

2015/2016 ANNUAL REPORT



United Way's commitment to youth is showcased through our partnership with agencies such as the Victoria Youth Empowerment Society and Victoria Youth Clinic Society.



United Way
Greater Victoria

BOARD CHAIR & CEO REPORT

We believe that at the heart of a healthy community are people who care – not just for themselves – but for those around them. Through thousands of invisible threads we deliver hope and possibility, changing lives every day. This is only possible because we live in a community that cares.

Our mission is to improve lives and build community by engaging individuals and mobilizing collective action. Through our dual role as a year-round fundraiser and multi-year impact funder we work in collaboration with community leaders from business, labour, government and the non-profit sector.

Along with our donors, we are committed to meeting the needs of our most vulnerable citizens today, while also focusing on the future to address the root causes of social issues and create sustainable change that contributes to our vision of a strong and inclusive community for all.

Every year our community steps forward to join our movement and in 2015 we invested \$4.5 Million across the Capital Regional District in over 110 programs which changed the lives of 8,000 families, 27,000 children and youth, and 62,000 individuals.

Within the investment, United Way responded to needs and issues as they emerged in our community, working collaboratively with our partners to assist in:

- supporting individuals who were housed at My Place
- stepping forward in the efforts to resettle Syrian refugees
- responding when fires displaced residents at Grant Manor in Sooke and the Traveller's Inn in Victoria

We also announced that United Way is bringing the award winning service - bc211 to Vancouver Island. bc211 is a gateway to community, social, non-clinical health and government services. People will be able to navigate the complex network of human services quickly and easily, 24 hours a day, 7 days a week through the bc211 website.

Thanks to the efforts of so many in our community and in particular our volunteers, donors, business partners, labour champions and funded agencies, when people turn for help in times of need – it is safe to say *United Way was here*.

Patricia Jelinski, CEO & Dr. Mary Ellen Purkis, United Way Board Chair



CEO Patricia Jelinski (right) with Dr. Mary Ellen Purkis, 2015/16 board chair and Peter Lockie, past board chair

The Red Bench

At United Way there is strength in numbers. Our red bench symbolizes stability and inclusiveness. There is room for all. We invite you to join us and take a seat.



My Place

In December 2015, United Way along with the BC Government and the City of Victoria provided funding for a temporary shelter to be open 24/7. Known as My Place, the facility is operated by Our Place and shelter staff offer three meals a day, help individuals find housing and refer them to various health and outreach services.

“United Way is here to support our community in times of need, serving our most vulnerable citizens today and working with our partners to find long-term and sustainable solutions. We are pleased to be working with BC Housing, the City of Victoria, Our Place and our community partners to improve the lives of our citizens while building a strong and inclusive community for all.”

- Patricia Jelinski, CEO, United Way

Raise the Red

The month of February 2016 was dedicated to celebrating Greater Victoria and building community spirit through a new initiative called *Raise the Red*. Twenty eight businesses signed up to lend support and opened doors for United Way to share their local message and impact with the community. United Way would like to thank the following Raise the Red partners:

Premier partners

Wheaton Chevrolet, Tourism Victoria, Royal BC Museum, Silk Road Tea, Fairmont Empress, Red Art Gallery, Victoria Chinese Commerce Association, Times Colonist, 100.3 The Q, The Zone 91.3, CTV, Kool 107.3, CFX 1070, 98.5 Ocean and KiSS 103.1.

Participating partners

Steamship Grill, Peninsula Co-op, Graphic FX, Victoria Premier Network, Victoria Royals, MayFair, Max Furniture, Ruffell & Brown Window Fashions, Pacific Rollershutters & Awnings, Uptown, Rogers Chocolates, used.ca and Wild Renfrew.



UNITED WAY WAS HERE



UNITED WAY WAS HERE

Viking Air

When Viking Air and Unifor 114 come together for United Way, incredible things happen. This relationship is an example of the power of cooperation and collaboration.

In the words of Viking Air President and CEO Dave Curtis: "We put our tools down and we work together." National representative for Unifor, Stu Shields echos Curtis' remarks: "It's not just about building aircrafts - it's about building community."

