanding poverty can be an important step towards empathizing and deciding what we can do in our own lives to help others.

See if you can “Make The Month” by visiting www.makethemonth.ca/winnipeg



HEALTHY PEOPLE, STRONG COMMUNITIES

Vibrant, safe and friendly communities begin with personal wellness—making sure everyone can find the help they need to thrive, right where they live. By empowering individuals and families to improve their own lives, and those around them, they can contribute to a stronger, healthier, more connected Winnipeg.

STABLE SUPPORT IN OUR COMMUNITY

63	31	10	16	60	211,200
agencies	community development programs	neighbourhood safety & community building programs	life skills and access-to-resource programs	counselling, wellness and education programs	Winnipeggers impacted

GOING FURTHER TO HELP EVEN MORE KIDS & FAMILIES

More opportunities for families to grow at family resource centres

Family resource centres are now open nearly **400 more hours** per week, reporting **2,500 more client contacts**.

Robb Hempel volunteered at CNIB's vision store, where he helped make it fully accessible to vision-impaired employees.



PHOTO: WAYNE GLOWACKI / WINNIPEG FREE PRESS

Without United Way Winnipeg donors and their support of agencies like CNIB, I wouldn't have only just lost my sight, I would have lost my independence.

Loss of sight sparks vision for better service

Wellness in our community means removing barriers and making opportunities for everyone to participate and thrive.

Robb Hempel lost his sight within a year of a diabetic retinopathy diagnosis at 33.

"I was like, 'well, life's kind of over, because I can't do—fill in the blank—because I'm blind.'"

When Robb found the United Way Winnipeg donor-supported agency CNIB, he learned that life was not over. He began a journey of learning how to live again—to read Braille, to cook, and to navigate the world without sight.

CNIB supports Manitobans who are blind and partially sighted, to provide the

confidence, skills, and resources they need to fully participate in life. It also offers a work experience program and Robb was one of the first to take part. In that program Robb worked at Shop CNIB—the agency's low-vision store.

Robb opened doors for others, using the store's own technology to create new systems to allow people of any vision level to work in all areas of the store.

"We built the systems to allow me to run the store. That boosted my confidence level hugely, and that was one of the major things that allowed me to move on and get my own job."

It put to rest his fear that he would be a burden to others when he found a regular job.

"Nobody has to give anything up to work with me."

Robb began work at the Apple Store in July 2016 doing sales support on the floor and helping to educate people with vision loss. He loves helping people learn about technology like optical character recognition, which allows people to read almost anything.

And he's grateful to everyone who made it possible for him to be where he is today.

"Without United Way Winnipeg donors and their support of agencies like CNIB, I wouldn't have only just lost my sight, I would have lost my independence."



Tara Barzangi, at
Wolseley Family
Place, with her
kids Saya, 2, and
Nishan, 4.

PHOTO: RUTH BONNEVILLE / WINNIPEG FREE PRESS

For Every Family

*Special initiative builds on foundation
of annual fund to strengthen families*

\$15 million dollars. Five years. No family left without support. It's a bold vision, but Dave Johnston, Chair of the For Every Family Vision Philanthropy Group and CEO of Johnston Group, isn't afraid of big challenges.

"As chair of a relatively small but extremely passionate group of philanthropists, our commitment is rooted in the belief that this plan represents a transformational investment in stronger families and a stronger Winnipeg."

United Way Winnipeg donors already support a network of 24 family resource centres (FRCs) located in 11 neighbourhoods. These centres are positioned to reach almost 290,000 Winnipeggers and are

hubs of community that provide culturally-relevant, strength-based programs and services focused on early childhood education, health, youth, literacy, employment support, community economic development and much more.

At its outset, the group set a fundraising goal of \$7.5 million over five years, with each and every dollar being generously matched by the Government of Manitoba for a total investment of \$15 million.

For Every Family seeks to build on that strength and enhance the everyday magic that is already happening at FRCs. It is a collaborative partnership between a group of private donors (see sidebar), United Way Winnipeg, The Winnipeg Foundation, and the Government of Manitoba. To date, eight additional foundations and 13 private donors have joined the partnership.

“I feel so welcome and that makes me feel safe. Coming here, I got everything I needed to start a new life. I am also happy to help others. It helps me to get motivated to give my very best.”

Inspired by the outpouring of generosity and early results, the Moffat Family Foundation came forward this year with a one million dollar gift. The fund also received gifts from The Asper Foundation (\$500,000), and the Jewish Foundation of Manitoba increased their existing gift to \$125,000.

As a result of this incredible generosity, the initiative has already achieved some of its goals (see inset) including increasing the hours, and number of days, centres are open.

In fact, in the first three weeks of opening just one additional evening, one FRC was able to offer support in two cases of domestic violence and another emergency.

A sample of impact so far thanks to your generosity:

- FRCs opened **20,000** new hours per year or an extra **400** hours each week
- Welcomed **2,500** more kids and families seeking help
- **181,000** healthy meals and snacks served
- **65,000** people accessed free computers and internet to complete homework, seek employment, and access housing and other supports
- **14** new full-time and **8** part-time jobs created for people in the community
- **9** new partnerships created
- Current programs and services enhanced by more than **7,000** hours

A formal network of FRCs has been convened, creating a way for the centres to share knowledge, best practices and resources. An **Evaluation Committee** has been established with Health in Common engaged to work with FRCs on a formal process to measure the impact of this investment on agencies and families in Winnipeg.

In the first three weeks of opening one extra evening, one FRC was able to offer support in two cases of domestic violence and another emergency.

For Every Family Goals

For Every Family is making a difference for Winnipeg families who rely on the supports and services offered through family resource centres (FRCs) in neighbourhoods across the city. There are three primary goals:

1. *Expand hours at FRCs so people can get the help they need when they need it most.*
2. *Formalize a network of 24 FRCs so they can save money, reduce service overlap, and do more by working together.*
3. *Reduce the number of kids in care, increase the number who start school ready to learn, and help more families achieve financial stability by improving programs and services.*

What is a family resource centre?

Family resource centres are safe, welcoming hubs of support in neighbourhoods where kids and families face serious challenges. Supports range from basic necessities like food and clothing, access to phones, computers and laundry, to longer-term needs related to parenting, counselling, health and wellness, nutrition, literacy, job skills and more.

