2017-2018 ANNUAL REPORT
United Way Greater Victoria has been helping people since 1937. Last year, we marked eight decades of improving lives and building healthy communities in our region. As we begin our next 80 years, we can be proud of our legacy accomplishments while remaining focussed on evolving to meet the changing needs of our partners, donors and community.

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

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

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

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

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

Sincerely,

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

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

Photo: Ivan Watson, Board Chair, United Way Greater Victoria.
United Way and organized labour share a common vision: an inclusive community where people have access to a wide range of social and public services no matter where they live or where they’re from.

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

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

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

“61.5% of funds raised for United Way by workplaces are from unionized sites.”
Our aim is to ensure that people living in Greater Victoria can access a strong and stable network of services at all times. United Way works to address the immediate needs of our most vulnerable citizens while also looking to the future, in order to address the root causes of social and emerging issues and create sustainable change.

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

**OUR IMPACT**

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

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

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

**$4.02 Million**
- $843K to help kids be all they can be
- $269K bc211
- $1.117 Million to build strong communities
- $705K to move people from poverty to possibility
- $204K Success By 6
- $882K donor designations and customized philanthropy

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

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

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

### Honorary Life Members – Past and Present
- Elinor Branter
- Canadian Red Cross
- Dick Cavaye
- CNIB
- Community Social Planning Council
- Mel Cooper
- Jim Cutt
- Department of National Defence
- Maureen Duncan
- Rebecca Grant
- Nancy Greer
- Sharon Halkett
- Mickey (Grayson) Hajash
- John Heraghty
- Bill Israel
- Peter Lockie
- Dr. Gordon (Bud) Lott
- King Brothers
- Shari McGlynn
- Cathy McIntyre
- Barb McVagh
- Harold Moist
- David A. Paterson
- Harry Prior
- Adrian Round
- Silver Threads
- Gordon Verley
- Bruce Williams
- YM/YWCA

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

Photo: Co-Chair Bruce Williams, United Way Campaign Cabinet and current Board member.
### Statement of Financial Position

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

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

### Statement of Operations

<table>
<thead>
<tr>
<th>Revenue</th>
<th>31-Mar-18</th>
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<tbody>
<tr>
<td>Net campaign revenue</td>
<td>$4,925,346</td>
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<tr>
<td>Investment income</td>
<td>$479,285</td>
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<tr>
<td>Bequests</td>
<td>$33,927</td>
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<tr>
<td>Success by 6</td>
<td>$246,396</td>
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<tr>
<td>Sponsorships and events</td>
<td>$18,685</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$5,703,639</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Granting &amp; Donor Directed</td>
<td></td>
</tr>
<tr>
<td>Community grant distributions</td>
<td>$2,552,035</td>
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<tr>
<td>Restricted grant distributions</td>
<td>$236,444</td>
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<tr>
<td>Donor directed gifts</td>
<td>$1,371,175</td>
</tr>
<tr>
<td><strong>Total Community Granting &amp; Donor Directed</strong></td>
<td><strong>$4,159,654</strong></td>
</tr>
</tbody>
</table>

| Community investment and administrative | $872,557 |
| Resource development and administrative | $1,377,481 |
| Campaign costs other United Ways    | $58,498    |
| Investment fees                     | $49,681    |
| Success By 6                        | $74,035    |
| **Total Expenses**                  | **$6,591,906**  |

Excess (Deficiency) of revenue over Expenses before the undernoted: ($888,267)
Investment in individual giving: ($533,000)
Excess (deficiency) of revenue over expenses: ($1,421,267)*

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

Photo: (Standing) Jasmine Dadachanji, Board Member; (sitting) Ashley Forseille, Board Member.
D is for donors. None of the work United Way does in the community would be possible without generous donors.

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

Cover photo: Gregg Eligh, elighphoto.com
Interior photos: Jack Adamson, JackFlash Photography