



United Way
Sudbury and
Nipissing Districts
Change starts here.

Annual Report 2012

Give. Volunteer. Act.



President's Report

2012 marked the thirtieth anniversary of United Way Sudbury and Nipissing Districts. The early philosophy of "creating opportunities for a better life for people in Sudbury and surrounding communities" continued to be our focus for another successful year.

Our success is directly related to the hard work, diligence and commitment of the board of director members and volunteers, the outstanding support of the community and the dedicated employees. Our organization was strengthened by expanding to the Nipissing District. We underwent a name change for a more accurate representation of the geographical area and we are official known as United Way Sudbury and Nipissing Districts. Over the past year, United Way has generated a significant profile and presence in the Nipissing community.

The annual fundraising campaigns continue to be the main source of revenue for direct funding and indirect administrative supports for community based social service programs in both districts. The Campaigns were chaired by Dr. Kevin McCormick in Sudbury and Dr. Catherine Whiting in North Bay. The success of both Campaigns was a direct result of the leadership of our Campaign Chairs, committed volunteers and community support. We continued to have the unwavering and steadfast support of labour organizations and support at all levels of government, large corporations, small businesses, community agencies and individuals throughout our community.

On behalf of the Board of Directors, I would like to express appreciation and thanks to Campaign Chair Dr. Kevin McCormick, Vice-Chair Jean Hanson and the Campaign Cabinet for Sudbury as well as Chair Dr. Catherine Whiting and the Campaign Committee for Nipissing.

The board uses a fair and equitable process for allocating funds to community based programs through

the engagement of Community Advisory Panel volunteers, who have knowledge based expertise to make funding recommendations to the Board of Directors. On behalf of the Board, I would like to express sincere thanks and appreciation to our Community Advisory Panel volunteers.

Over the thirty years, the Board and staff of United Way have become quite nimble and adaptable to the ever-changing needs and economic conditions of our community. The 2011 strategic plan provides sound direction for the future and focuses on strong communities with healthy people, helping kids realize their full potential and shifting people from poverty to possibilities.

Our management staff and employees completed an organizational review to improve efficiencies, effectiveness and management controls that demonstrate our public accountability. United Way strives to be on the leading edge of public accountability by ensuring that processes are available and implemented for fostering public confidence in United Way and the community programs we support.

Personally, I would like to recognize the outstanding contribution of our Board of Directors for their support and guidance during the past year. Our staff, under the direction of Michael Cullen, have worked diligently to achieve our operational successes and for that we are thankful.

As the presiding president for this significant anniversary year, I would like to express my gratitude and sincere appreciation for all the hard work and outstanding contributions of volunteers, corporations, labour organizations, small businesses, community agencies, individuals and employees. Collectively, you have made United Way a successful and sustainable organization!

Bertha Paulse

Sudbury Campaign Chair Report

As the 2012 Campaign Chair for United Way Sudbury and Nipissing Districts, I am pleased that with your support, together we surpassed our Campaign goal by raising \$1,960,000. Without you, we could not support the frontline agencies that provide such vital social services to your community.

While United Way serves as a vital role in providing leadership, endorsing innovation, encouraging volunteerism and working to ensure that investments have a recognizable impact, the heart of our work with each agency is fundamentally to provide financial support. It is because of caring individuals and businesses in our city, 27 agencies will receive funding to

successfully run their programs. In other words, 51 social service programs will be available to serve children, families, youth, seniors and those affected by life's challenges. By supporting United Way, you are supporting the organizations that both serve and represent the heart of your community.

I relished the opportunity to work with our city's leaders, to promote, to address and foresee the future needs of our community. Together we are strengthening the social fabric of our city.

Dr. Kevin McCormick



"By supporting United Way, you are supporting the organizations that both serve and represent the heart of your community."

These volunteers play a vital leadership role in the Campaign by strategizing for increased donations and building relationships in their sector.

Sudbury Campaign Cabinet 2012

Campaign Chair: Dr. Kevin McCormick, Huntington University

Vice Chair/Education Sector Co-Chair: Jean Hanson, Retired from Rainbow District School Board

Education Sector Co-Chair: Linda Wilson, Retired from Cambrian College

Finance Sector Chair: Faith Salmaso, RBC Royal Bank

Government Sector Co-Chair: Sharon Baiden, Greater Sudbury Police Service

Government Sector Co-Chair: Cynthia Pisarc, Canada Revenue Agency

Health Sector Co-Chair: Mark Hartman, North East Cancer Centre

Health Sector Co-Chair: Jo-Anne Palkovits, St. Joseph's Health Centre of Sudbury

Labour Relations: Wyman MacKinnon, Former President CUPE local 4705

Young Professional: Kristeen McKee, Huntington University

Social Service Sector Chair: Chantal Gladu, Big Brothers Big Sisters of Greater Sudbury

Nipissing Campaign Committee 2012

Amanda Hoirch, Volunteer

Darren Patey, VS Group

Dr. Cathy Whiting, retired Former Medical Officer of Health

Lise Wilson, L'Alliance de Caisse Populaire



Labour Committee Report

This year, United Way Canada and the Canadian Labour Congress renewed their partnership based on a common vision of prosperous, inclusive, diverse and respectful communities with a wide range of social and public services that are accessible, universal and of the highest quality. In the Sudbury and Nipissing Districts, the partnership is flourishing and is an important contributor to the continued success in our communities because labour plays a strong role in the governance, fundraising, allocations and community building work of United Way.