FOR EVERY FAMILY VISION PHILANTHROPY GROUP

Dave Johnston, Chair
Ruth Chipman
Susan Glass
Anne Mahon
Craig McIntosh

THANK YOU TO THESE VISIONARY DONORS

\$1,000,000 +

The Moffat Family Foundation
The Winnipeg Foundation

\$500,000 +

Anonymous
The Asper Foundation

\$250,000 +

Anonymous
Bison Transport Inc.
Steve & Ruth Chipman
Susan Glass & Arni Thorsteinson
Johnston Group Inc.
Paul & Anne Mahon
Craig McIntosh & Lorraine Beck

\$100,000 +

Great-West Life
Jewish Foundation of Manitoba
Johnston Family Foundation

\$75,000 +

Graham C. Lount Family
Foundation
Pollard Family Foundation

\$25,000 +

Bell MTS
Gerry & Debbie Labossiere
John & Beth Pollard
Wellington West Foundation

\$10,000 +

Anonymous
Carol & Barry McArton
Parrish & Heimbecker, Limited

211 Manitoba taking off

In the year since 211 Manitoba was launched, people in this province, including service providers providing critical aid, have gotten on board.

The province wide online service to help people in Manitoba find resources from a searchable database of 5,000 programs and agencies has met a need for people, with more than 118,000 Manitobans using it in the last year.

"The 211 website is saved to my desktop at work and I use it frequently. It's been a helpful resource to support the participants I work with and it's an easy site to navigate," said Melissa Plante, a front line service provider who works with people struggling with addictions.

"As a service provider, 211 Manitoba offers a wide range of resources and services. For me, it has alleviated the stress of finding an appropriate support for the individuals I work with."

Manitobans facing challenges related to homelessness, food security, mental health, addictions, community safety and much more are now able to find the resources they need to get help at www.mb.211.ca.

118,855 Number of users
over past year

590 Average number of users
per day in March

Top three searches over the year:

1. Citizenship & Immigration
2. Crisis Stabilization Unit
3. Cardiology



As a child living in Point Douglas, Glen has helped form the focus and direction of The Winnipeg Boldness Project's initiatives as his parents Shannon and Kevin participate in a guide group giving input and feedback to inform the project's work.

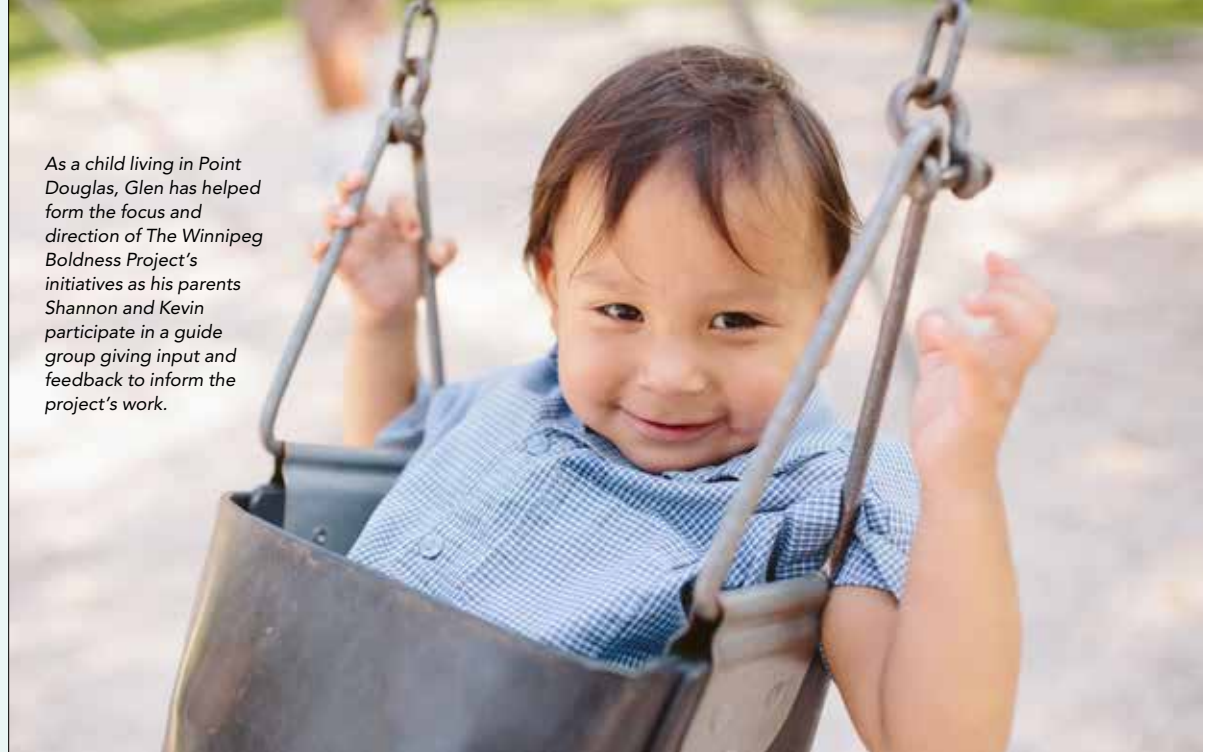


PHOTO: COURTESY OF THE WINNIPEG BOLDNESS PROJECT

**BOLD
NESS**

Being Bold for Children

Currently, about 50% of kids in the Point Douglas area are doing well in terms of early childhood development (ECD) and are starting school at a point where they're ready to begin learning and take on the world. Believing that every child should have the same access to opportunity, The Winnipeg Boldness Project aims to raise that number by using community-driven solutions.

Boldness community-driven partnerships and action over the past year

Wiji'diwag Ikwewag Sacred Circle of New Life Program

A number of women were trained under this pilot project to create teachers of traditional Indigenous childbirth and parenting. Boldness partners: Manitoba Indigenous Doula Initiative and United Way Winnipeg agency partner Mount Carmel Clinic.

Baby Basket

This Boldness pilot began at United Way Winnipeg agency partner North End Women's Centre to allow parents to self-identify what they need for their family's situation. By choosing items up to a certain value, families are able to meet their needs while enhancing their own sense of self-determination.