Having the employer and the union jointly endorse and support their internal United Way campaign resulted in Viking Air and Unifor 114 being awarded the labour partnership spirit award for 2015.

Supporting the community is part of the core fabric of Viking and Unifor and that is obvious in the thought and time they invest in running a successful campaign every year.

Viking Air is one of over 300 workplaces in Greater Victoria that host an employee giving campaign through United Way to bring hope and possibility to those in need.

TREASURER'S REPORT



Despite a competitive philanthropic environment and challenging economic market conditions, United Way Greater Victoria delivered solid financial results in 2015/16 and achieved strategic milestones that position us for future success.

Our financial statements recognize \$5.4 Million raised by the Community Campaign. This wonderful achievement would not have been possible without the dedicated work of our staff, campaign cabinet, leaders committee, and volunteers and the generosity of our many donors. In 2015/16, 79% of this revenue went back into the community to help change the lives of individuals, families, and children and youth through grants or donor directed funds.

The economic climate in the financial markets this past year was challenging, as reflected in an adjustment for unrealized loss on investments of \$0.3 Million to reflect fair market value at March 31, 2016.

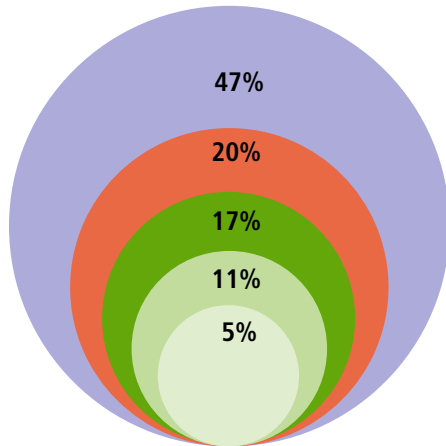
In 2015/16, United Way focused on diversifying our revenue streams through the building of an individual giving program and through new technology, advancing our practices and continuing to lead as a multi-year funder and community builder. These investments in our future financial stability and improved technology increased costs by about \$0.225 Million.

Other gifts and revenues including bequests from six generous donors were up by \$0.7 Million.

In closing, I would like to thank the United Way Board's Finance Committee and our auditors at KPMG for their ongoing support and commitment. Please refer to our website uwgv.ca for our full audited financial statements and a list of our community funded partners.

Sharon Moysey, Treasurer, United Way

STATEMENT OF FINANCIAL POSITION

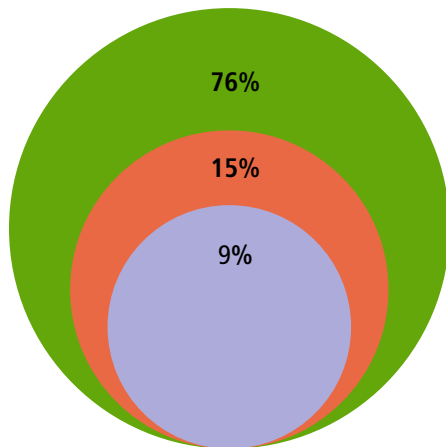


Assets	
17%	Cash and cash equivalents
20%	Receivables
47%	Investment
11%	Endowment
5%	Capital assets, net of depreciation

March 31, 2016

	\$2,126,665
	\$2,418,224
	\$5,813,277
	\$1,408,262
	\$566,758

Total Assets **\$12,333,186**



Liabilities	
9%	Accounts payable and accrued liabilities
76%	Community grants payable
15%	Deferred revenue

Total Liabilities **\$3,183,173**

Fund Balances

Internally restricted	\$7,316,684
Externally restricted	\$1,504,542
Unrestricted	\$328,787

Total Fund Balances **\$9,150,013**

Total Liabilities and Fund Balances **\$12,333,186**

STATEMENT OF OPERATIONS

Revenue from Community Campaign March 31, 2016

Employee gifts	54%
Individual gifts	32%
Corporate gifts	9%
Special events	5%

Revenue

Net campaign revenue	\$5,398,223	80%
Investment income	\$282,660	4%
Bequests	\$736,736	11%
Success by 6	\$326,517	4%
Partnerships, sponsorships and events	\$32,487	1%
Statement of Operations	\$6,776,623	

