Help Starts Here

211 is an award-winning 3-digit phone service helping you connect to the complete range of government and community-based health and social services available in your community, during COVID-19 and beyond. Calls are answered 24 hours per day, 7 days per week, by professional community navigators who are trained to assess caller needs and to refer callers to the most appropriate services.
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## Community Impact

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## Resource Development

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<td>2019 Campaign Cabinet</td>
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## Engagement

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<tr>
<td>2019 Calendar of Events</td>
<td>14</td>
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</tbody>
</table>
This will be a challenging and ultimately rewarding time for our United Way. We are committed and determined to create a lasting impact on the community of Leeds & Grenville. Through meaningful collaboration and community engagement, United Way Leeds & Grenville will achieve sustainable community change by engaging, inspiring and mobilizing the community’s capacity to give, volunteer and act.

**Mission**

Our mission is to improve lives and build community by engaging individuals and mobilizing collective action.

**Strategic Direction**

- **Effective, Efficient Fundraising**
- **Optimized Organizational Capacity**
- **Strengthened Community Impacts**
- **Enhanced Communication**

**3 Pillars of Support**

**FROM POVERTY TO POSSIBILITY**
We support and empower people living in poverty and those who are vulnerable to falling into poverty, by ensuring they have access to the most basic needs in life.

**ALL THAT KIDS CAN BE**
We put children and youth on a path to success by investing in their development from early childhood to young adulthood—ensuring they have the skills and opportunities to become successful adults.

**STRONG COMMUNITIES**
Improving access to social and health-related support services while supporting community engagement, integration, and settlement.

**Our Transformational Journey**

Our United Way has been actively serving our communities for decades. With the generous financial support of our communities, we invest in many local agencies and organizations and will continue to do so. However, it is has become clear to United Ways across the country that we now need to determine what role we can play tackling the tough, long-term issues that continue to persist in our communities today. We have learned that these issues are too complicated for any one organization or entity to solve on their own. Community Impact is about achieving meaningful, long-term improvements to the quality of life in our communities by addressing not just the symptoms of the problems but also by addressing the root causes of issues. By leveraging relationships and investing resources, UWLG will drive social change.
We are reporting to you this year, as all of us adhere to the COVID-19 Public Health Recommendations. Most working from home, but still able to drive an incredible amount of change and improvement for our community. Let us take a moment to reflect on last year, and OH WHAT A YEAR!

LOOK, we did it again! The three peat is complete! Third year in a row of meeting our campaign goal! Congratulations to everyone! We could not have accomplished this without the passion and dedication of our Cabinet, our Board, our staff, our *front line* agency partners and our workplace leaders in our community.

Thank you to the thousands of donors who supported the United Way! As a result of your generosity in 2019, we will continue to support over 18 agencies.

KEY ACCOMPLISHMENTS OF NOTE FOR 2019 INCLUDE:

1. Meeting Goal! – Third year!
2. Cabinet – Renewed team! A few familiar faces and a few new ones!
4. Global United Way Leadership in Toronto in May of last year, was attended by Trish, Shannon and myself. We were grateful for the opportunity to talk to Leaders from around the world.
5. Bursary Program for graduating high school students. For the fourth year, we awarded four $500 bursaries to students who exemplified active leadership in our community demonstrated through a dedication to volunteerism. Thank you to Nicole and team!

COVID-19 has prompted unique challenges for our agencies, our UW team and our community, as they respond in this crisis. Our staff are balancing working from home and the UW office, to continue to provide support. We launched our own local Emergency Fund for L&G. Tremendous support from our local community.

The Federal Government provided not one, but two special funds for UW to manage and disperse to support vulnerable populations in our area. We thank them for their trust in us to get the funds to where they are needed most.

The staff and board have done a wonderful job, to establish criteria and process to turn the funds around as quickly as possible. All three of the above programs, are in addition to our regular funding support! Way to go Team!!!

In this difficult time, our amazing team, consisting of Agencies, Cabinet, Community Leaders, Board Members and Staff, will continue to raise with each new challenge! It is humbling to be part of this outstanding group of community leaders!

Thank you, for your continued support,
United Way Leeds & Grenville has provided 60+ years of caring in the community! The region has changed over these years and your United Way has adapted and grown to meet the new challenges and opportunities. As we look to the future, we look to build on our successes and learn from our challenges while ensuring that we stay resilient and relevant.