Indigenous Evaluation Bundle

Developed with help from United Way Winnipeg agency partner CEDA, the Bundle is a framework to reassert Indigenous ways of measuring learning, growth, transformation, progress, and success. The tool can now be used by others to ensure their evaluation methods are culturally informed. Boldness partners: Indigenous Learning Circle and the Canadian Centre for Policy Alternatives.

Huge hearts: Volunteers show their love for community

Giving time to help a nonprofit agency is a powerful experience for both the organization and the volunteer. Perhaps that is why, each year, hundreds of people do it through a United Way Winnipeg Day of Caring. Collecting much-needed items to help these organizations and the people who access them is another wonderful way to help.

This past year, United Way Winnipeg launched the Pop Up Day of Caring initiative—an interactive and impactful volunteer opportunity that comes right to a workplace to give employees a hands-on way to help out. Last year hundreds of hygiene kits and snack packs were delivered to United Way Winnipeg agency partners through this exciting new way of giving back for a better Winnipeg!

“I already knew how important United Way Winnipeg is for various agencies, but this was great because you actually got to experience how the funding is used by a particular agency and what a difference it makes in the community.” —Day of Caring volunteer

“What an amazing day. Great community collaboration! We are very thankful to United Way Winnipeg and the volunteers from Great-West Life for all their hard work. Yay, Day of Caring!” —Agency staff

1,604
volunteers

5,965
hours

202
collection
drives



Day of Caring partners a workplace with a social agency to lend a hand completing a project that contributes to community development, renewal, and pride.

Collection drives offer a workplace a chance to collect much-needed items for a social agency.

Labour goes above and beyond for fellow Winnipeggers

Labour and United Way Winnipeg have worked in solidarity to create better outcomes for kids and families in our community from the beginning. The Winnipeg Labour Council was a founding partner of United Way Winnipeg, and since then, many Labour groups have shown their unity with our community and shared goal of making it better for everyone.

One such group is the Canadian Union of Public Employees (CUPE) Regional Office in Manitoba, which represents over 26,000 members in more than 100 locals. Staff at CUPE – Manitoba Regional Office have supported Winnipeg’s community fund through their United Way Winnipeg workplace campaign for over ten years, showing leadership and collective action through collective giving.

“We recognize the importance of giving back to the community and know that our donations create opportunities and possibilities for Winnipeggers. We are very proud to be part of positive change in our neighbourhoods,” said Carmelle Chartier, Secretary, CUPE – Manitoba Regional Office.

With support from our friends in Labour we are able to keep programs and services available for thousands of Winnipeggers every day.



Essential support

Richardson Foundation offers fourth round of funding of Essential Needs Fund

The Richardson Foundation understands the value of small-scale capital investments at a community level, and the incredible impact it can have.

Since 2014, through the Essential Needs Fund, the Richardson Foundation has improved lives by funding 113 capital improvement projects

totalling over \$1.8 million at United Way Winnipeg donor-supported agencies.

Many of these projects—improving spaces, buildings, and adding resources for agencies that provide essential services in our communities—would otherwise be unaffordable for the nonprofit organizations.

One such organization is the South Winnipeg Family Information Centre (SWFIC), a Fort Garry agency that offers courses and workshops to strengthen families, as well as a Clothes Closet to provide free work-appropriate clothing to women who have either left an abusive relationship or are in a job training program.

With help from the Essential Needs Fund, SWFIC was able to open a drop-in space

last November. Outreach Coordinator Kelly Speak says the space went from being a room with a bulletin board to being welcoming and highly functional.

“Anybody can come through the doors now and get support finding resources, or just have a supportive chat and a cup of coffee,” says Speak.

The Fund allowed for the addition of adjustable tables, chairs, and dividers to separate program spaces; six mobile shelving units for books and program supplies; laptops for staff to use with participants; and a diaper change station.

SWFIC is running three programs in the upgraded space—Baby and Me, for new moms to learn and interact with their babies; Seniors Group, to provide activities and reduce isolation for older people; and Stay and Play, a developmental program for children aged one to five and their caregivers.

“That one is wild. It’s really full and really happening,” says Speak, of the Stay and Play program, which focuses on creating a healthy connection and attachment between parent and child.

Speak says the Essential Needs Fund grant has “made all the difference for us. Before, we didn’t have a welcoming space at all. Now it’s lovely—it’s easy to use, it’s safe, and it’s a multi-use space that we can set up every day for a different program.”



*The Essential Needs Fund, established in 2014 by the Richardson Foundation, has provided over **\$1.8 million** in support of **113 projects**.*





Emcees and GenNext Council members Jeromy Spence and Jenn Lusby welcome Summit goers.



Assembling hygiene kits during the Pop Up Day of Caring.

Emerging leaders inspire action at **GenNext: Summit**

United Way Winnipeg's GenNext program continued to grow in numbers and scope, with nearly 700 members now committed to creating meaningful social change and forging a better future for our city.

Almost 300 of those leaders gathered to exchange ideas and inspiration at the second annual *GenNext Summit—Our City: Identity* at the RBC Convention Centre on October 18, 2017.

Among a number of hands-on activities, Summit goers learned to create a personal giving statement based on their own passions, values, talents and inspiration. United Way Winnipeg volunteers MaryAnn Kempe, Chief Human Resources Officer at Birchwood Automotive Group, and Sarah Giesbrecht, Manager, Human Resources Services, led participants through the

process using the *Define and Activate Your Impact in the Community* workbook.

CBC Manitoba's Marcy Markusa, Marjorie Dowhos and Nadia Kidwai hosted a Summit edition of *CBC Asks* to explore personal and collective legacies, and generate ideas to bring our city together.

Summit participants also learned about the amazing work being done in our community, and ways to contribute as volunteers from passionate representatives from over a dozen United Way Winnipeg agency partners.

Among them, Dorota Blumczynska, Executive Director of the Immigrant and Refugee Community Organization of Manitoba, joined Paul Mahon, President & CEO of Great-West Life, in a conversation titled *Why We Do What We Do*.

Some participants didn't have to wait long to put words into action, taking time out of the Summit to assemble over 350 hygiene kits destined for people in need at two United Way Winnipeg agencies during a Pop Up Day of Caring.