Expenses March 31, 2016

Community grant distributions	\$3,472,219	47%
Donor directed gifts	\$834,346	11%
Restricted grant distributions	\$288,660	4%
Resource development and administrative	\$1,391,181	18%
Community investment and administrative	\$800,098	10%
Investment fees	\$46,162	1%
Success By Six	\$29,907	1%
Expenses before undernoted	\$6,862,573	
Excess (deficiency) of revenue over expenses before the undernoted	-\$85,950	
Investment in individual giving	\$207,161	3%
Unrealized investment income (loss) - non cash	\$300,749	4%
Change in cash surrender value of life insurance policies - non cash	\$38,517	1%
Total Expenses	\$7,409,000	
Deficiency of revenue over expenses	-\$632,377	

During the year, United Way made an investment in its individual giving program of \$207,161. The investment in the individual giving program represents 3% of total revenues for the 2016 year. The individual giving program is a two-year investment strategy approved by the Board to generate revenues and was funded from income earned in the Investment Fund.

*The City of Victoria has granted us a permissive tax exemption

2015 VOLUNTEERS

BOARD OF DIRECTORS

Dr. Mary Ellen Purkis (Board Chair)
Ivan Watson (Vice Chair)
Peter Lockie (Past Chair)
Nic Humphreys
Rupinder Prihar
Mike MacDonell
Steve McKerrell
Jim Schneider
Captain (N) Steve Waddell
Chris Wright

UNITED NOW COUNCIL

Ashley Forseille (Chair)
Erin Coverdale
Bhupinder Dulku
Mikaila Rhodes
Carli Swift
Ashley Thomas
Jordan Vanthiel
Carley Wachtin
Kati Walters
Ashley Wang

LABOUR COMMITTEE

Nic Humphreys (Chair) – Public Service Alliance of Canada UEW
Mike Eso (Co Chair) – Victoria Labour Council
Trevor Davies – Canadian Union of Public Employees Local 374 and CUPE BC GVP
Janet Barney – Canadian Union of Postal Workers 850
Jeannie Blaney – Unifor 114
Susanne Francoeur – BC Government Employees Union
Jim Pullan – Unifor 333
Phil Venoit – International Brotherhood of Electrical Workers 230

CAMPAIGN CABINET

Bruce Williams (Chair)
Rebecca Grant (Past Chair)
Chris Coleman
Greg Conner
Trevor Davies
Mike Eso
Dave Golen
Ingrid Jarisz
Chuck Rowe
Sonya Strong
Helen Wale

YOUTH NOW COUNCIL

Harpreet Bhela (Chair)
Danya Fitzgerald
Chris Holland
Gloria (Xinran) Li
Jesse O’Neill-Bains
Jenna Ren
Adam Walton
Anita Weng
Luke Yakielashek
Joanna (Jo Jo) Zhou

INDIVIDUAL GIVING CABINET

Hazel Braithwaite (Chair)	Doug Macfarlane
Paula Carey	Brian Mann
Dick Cavaye	John McEown
Shari Corrigan	Barb McVagh
Jason Easton	Robert Nemish
Bill Evans	Bonnie Peacock
Lynn Gardner	
Dr. Harlow Hollis	
Marc Lortie	
Carter MacDonald	



John Howard Society of Victoria

As one of over 110 programs funded by United Way, John Howard Society of Victoria's feeding ourselves and others community garden project provides a place for individuals with mental illness and/or addictions to learn new skills, spend time in the outdoors, and be part of a therapeutic activity. In addition to reaping the benefits of the garden, participants earn credits for their work which can be applied towards community service orders.



Royal Roads has a long history of dedication and enthusiasm when it comes to partnering with United Way. Their workplace campaign is a winning formula as it touches every single employee, giving them an opportunity to have an impact on their community through United Way.