Our 2019 Campaign was challenging but in the end a success. Many thanks to our workplace campaigns, Cabinet, Volunteers and staff who stepped up and dug deep to help fill some of the gap. Our donors are second to none. We are very thankful.

This past year, we have worked closely with community partners to identify key systemic issues that we can collectively focus our efforts. We held two community conversations that included citizens, government, social service agencies, education and business. Mental health support, poverty reduction and youth opportunities were identified. The good news is that we have been actively advocating for support in these areas. There is still a lot of work to be done but we are moving in the right direction.

It is an important time at the United Way as we look to the future. We are in the planning stages of what will best position us to help the community and make real systemic change. It is the driving force within each team member and every day and we are up to the task.

A special thanks to our Board of Directors who supported this team with their vast knowledge and experience and their ability to be cheer leaders when we needed it the most.

Last, but certainly not least, I would like to thank our resilient team who work shoulder to shoulder every single day to make a difference in our community. I am grateful to lead such a dedicated team.

Respectfully Submitted

Trish Buote
EXECUTIVE DIRECTOR

The Administrative Committee is responsible for providing the governance on the work processes used by the United Way Leeds & Grenville.

In 2019, this sub-committee reporting to the Board of Directors, completed the following:
1. Creation and approval of the 2019 budget
2. Completion of the external financial audit
3. Staff Performance reviews
4. Executive Director Performance review
5. Creation and Execution of new Pandemic policies and protocols to keep all staff members safe and enable working from home.

All this work cannot be done without the tireless dedication of the Board Members who are part of this committee. I would thank them again for all their leadership, passion and attention to detail, to ensure the United Way Leeds & Grenville is adhering to all our Stakeholders expectations.

Rick Fry
ADMINISTRATIVE COMMITTEE CHAIR
United Way Leeds & Grenville is governed by its Board of Directors, a diverse group of community leaders and key decision makers who provide vision, strategic leadership, advocacy, accountability and stewardship.

2019 Board of Directors

Staff Team
COMMITMENT TO COMMUNITY

United Way raises funds and invests them locally for maximum impact. We are able to accomplish this thanks to generous donors, partners and supporters.

We take our accountability to the community very seriously and we strive to make our reports to the community transparent and easily understood.

We are proud members of the Association of Fundraising Professionals (AFP). AFP was founded in 1960 and represents 33,600 members in more than 240 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs across the world.

The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

EFFECTIVE, EFFICIENT AND ACCOUNTABLE

- We comply with United Way of Canada’s Transparency, Accountability and Financial Reporting standards.
- We actively solicit in-kind donations, sponsorships, pro-bono services and the support of volunteers to keep expenses as low as possible. This ensures that as much as possible of every dollar goes directly to the community.
- Every year, hundreds of volunteers come together to raise funds for services that benefit their family, friends and neighbours.

ANNUAL REGISTERED CHARITY DISCLOSURE AND EXECUTIVE DIRECTOR SALARY

- Our latest Canada Revenue Agency annual T310 registered charity disclosure is available at: https://apps.cra-arc.gc.ca/ebci/hacc/srch/pub/dsplyQckVw?selectedCharityBn=119278273RR0001
- The United Way Leeds & Grenville Admin Committee periodically benchmarks Executive Director salaries of not-for-profit organizations within the region. We regularly review the compensation level of our staff to ensure they are within reasonable rates for the level of skill, knowledge and experience required for the role.
- Compensation levels of the 10 highest paid staff of all charities is available at the CRA website, under Charities Listings.
We provide financial statements in alignment with Canadian accounting standards for not-for-profit organizations and United Way Centraide Canada’s Transparency and Accountability Financial Reporting Standards.