Summit attendees were also inspired to shape a personal brand and write (or rewrite) their personal story to reflect their evolving goals and values with help from speakers like storyteller Bradley C. West, Marc Kuly, University of Winnipeg professor and former consultant for the Manitoba School Improvement Program (a United Way Winnipeg agency partner), and Derrick Coupland, brand strategist and founder of Coupland & Company Ltd.

I absolutely loved it. The day was inspiring, and I felt extremely motivated to bring ideas to our GenNext committee here at CWB National Leasing."

—2017 Summit Attendee

“Nothing makes the day better than making someone’s heart smile. A small act can make a big difference.”

— RICHARD R. ON FACEBOOK

A Kinder Manitoba

Conscious Kindness goes province wide

On May 10, communities province wide celebrated United Way Winnipeg’s third annual day of Conscious Kindness by doing nice things for no reason at all—often for people they don’t even know.

For the first time ever, friends from United Way Brandon and United Way Portage Plains joined Winnipeggers to spread kindness in their communities.

Psychologists from Conscious Kindness partner Winnlove.ca helped spread the message that being kind feels good, improves mental health, reduces stress and builds emotional resilience for people on both ends.

“When we are kind to each other, our relationships improve, even with strangers.”

Social media featured all kinds of kindness as people shared inspiring personal stories using the hashtag #KindMB.



In Winnipeg, United Way Winnipeg friends and partners, including volunteers from the Conscious Kindness Committee, served up goodies at a pop-up Conscious Kindness Drive-Thru.



Golf Tourney Celebrates Silver Anniversary!

Conditions were sterling as 144 golfers teed up for United Way Winnipeg’s 25th Annual Golf Tournament on August 16 at Bel Acres Golf & Country Club.

Over the past 25 years, the tournament has raised more than \$1.3 million to support United Way Winnipeg’s essential work in our community.

This includes a network of 24 family resource centres dedicated to strengthening families in neighbourhoods throughout Winnipeg.

Among them are Andrews Street Family Centre, whose partnership with United Way Winnipeg also spans 25 years. Executive Director Dilly Knol spoke at the post-tournament banquet about the important work United Way Winnipeg donors are making possible for families struggling with poverty, mental health issues, violence, addictions and much more.

“Kindness and compassion expressed through United Way Winnipeg make a huge difference,” Dilly said. “We’re proof.”

It’s a dedicated team of passionate volunteers and generous sponsors (more than 45 last year) that make all the difference when it comes to the success of this annual tournament. **Thank you!**



2017 United Way Winnipeg Golf Tournament Committee.

Council for Indigenous Relations

What Guides Us

This past year, United Way Winnipeg's Board of Trustees approved the Council for Indigenous Relations' (CIR) three-year *Strategic Plan 2017-2020*. The *Strategic Plan* articulates seven goals which ultimately connect to and support United Way Winnipeg's strategic plan *Moving Forward*. Highlights of CIR's *Strategic Plan* include goals toward:

- Greater cultural inclusion and safety
- Active engagement in truth and reconciliation
- Recognizing and advancing Indigenous philanthropy—continuing to support the cultivation of fundraising partners from Indigenous communities
- Increasing community collaborations and supporting capacity building
- More meaningful youth involvement

All of the plan's goals are connected to the seven sacred teachings of respect, humility, love, truth, honesty, courage, and wisdom. Each goal is supported by one of four pillars—building knowledge, building relations, building capacity, and engaging youth—and includes specific steps CIR and United Way Winnipeg can take towards fulfilling the goal.

2017 was also the culmination of a two-year collaboration among The Circle on Philanthropy and Aboriginal Peoples in Canada ("The Circle"), United Way Winnipeg, and The Winnipeg

Foundation which supported the development of the document entitled *Measuring the Circle: Emerging Trends in Philanthropy for First Nations, Metis and Inuit Communities in Canada—A Focus on Manitoba*. The goal is to build a better understanding of the Indigenous philanthropic sector in Manitoba and help create an empowering environment in which Indigenous philanthropy can flourish.



United Way Winnipeg's Council for Indigenous Relations logo includes seven points representing the Seven Sacred Teachings, the four colours of Council, and symbols representing the First Nations, Metis, and Inuit peoples in Winnipeg.

A space for all

The vision for United Way Winnipeg's main floor has always been for it to be a space where people can gather to share knowledge, create connections, and build community and capacity within that community. The Atrium, Innovation Centre and Learning Centre collectively welcomed 8,724 visitors in 2017.

With a primary focus on capacity building, the Learning Centre partners with subject matter experts to provide low-cost, high-quality workshops that grow knowledge and competencies of nonprofit agency staff and their volunteers.

Last year, the Learning Centre alone welcomed nearly 5,000 guests attending 40 workshops centred on subjects that align with the Imagine Canada Standards Program—topics like leadership, management, government relations and evaluation, to name a few.

Human resources management has emerged as a particular area of interest for the nonprofit sector in Winnipeg, and across the country.

Recognizing this growing need, United Way Winnipeg, with the guidance of community consultations, initiated the Human Resource Community of Practice (HR CoP) in 2013. The goal was to provide valuable, affordable training that might otherwise be out of reach for many nonprofits, and give people working and volunteering in the nonprofit sector the confidence to handle complex HR issues.

Sessions have included topics such as:

- Conducting effective performance reviews
- Effective facilitation of employee terminations
- Managing change and transition
- Retaining and recognizing talent

After six years and 90 participants, the HR CoP *Social Return on Investment Case Study* has shown that for every \$1 invested in the HR CoP, a return of \$3.20 is realized.

"The program has value because there are always leaders coming up, and it gives them the tools and skills of how to lead. This also affects the agency and the sector as a whole," said one HR CoP participant.

Facilitator Barry Jansen of JansenHR also notes that after taking the 10-month journey of learning together, participants become a kind of support group to each other.

"They stay in touch afterwards and they bounce ideas off each other. They may not have money to hire someone (to help with HR), but they share between them."

A seventh year is already planned with 17 of 20 spots already booked.



JansenHR President Barry Jansen, far left, and a United Way Winnipeg HR CoP group that began their learning journey last September, gather for their monthly two-hour class in United Way Winnipeg's Learning Centre.

8,700+
people welcomed
into main floor
space

5,000
Learning Centre
workshop
guests

41
Learning Centre
workshops

5
Innovation
Centre
tenants

200+
capacity building
learning hours

Sharing stories

Speakers Bureau Knowledge College brings peers together

United Way Winnipeg's Speakers Bureau is made up of almost 100 donor-supported agency staff and clients who volunteer to share their stories at workplaces around Winnipeg. They are an essential part of annual United Way Winnipeg workplace campaigns, helping people understand the profound, real-life impact of Winnipeg's community fund and the United Way Winnipeg agency partners and programs it supports.



United Way Winnipeg Speakers Bureau volunteer, Ray Houssin, says meeting other speakers and hearing their stories was a learning experience and made him feel more connected to United Way Winnipeg.

Last October, the first ever Speakers Bureau Knowledge College was held to bring speakers together to meet their peers, share experiences and benefit from United Way Winnipeg training on topics like storytelling and public speaking.

Ray Houssin, who shares his journey of gaining mental wellness with help from four United Way Winnipeg donor-supported agencies, said the Knowledge College made him feel "more connected" to United Way Winnipeg.

"I found the evening to be very rewarding. I loved the diversity of reasons people have for speaking, and I learned so much from listening to their stories. The professional development and training was also great."

Thank you to all of the United Way Winnipeg Speakers Bureau volunteers, for sharing your stories about United Way Winnipeg donor-supported agencies and playing a critical role in the annual fundraising campaign.

Peg: a city where no one is left behind

29

Over the last year, United Way Winnipeg has been working with globally recognized partners at the International Institute for Sustainable Development (IISD) to explore Peg's growing role in tracking Sustainable Development Goals (SDGs) in Winnipeg.

The 17 SDGs are identified by the United Nations to carve a path to a world where no one is left behind. In 2015, Canada joined 192

other countries in committing to these goals.

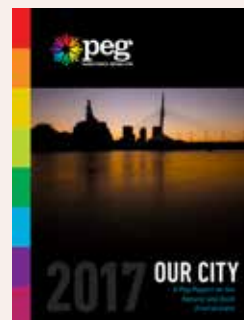
The SDGs encourage everyone—government, business, nonprofits and individuals—to work together to make a difference.

In Winnipeg, Peg is set to measure our own community's progress

toward the SDGs. Since Peg already tracks key indicators of wellbeing in our city, it's a natural fit.

In June, the Peg website relaunched with special focus on the SDGs, along with enhanced interactive technology, making it a more effective planning tool for all sectors in our city.

Stay tuned for new insights as we work together to create a city where no one is left behind.



Treasurer's Report

In 2017-2018, United Way of Winnipeg continued to demonstrate prudent fiscal management and solid fundraising performance.

United Way of Winnipeg protects the resources entrusted to it by the community while generating maximum long-term sustainable revenue to create opportunities for a better life for everyone.

A set of core values drives our financial stewardship practices, including:

- Adherence to financial management best practices;
- Accountability and maximizing impact of community investments;
- Prudent use of resources; and,
- Providing fair, accurate and transparent disclosure of information.

In 2017-2018, the Board of Trustees, with the support of the Finance & Administration Committee:

- Developed, implemented and closely monitored a financial plan to focus the investment of human, financial and in-kind resources required to achieve United Way of Winnipeg's organizational goals and strategies, and the desired outcomes for the community.
 - In 2017-18 United Way reported revenues of \$30.6M which will be invested in our community to help create opportunities for a better life for everyone.
 - Thanks to an annual grant for fundraising and administrative expenses from the Province of Manitoba, United Way continues to invest every donation to the annual campaign in our community. United Way's work, investments and partnerships are focused on providing tools and supports that help kids be all they can be, help people move from poverty to possibility, and support strong communities and healthy people.
 - United Way invested \$19.3M in approximately 100 community organizations that support our areas of focus and \$3.9M in United Way community programs and partnerships. In addition, \$0.8M was added to the Tomorrow Fund and \$1.1M was directed to other charities designated by our donors.
- Managed the investment of funds with a balanced approach and a long-term focus.
 - During 2017-2018, investments yielded returns of 6.39%.
 - During this time period, the Board of Trustees approved budgeted transfers of investment income equal to 4.5%. In accordance with policy, in any year where the investment returns are higher/lower than the budgeted amount, the excess/shortfall will serve as an increase/decrease to the Stabilization Fund. While the higher than budgeted investment return resulted in an increase in the Stabilization Fund of approximately \$0.429M for 2017/18 after budgeted transfers—other approved allocations, including an additional \$0.562M to the Community Fund, resulted in an overall decrease in the Stabilization Fund of \$0.282M.

United Way's prudently-managed fiscal resources are demonstrating positive performance, both financially and in terms of better lives for all Winnipeggers.



Ainsley Donald, Treasurer

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Members, United Way of Winnipeg

The accompanying summary financial statements, which comprise the summarized balance sheet as at March 31, 2018 and the summarized statement of community and operating activities and changes in fund balances for the year then ended, are derived from the audited financial statements of United Way of Winnipeg (the "Organization") for the year ended March 31, 2018. We expressed an unmodified audit opinion on the financial statements in our report dated May 28, 2018. The financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of the Organization.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard 810, Engagements to Report on Summary Financial Statements.

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of the Organization for the year ended March 31, 2018 are consistent, in all material respects, with the financial statements, in accordance with the Canadian Auditing Standard 810, Engagements to Report on Summary Financial Statements.