### TOTAL REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>Total Revenue</td>
<td>943,046</td>
<td>876,720</td>
</tr>
<tr>
<td>Net Campaign Revenue</td>
<td>828,868</td>
<td>755,247</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>114,178</td>
<td>121,473</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>943,046</td>
<td>876,720</td>
</tr>
</tbody>
</table>

### TOTAL EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Expenses</td>
<td>1,064,499</td>
<td>1,046,780</td>
</tr>
<tr>
<td>Grants &amp; Programs</td>
<td>755,445</td>
<td>765,467</td>
</tr>
<tr>
<td>Fundraising &amp; Related Admin Expenses</td>
<td>309,054</td>
<td>281,313</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>1,064,499</td>
<td>1,046,780</td>
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</table>

### ASSETS

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<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>90%</td>
<td>89%</td>
</tr>
<tr>
<td>Long Term Investments</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Capital Assets</td>
<td>10%</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Liabilities & Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Deferred Contributions</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>88%</td>
<td>90%</td>
</tr>
</tbody>
</table>
Community Impact

United Way invests in programs that have a wide range of impact. This base support of funding provides stability and allows agencies the flexibility to develop and respond to the emerging needs of the communities we serve. It allows them to make long-term plans, knowing that they have a stable source of funding. Here are a few examples of support in 2019:

**United Way Leeds & Grenville** is helping to meet the basic needs of our community’s most vulnerable people, giving every resident the opportunity to realize a better future.

In 2019, **41,500** meals were delivered to individuals who count on a friendly visit and a nutritious meal.

Over **500** low-income families were helped with their heat and utility bills in 2019 to get through the cold winter months.

Over **5,563** children in Leeds & Grenville attended after school programming in 2019 providing them with a safe place to play.

In 2019, over **2,400** at-risk youth attended a drop-in centre, received support for school challenges and/or attended summer camp.

**568 volunteers** supported seniors and adults with disabilities with respite care.

Over **2,900** low-income individuals were assisted with the completion of their income tax returns.
**Investing in Our Community**

**PROCESS FOR ALLOCATIONS**

<table>
<thead>
<tr>
<th>NOV.</th>
<th>JAN.</th>
<th>FEB.</th>
<th>FEB. – MAR.</th>
<th>MAR. – APR.</th>
<th>MAY</th>
</tr>
</thead>
</table>
| Volunteer Recruitment  
Agency Visits (as required) | Application Forms distributed to agencies | Final submission due | Review process  
Panel discussions  
Final Recommendation & Board approval | Communication with agencies  
Partners Agreements signed | First disbursements |

**Message from the Community Investment Chair**

In 2019, the Allocations Committee was renamed as the Community Investment Committee to reflect UWLG focus on leveraging funds raised in our community to achieve the greatest possible impact for the most vulnerable residents of Leeds and Grenville. This year as always, community needs far outstrip our available funds and our review process required making difficult, but well considered recommendations.

We reviewed 20 proposals and thanks to the generosity of our donors provided $577,452 in funding to 23 programs which are making a significant impact on our community. We appreciate the efforts made by our agencies to provide information to aid us in evaluating the impact of UW funding.

I am grateful for the support of our community partners and for the dedication of members of the Investment Committee. The Committee is comprised of community representatives, Youth2Youth Board members and UWLG Board members. Thank you to all who contributed their time and expertise.

---

**2019/20 COMMUNITY INVESTMENT COMMITTEE**

Marlene Leonard – Chair  
Shannon Brown  
Margaret Fancy  
Alan Ogborne  
Marah Akour (Y2Y)  
Trish Buote (Staff)

---

Marlene Leonard  
COMMUNITY INVESTMENT CHAIR
Investing in our Community

2019 UNITED WAY FUNDED PARTNERS

Thanks to the support of our donors for 60+ years, United Way Leeds & Grenville has worked with partner agencies to transform our community. Providing program and core operating funds for frontline agencies is the foundation of the United Way’s efforts to meet pressing social needs in Leeds & Grenville. Working together with donors and the community, United Way supports a network of vital social and human services to build community resiliency and to change social conditions. We help create opportunities for a better life for individuals, families and communities.

2019 ALLOCATIONS

ALL THAT KIDS CAN BE

Big Brothers Big Sisters Leeds & Grenville $40,000
Children’s Mental Health – Making Play Possible $10,000
Connect Youth $66,000
Family & Children’s Services $30,000
Girls Incorporated of Upper Canada $38,000
Kemptville Youth Centre $36,000
North Leeds Youth $12,000
YMCA Eastern Ontario – Gananoque + Teen Night $71,752

FROM POVERTY TO POSSIBILITY

EEC - 1000 Islands Credit Counselling $25,000
Bartholomew Street Hub $18,000
Family Counselling Services $10,000
Guthrie House $27,000
Health Unit – Adult Emergency Treatment Fund $15,000
Lanark, Leeds & Grenville Addictions & Mental Health $60,000

STRONG COMMUNITIES

Brockville and District Association for Community Involvement $7,500
Children’s Mental Health – Youth Engagement $15,000
Brockville & Area Community Living Association $6,200
Community & Primary Health Care $45,000
Kemptville & District Home Support $25,000
Volunteer Centre of St. Lawrence-Rideau $20,000

UNITED WAY BURSARIES

2019 represented our 4th year offering a bursary opportunity for graduating high school students who are moving on to higher education.