Chartered Professional Accountants

Winnipeg, Manitoba
June 4, 2018

STATEMENT OF FINANCIAL POSITION

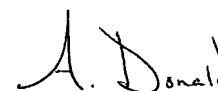
March 31, 2018

	2018	2017
ASSETS		
Cash and Investments	\$36,848,061	\$33,826,548
Pledges Receivable	10,923,013	12,481,230
Capital Assets	8,510,544	8,743,801
	\$56,281,618	\$55,051,579
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$1,415,834	\$1,583,862
Mortgage Payable	1,028,580	1,289,024
Deferred Contributions	4,675,200	3,533,512
Other Liabilities	1,498,824	1,402,906
	\$8,618,438	\$7,809,304
FUND BALANCES		
Community Fund	\$20,919,620	\$20,957,714
Operating Fund	355,023	438,468
Capital Assets Fund	6,662,314	6,890,785
Tomorrow Fund	14,545,900	13,500,382
Stabilization Fund	4,982,718	5,264,926
Building Fund	197,605	190,000
	47,663,180	47,242,275
	\$56,281,618	\$55,051,579

Approved on Behalf of the Board of Trustees



Marilyn McLaren, Chairperson



Ainsley Donald, Treasurer

STATEMENT OF Community & Operating Activities & CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2018

	2018						2017
	COMMUNITY FUND	OPERATING FUND	CAPITAL ASSETS FUND	TOMORROW FUND	STABILIZATION FUND	BUILDING FUND	TOTAL
REVENUE							
Net campaign contributions:							
Donations	\$19,253,007						\$19,253,007
For Every Family - Vision Philanthropy	1,888,607						1,888,607
Donor directed	1,108,171						1,108,171
Donor directed fees		15,980					15,980
(Deficiency)/Recoveries from campaigns of prior years	(101,212)						(101,212)
Legacy giving				816,366			816,366
Government Grants	50,000	4,436,836					4,486,836
Sponsorships, grants and other income	405,311	356,279					761,590
Funding partners and special initiatives	26,826						26,826
50th Anniversary - Crowd Funding	1,575						1,575
The Winnipeg Boldness Project Revenue	685,396						685,396
Investment income					1,623,406		1,623,406
	23,317,681	4,809,095	-	816,366	1,623,406	-	30,566,548
COMMUNITY INVESTMENT							
Funding to agencies	17,387,838						17,387,838
For Every Family - Vision Philanthropy	1,888,607						1,888,607
Donor directed	1,108,171						1,108,171
Programs and activities	3,194,701						3,194,701
The Winnipeg Boldness Project Expenses	685,396						685,396
50th Anniversary - Crowd Funding Expense	1,538						1,538
Management and administration		540,443					540,443
United Way of Canada		235,724					235,724
	24,266,251	776,167	-	-	-	-	25,042,418
OPERATIONS							
Resource development		4,597,230					4,597,230
Organizational development initiatives		40,681					40,681
Amortization of capital assets			427,239				427,239
	-	4,637,911	427,239	-	-	-	5,065,150
One-Time Special Initiatives	-	38,075	-	-	-	-	38,075
Total Expenditures	24,266,251	5,452,153	427,239	-	-	-	30,145,643
Net funds before transfers	(948,570)	(643,058)	(427,239)	816,366	1,623,406	-	420,905
Interfund transfers	910,476	559,613	198,768	229,152	(1,905,614)	7,605	-
Opening fund balance	20,957,714	438,468	6,890,785	13,500,382	5,264,926	190,000	47,242,275
Closing fund balance	\$20,919,620	\$355,023	\$6,662,314	\$14,545,900	\$4,982,718	\$197,605	\$47,663,180
							\$47,242,275

The summarized financial information is extracted from the annual financial statements audited by Deloitte LLP. A copy of the complete audited financial statements is available by request to uway@unitedwaywinnipeg.mb.ca. The summarized financial information has been prepared in accordance with criteria developed by management. These criteria require management to ensure: 1) the summarized financial information agree with, or can be recalculated from the annual audited financial statements; 2) the summarized financial information contains the necessary information and is at an appropriate level of aggregation, so as not to be misleading to the users of this information, and; 3) adequate disclosure of this criteria.

NATURE OF FUND BALANCES

Community Fund

The source of the Community Fund is all resources dedicated or directed to supporting investments in the community including: donations to the annual campaign, program sponsorships, government and non-government grants, gifts-in-kind, and investment income allocated through the annual budgeting process. These resources may contain restrictions imposed by the donor or provider (i.e. allocation to a particular agency or investment in a particular program, initiative or area of service) or they may be unrestricted.

The purpose of the Community Fund is the investment of unrestricted resources in the community through funding in accordance with partnership agreements and expenditures for community services, programs and/or initiatives which support sustainable community solutions to pressing social issues. Restricted resources will be allocated or expended in accordance with the directions of the donor.

The revenues presented in the 2018 Statement of Community and Operating Activities and Changes in Fund Balances include the proceeds of the 2017 Annual Campaign. In April of each year, the

Organization's Board of Trustees approves the expenditure of these proceeds to support vital community services in Winnipeg. As a result, the associated community investment expense will be recorded in the year that will end on March 31, 2019.

Operating Fund

The source of the Operating Fund is the accumulation of resources dedicated or directed to cover the operating and development costs of United Way of Winnipeg including: Provincial funding, sponsorships, other government and non-government grants, special events, gifts-in-kind, and investment income allocated through the annual budgeting process.

The purpose of the Operating Fund is expenditures on: resource development, management and administration, marketing and communication, administration of community investments, research and development and purchase of capital assets for operating purposes.

Capital Assets Fund

The Capital Assets Fund was established to record the investment in capital assets. The purchase price of operating capital assets is funded through transfers from the Operating and Community Funds. The purchase price of the new building was funded by the Federal and Provincial Government, private capital contributions and the balance being mortgage financed. On an annual basis, amortization expense is charged to the Capital Assets Fund.

Tomorrow Fund

The source of the Tomorrow Fund is permanent capital gifts made by donors to provide ongoing benefit to the community and a portion of the investment income earned on the fund. These gifts may contain restrictions imposed by the donor (i.e. governing the use of investment income) or they may be unrestricted. Separate capital records are maintained for each capital gift to ensure that the directions of the donor are implemented accurately.

In order to preserve the purchasing power of the Tomorrow Fund, the portion of the annual investment income equal to the Consumer Price Index is capitalized to the Fund on an annual basis.

Stabilization Fund

The purpose of the Stabilization Fund is to support community service levels and United Way of Winnipeg operations in special circumstances and to manage the use of investment income in order to provide a stable flow of resources for community investment and operations. Accordingly, changes in the market value of investment funds are reflected as income or loss from investments in the Stabilization Fund. On an annual basis, the Board of Trustees approves an allocation of investment income from the Stabilization Fund to the Community and Operating Funds. The amount of the allocation is based on the rate of return on investments experienced over the past five years. In addition, in accordance with policy, in any year where returns on investments are higher than the Board of Trustees approved allocation, the excess will serve as an additional increase to the Stabilization Fund.

Building Fund

The Building Fund was established to allow for funds to be set aside for future, significant repairs, maintenance and replacement costs related to United Way of Winnipeg's building at 580 Main Street.

The source of the Building Fund is annual transfers from the Operating and Community Funds allocated through the annual budgeting process; to cover costs including, but not limited to, roof repairs/replacement, window replacement, HVAC systems etc.

COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform with current year presentation standards.

UNITED WAY **Agency Partners** 2017-2018 FUNDING

A & O Support Services for Older Adults.....	\$428,436	Kildonan Youth Activity Centre.....	\$56,822
Aboriginal Health and Wellness Centre of Winnipeg Inc.	\$194,770	Knowles Centre Inc.	\$76,672
Aboriginal Vision for the North End.....	\$67,904	L'Arche Winnipeg Inc.	\$22,704
African Communities of Manitoba Inc. (ACOMI)	\$36,704	Learning Disabilities Association of Manitoba Inc.....	\$118,802
Andrews Street Family Centre **	\$260,624	Ma Mawi Wi Chi Itata Centre */**	\$635,023
Art City.....	\$53,947	Macdonald Youth Services*	\$164,888
Aurora Family Therapy Centre	\$157,866	Main Street Project.....	\$148,940
Big Brothers Big Sisters of Winnipeg.....	\$277,390	Manitoba Association for Rights and Liberties	\$57,996
Boys and Girls Clubs of Winnipeg	\$739,179	Manitoba Interfaith Immigration Council	\$118,280
Canadian Community Economic Development Network—Manitoba	\$192,839	Manitoba School Improvement Program	\$93,918
Canadian Mental Health Association, Winnipeg Region, Inc.	\$443,250	Maples Youth Activity Centre	\$56,821
Canadian Muslim Women's Institute **	\$232,051	Marlene Street Community Resource Centre **	\$116,670
Canadian Red Cross Society (Manitoba Region)	\$317,340	Marymound.....	\$81,177
Centre Renaissance Centre	\$69,162	Meals on Wheels of Winnipeg	\$82,968
CNIB (Manitoba and Saskatchewan Division)	\$423,900	Mediation Services: A Community Resource for Conflict Resolution.....	\$157,772
Community Education Development Association.....	\$432,192	Mood Disorders Association of Manitoba	\$37,704
Community Financial Counselling Service	\$218,650	Mount Carmel Clinic	\$154,390
Community Ownership Solutions Inc.	\$1,912	Multiple Sclerosis Society of Canada— Winnipeg Chapter.....	\$132,376
Community Unemployed Help Centre	\$154,983	N.E.E.D.S. Inc.	\$20,700
EAGLE Urban Transition Centre.....	\$50,000	Native Women's Transition Centre.....	\$151,921
Elizabeth Fry Society of Manitoba	\$151,269	Ndinawemaaganag Endaawaad	\$162,904
Elmwood Community Resource Centre**	\$265,829	New Directions for Children, Youth, Adults and Families.....	\$107,156
End Homelessness Winnipeg.....	\$300,000	New Life Ministries	\$17,310
Eyaa-Keen Healing Centre Inc.	\$175,065	North End Community Renewal Corporation— PATH Employment Centre.....	\$51,515
Family Dynamics **.....	\$1,031,237	North End Women's Centre **	\$256,581
Fort Garry Women's Resource Centre **	\$166,980	North Point Douglas Women's Centre **	\$156,740
Girl Guides of Canada (Three Areas of Winnipeg)	\$60,422	NorWest Co-op Community Health **	\$820,080
Good Neighbours Active Living Centre	\$55,760	Ogijiita Pimatiswin Kinamatwin	\$122,103
Graffiti Art Programming.....	\$162,922	Opportunities for Employment	\$107,160
Guid'amies franco-manitobaines	\$2,900	Oshki-Giizhig.....	\$25,000
ImagineAbility	\$39,420	Oyate Tipi Cumini Yape Inc.	\$108,209
Immigrant & Refugee Community Organization of Manitoba (IRCOM)	\$154,818	Palliative Manitoba	\$147,744
Immigrant Centre Manitoba Inc.	\$158,542	Pluri-elles (Manitoba) *	\$106,585
Inclusion Winnipeg (formerly Community Living Winnipeg).....	\$190,380	Rainbow Resource Centre.....	\$76,990
Independent Living Resource Centre	\$164,222	Reaching E-Quality Employment Services	\$39,936
Jewish Child and Family Service	\$180,733	Resource Assistance for Youth.....	\$108,816
John Howard Society of Manitoba.....	\$163,068	Rose & Max Rady Jewish Community Centre	\$276,500
Kā Ni Kānichihk	\$213,934	Rossbrook House	\$259,200

UNITED WAY

Programs & Partnerships

2017-2018 FUNDING

- Community and Agency Capacity Building
- Community Engagement Program Incubation
- Day of Caring
- End Homelessness Winnipeg
- Essential Needs Fund
- Family Resource Centres Network
- GenNext
- Indigenous Relations Strategy
- Koats For Kids
- Labour Engagement
- Learning & Innovation Programs
- National Initiatives
- Peg
- Poverty Simulation
- Research
- The Winnipeg Boldness Project
- Winnipeg Poverty Reduction Strategy
- Youth United Strategy
- 211 Manitoba

TOTAL 2017/2018 FUNDING\$3,880,097

SEED Winnipeg	\$797,704
Sexuality Education Resource Centre.....	\$119,061
SMD	\$989,500
SMD Self-Help Clearinghouse *.....	\$97,749
Social Planning Council of Winnipeg Inc.....	\$316,173
South Winnipeg Family Information Centre Inc. **	\$110,371
Spence Neighbourhood Association.....	\$75,328
Spinal Cord Injury Manitoba (formerly Canadian Paraplegic Association Manitoba Inc.)	\$132,074
Stroke Recovery Association of Manitoba.....	\$66,372
Teen Stop Jeunesse	\$197,109
The Arthritis Society—Manitoba/Nunavut	\$106,260
The Laurel Centre	\$122,415
Thrive: Community Support Circle (formerly Pregnancy & Family Support Services) **	\$198,426
Urban Circle Training Centre Inc. *	\$32,020
Villa Rosa Inc.	\$282,062
Volunteer Manitoba.....	\$213,896
West Broadway Youth Outreach.....	\$122,417
West Central Community Program	\$135,144
West Central Women's Resource Centre **	\$259,178
Winnipeg Central Park Women's Resource Centre **.	\$111,555
Wolseley Family Place **	\$97,483
Women's Health Clinic	\$230,552
YMCA-YWCA of Winnipeg	\$478,140
Youth Agencies Alliance.....	\$39,024

TOTAL 2017/2018 FUNDING \$19,157,686

* Net of unused allocations returned to United Way of Winnipeg

** Includes funding made through the For Every Family Initiative (FEF) totalling \$1,769,836. Remaining FEF expenses of \$118,771 relate to FRC network coordination and outcome evaluation.