4 bursaries were awarded as follows:

1. Paige Keller
   TISS

2. Alyssa Banner
   NGDHS

3. Adam Miller
   TISS

4. Logan Whyte
   BCI

We help create opportunities for a better life for individuals, families and communities.
The United Way Youth to Youth Board is a group of high school leaders from across Leeds and Grenville who collaborate to raise funds for local organizations that help to empower youth. This year the board consisted of five very dedicated students from two local high schools: Thousand Islands Secondary School and Académie Catholique Ange-Gabriel.

This board met monthly to brainstorm fundraising ideas in order to raise the appropriate funds. The fundraising was done both in the local community and in the area high schools. All members of the board collaborated to organize and run the canteen at the Prescott Arts and Crafts Show and Sale. This fundraiser was very successful and helped raise lots of money for the board. The rest of the fundraising took place individually at the member’s high schools. Some of these fundraisers included a Halloween haunted house, Purdy’s chocolate bar sales, teddy bear sales, canteens at school dances, bake sales, and basket raffles.

In February 2020, the board sent out grant applications to local youth organizations and received four applications in total. Later that month, the board met for an allocations meeting in order to consider the applications. Each one was extensively examined and graded on a series of criteria. This was done to ensure that the money was going to the organizations that were going to use the funds to make the largest impact possible on local youth. All four organizations were very deserving, but in the end, the board decided to give out two grants worth five hundred dollars each to the Township of Rideau Lakes and the Brockville Public Library. Both are incredible organizations that are helping to shape the future generation and giving them the tools that they need to succeed in all areas of their lives.

The Youth to Youth Board is an incredible leadership opportunity that allows exceptional and motivated youth to make a direct impact on their community and make it a better place for all. The money that this board raises allows youth organizations to continue to influence and invest in the lives of future leaders. It gives youth positive spaces to grow and learn. It also helps to reduce issues such as youth violence and poverty. This board is an incredible asset to Leeds and Grenville and makes the local community a better place for everyone. We are confident that this board will continue to make a positive impact on the community and will continue to positively impact the lives of area youth. It has been a pleasure to serve on this board and we wish the board the best of luck with their future endeavours.

Sonya Gill,
Ange Gabriel – Co-President
Delaney Ringer,
TISS – Co-President
Xavier Martell,
Ange Gabriel – Vice President
Destiny Turley,
TISS – Treasurer
Jasmin Gill,
TISS – Secretary

Sonya Gill
YOUTH 2 YOUTH BOARD CO-CHAIR

Delaney Ringer
YOUTH 2 YOUTH BOARD CO-CHAIR
Resource Development

2019 CAMPAIGN CABINET
The United Way Campaign is led by community volunteers. Thanks to their efforts, and the hard work and dedication of hundreds of volunteers, funds are raised to support our families, friends and neighbours right here in Leeds & Grenville.

Mutazz Akour
PROCTOR & GAMBLE

Sandra Devaney
COMMUNITY FUNDRAISER

Darren Gallacher
GRENVILLE CFDC

Wendy Galloway
CAREER SERVICES

Kelly McKinnon
SHELL CANADA

Terry O’Reilly
PRICEDEX/SPECIAL ADVISOR

We lost an amazing supportive man in 2020. We thank him for his dedication to our community and our United Way

Paul Fournier
HENDERSON, JOHNSTON, Fournier LLP
WHAT DOES LEADERSHIP LOOK LIKE?

It looks like **STRENGTH**
When thousands of Leadership donors push in the same direction and when generous donor match your gifts, it adds to our collective strength. Even more young people succeeding. Even more people getting the programs & services they need to thrive. Brighter futures for even more people facing poverty. That’s the strength of Leadership and the power behind our uprising of care.