Partners & Sponsors

Our sponsors are investing
in a better Winnipeg

United Way Winnipeg has thousands of incredible volunteers, supporters and loyal friends, all of whom pull together to create opportunities and build a Winnipeg we can all be proud to call home. Each year, through a number of United Way Winnipeg events and celebrations, we gather to share our thanks and recognize their commitment to our city. Thank you to the generous sponsors who make it possible.

CAMPAIGN LUNCH

Manitoba Public Insurance

CELEBRATION

Bell MTS
AVentPro
6 Degrees Photobooth Co.

GENNEXT SUMMIT

Presenting Sponsor
Payworks

Media Sponsor
CBC Manitoba

Silver Sponsors
Johnston Group

Print Sponsor
Vantage Studios, Print Shop by Vantage

Social Media Sponsor
Sparker Strategy Group

Bronze Sponsors
CPHR
National Leasing
TD Bank
Taylor McCaffrey LLP

Supporting Sponsors
CentrePort Canada
IBM
Staff Max
Pricerazzi

Prize Sponsors
Manitobah Mukluks
Winnipeg Pass

GIVING TUESDAY

Media Partner
The Jim Pattison Broadcast Group

GOLF TOURNAMENT

Title
Rogers Communications

Tee Gift
CIBC
MNP

Dinner
Samsung

Putting Green
Birchwood Automotive Group

Eagle
Fairmont Winnipeg
Johnston Group
Vins Philip Dandurand Wines

Birdie
Taylor McCaffrey LLP
MLT Aikins
Ernst and Young
On the Mark Media & Events

Hole
Bridgeport Office Solutions
Cambrian Credit Union
Floform Countertops
Hugh Munro Construction
Manitoba Pork

Pattison Outdoor; The Jim Pattison
Broadcast Group
PCL Constructors Canada Inc.
Quintex Services Ltd.
Vector Construction Group
Wakefield Foods
Winnipeg Free Press

Prize

Alt Hotel Winnipeg
Bee-Clean
Birchwood Honda on Regent
Birdshill Gravel
BREWT
Carlson Truck Outfitters
Commercial Credit Adjusters
Delta Winnipeg
The Dufresne Group
Earl's
Fellowes Canada
Golf Town
The Jim Pattison Broadcast Group
Lakeview Management
Manitoba Film and Music
Pereux Financial Services
QX 104 FM
Shining Falls Lodge
The Keg Steakhouse & Bar
True North Sports & Entertainment
Visions Electronics
Wallace & Wallace Fencing
Winnipeg Goldeyes

KOATS FOR KIDS

99.9 BOB FM
103.1 Virgin Radio
Access Storage
AMJ Campbell Van Lines
City of Winnipeg — Winnipeg Fire
Paramedic Service
CTV Winnipeg
Motel 6
Perth's Drycleaners

PUPS Containers
Sentinel Storage
Winnipeg Sun

LEADERSHIP APPRECIATION

Colin Ryan, CFA and Jenny-Lou Ryan

MEDIA PARTNERS

Canstar Community News
Winnipeg Free Press
Winnipeg Sun

PLANE PULL

17 Wing Winnipeg
103.1 Virgin Radio
Airport Terminal Services
Assiniboine Park Conservancy
Betula Lake Resort
Birchwood Automotive Group
Birchwood BMW
Canadian Museum for Human Rights
City of Winnipeg — Winnipeg Fire
Paramedic Service
Costco Wholesale
Enigma Escapes
Esso
Fort Whyte Alive
Golf Dome
Imperial Oil
Inn at The Forks
Jane's Restaurant
King's Septic & Portable Toilet Service Inc.
Old Dutch
Progressive Waste Solutions
Rae and Jerry's Steak House
Rainbow Stage
Red River College—Stevenson Campus
Red River College of Applied Arts, Science
and Technology
Roxby Lanes

Salisbury House
Seven Oaks School Division
Shelter Canadian Properties Limited
Shooters Family Golf Centre
The Fairmont Winnipeg
The Forks North Portage Partnership
The Fort Whyte Foundation Inc.
The Keg Steakhouse & Bar
The Winnipeg Symphony Orchestra Inc.
Thermëa—Winnipeg
Thunder Rapids
U-Puttz
Via Rail Canada Inc.
Wawanesa Mutual Insurance Company
Winnipeg Airports Authority
Winnipeg Blue Bombers
Winnipeg Goldeyes
Zoological Society of Manitoba

**STUDENT COMMUNITY
SERVICE AWARDS**

Great-West Life, London Life
and Canada Life

**STUDENT LEADERSHIP
CONFERENCE**

Great-West Life, London Life
and Canada Life

YOUTH DAY OF CARING

Santa Lucia Pizza

YOUTH UNITED GRANTS

Shaw Communications Inc.



United Way
Winnipeg



580 Main Street, Winnipeg MB R3B 1C7 P 204-477-5360 F 204-453-6198 E info@UnitedWayWinnipeg.mb.ca W UnitedWayWinnipeg.ca



[unitedwaywinnipeg](https://www.facebook.com/unitedwaywinnipeg)



[unitedwaywpg](https://twitter.com/unitedwaywpg)



[unitedwaywpg](https://www.instagram.com/unitedwaywpg)



[unitedwaywpg](https://www.linkedin.com/company/unitedwaywpg)