It Looks like **UNITY**
Every Leadership gift counts. As individuals, we can all stand against big problems like poverty when it affects so many in our community. Enabling more research and an understanding of the pressing issues allows for more and better resources to tackle these issues head on.

It looks like **COURAGE**
Courage. It means taking on challenges that are bigger than you. Tenaciously. Wholeheartedly. If you love this community, where you live and work, you want to keep it strong and vibrant. Unfortunately, social issues, such as poverty, are an ongoing threat. It’s a force fueled by scarcity, a lack of education, a lack of employment, a lack of opportunity to get ahead in the first place. That’s why so many young people, families and communities are struggling.

LEADERSHIP GIVING IN 2019
Thank you to all our Leaders for your generous support. The Leadership Giving Program recognizes individuals who make an annual contribution of $1,200 or more to our annual campaign.

**PLATINUM**
$10,000 - $24,999

- David & Anne Beatty
- Five B Family Foundation
- Beatty Family Charitable Trust
- 1 Anonymous Donor

**SILVER**
$2,500 - $4,999

- Paul & Frances Cosgrove
- Dr. Andrew & Sharon Jordan
- Perry Beverley
- Drs. Malone & Allard
- Darren & Pascale Gallacher
- Terrance Wapshall
- Sue Lounsbury
- Christopher & Katie Wallace
- 3 Anonymous Donors

**BRONZE**
$1,200 - $2,499

- Pilkington Henniger Charitable Trust
- Dr. Rodger Doner
- Jerry & Jan Ashe
- Carmen Hall
- Luke & Laura VanderBaaren
- Terry O’Reilly
- Linda Beamish
- Robert Millar
- John Erb
- Kathy Macdonald
- Fides Coloma
- Jay Terrill
- Dr. Jamie & Sue Hynd
- Kathy & Rick Fry
- Dr. Flood
- Tammy Sokolowski
- 8 Anonymous Donors
## Engagement

### 2019 CALENDAR OF EVENTS

<table>
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<tr>
<th>FEBRUARY</th>
<th>UNITED WAY GLOBAL LEADERS FORUM</th>
<th>JUNE</th>
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<tr>
<td>2-1-1 DAY</td>
<td>211 Day 2019</td>
<td>YMCA EASTERN ONTARIO</td>
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<td></td>
<td>211 Ontario</td>
<td>LINKLATER AFTER SCHOOL PROGRAM</td>
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<tr>
<td>MARCH</td>
<td>VOLUNTEER APPRECIATION</td>
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<td>EXCELLENCE IN BOARD</td>
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<td>GOVERNANCE SEMINAR</td>
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<td>APRIL</td>
<td>NATIONAL VOLUNTEER WEEK</td>
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<td></td>
<td>BARTHOLEMHEW STREET HUB OPENING</td>
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<tr>
<td>MAY</td>
<td>ANNUAL GENERAL MEETING</td>
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<td>JUNE</td>
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Engagement

**AUGUST**

AUTOMOTION

CONNECT YOUTH CAR WASH FUNDRAISER

**SEPTEMBER**

GORD BROWN MEMORIAL GOLF TOURNAMENT

CAMPAIGN KICK-OFF

COMMUNITY CONVERSATIONS EVENT

AIR CANADA DRAW

uwlg.org
Engagement

**OCTOBER**

**WORKPLACE KICK-OFF EVENTS**

**THOUSAND ISLANDERS CHORUS EVENING**

**THANKSGIVING FOOD DRIVE**

**POVERTY REDUCTION ALLIANCE CONVERSATION**

**NOVEMBER**

**ONLINE AUCTION**

**YMCA PEACE MEDAL AWARD BREAKFAST**

**ECONOMIC DEVELOPMENT SUMMIT**
Engagement

DOCS & DIAMONDS

DECEMBER

GORD BROWN MEMORIAL OUTDOOR RINK PRESENTATION

UWLG TEAM LUNCH

CHRISTMAS ANGEL TREE AT THE AQUATARIAM

THOUSAND ISLANDERS CHORUS CHEQUE PRESENTATION

2020 PROVINCIAL BUDGET DISCUSSION

CANARM FUNDRAISER

P&G CHEQUE PRESENTATION

uwlgl.org