Labour is well represented on United Way's Board of Directors. The labour representatives: René Fortin, Valerie Trudeau, and Henri Giroux are active members of the board and its committees. I would particularly like to recognize the contribution of Denis Thériault who is stepping down as a labour representative on the board after many years of service.

Every year, union members and other workers support United Way by volunteering to work on the Campaign in their workplace. They promote United Way to their fellow workers and provide that all important personal connection to the Campaign in the workplace. Also, union members and other workers contribute generously to United Way because through the good work of the canvassers, the workers know that when they choose to donate that their hard earned dollars stay in their community and support programs that make a difference to the lives of the most vulnerable members. Through the hard work of Wyman MacKinnon as the

Labour Relations Chair on the Campaign Cabinet, the Campaign has expanded into new workplaces and reached more workers than ever.

Volunteers from the union movement also contribute during the allocation process by sitting on Citizen Advisory Panels that visit the agencies and review their applications for funding.

Along with a strong fundraising Campaign to support programs in the three focus areas: 'From Poverty to Possibility', 'Healthy People, Strong Communities' and 'All That Kids Can Be', United Way has a mandate to be a leader in our communities' efforts to address social issues in a way that will have a significant long-term impact. United Way's Labour Community Services Committee was active throughout the year working to support the shared principle that we can overcome social problems by mobilizing collective action to eradicate their root causes. In particular, the Committee began to seek ways to address the changing nature of employment and the resulting increase in the number of precarious workers, which threatens the social structures of our communities.

Each year brings its own particular challenges and opportunities. Thanks to its robust partnership with the union movement, United Way is well placed to continue to fulfill its mandate as an agent of positive change in our communities!

John Closs

Nipissing Report

United Way's tagline is "Change starts here." Our organization has undergone many changes this past year and has also been responsible for a number of positive changes in the Nipissing community. The focus for our inaugural year in North Bay was community awareness, increased resources for our business partners as well as added support for the non-profit sector.

United Way was warmly welcomed into the Nipissing family and the response was incredible! 2012 started off with a funding announcement for eight social service programs working with our community's vulnerable population. We increased from 23 Workplace Campaigns to 31. We set a lofty inaugural goal of \$85,000 and far surpassed it by raising over \$100,000. These dollars translate into more funding for local social service programs that will help us meet a need that is constantly growing. In addition to a fundraising Campaign, United Way also implemented the Leadership Development Program (LDP), which offers affordable training to staff and volunteers of non-profit organizations. We hosted five workshops on various topics – all of which were very well attended.

These accomplishments are all significant but they were by no means achieved by a staff of one. I would like to extend a very big thank you first and foremost to our Board of Directors who recognized the need for a stronger United Way presence in the Nipissing District and who made that happen. Additionally, to my Sudbury co-workers who have provided me with years of experience in order to truly capitalize on the opportunities available to us here in North Bay. And last, but never least, to all of the volunteers: our Citizen Advisory Panel members, our Campaign Committee, our Volunteer Trainers and our Employee Campaign Coordinators – for acting as true United Way champions within our community. Our successes this year are a result of your commitment to our cause and their dedication to our community.

I feel very honoured to be able to work with such an outstanding group of people. I am also very proud to have witnessed firsthand such a strong culture of giving within the Nipissing region. I look forward to further cultivating these relationships with our donors, member agencies and community leaders. Thank you!

Katina Matheson



A message from one of the Nipissing Board members:

What an exciting year it was for United Way Sudbury and Nipissing Districts! Not only did the Sudbury area almost reach \$2 million dollars, the first ever Campaign in the Nipissing area also exceeded its \$85,000 goal by nearly 20%. Being one of two board members representing the Nipissing area, this accomplishment is especially gratifying considering the fact that we, the Board of Directors, were still contemplating expanding to the Nipissing area just 16 months ago. This overall result is due to the excellent support of the Sudbury office staff including their Campaign teams, the vision of Michael Cullen, our executive director, and the tireless work of North Bay's Community Capacity Coordinator, Miss Katina Matheson. What a joy to work with this young lady throughout the past year and see her in action promoting United Way. A huge thank you to ALL the donors throughout the Sudbury and Nipissing areas for making 2012 such a remarkable success!

Guy P. Fournier



Executive Director's Report

Looking back over the past year, I would have to say that our regional expansion into the Nipissing District has positively transformed our scope of work both in-house and throughout both communities. The positive impact of our efforts across both districts is quite rewarding and a source of great pride for all United Way team members, whether staff or volunteers, board members or donors. It is actually a bit of a challenge to put into words and capture the far reaching effect that United Way has across the northern communities and nationally within a movement that strives for operational excellence and top notch transparency.

I'd like to take a moment to share a few "quiet stories" that do not always make the mainstream news feed or water cooler discussion forums. These are the tales of significance that are the back bone of our business model of reaching out and simply helping others unconditionally.

These tales begin with the staff at United Way and their unwavering commitment to each other and the greater good. This dedicated team has welcomed and embraced new team members as they would into their own family. Together, they eagerly live a culture of self-improvement and a respect for proper process that is beyond reproach.

Through our highly engaged Board of Directors and team of volunteers across both districts, we have now been able to affect change more than ever through multiple initiatives. An example of this would be our pledge to assist in the Elliot Lake crisis at a moment's notice though our joint efforts with other Northern United Ways. Other examples include our long standing support of Winter Warmth and Leap Programs that continue to provide much needed

assistance for utility payments for some of our less fortunate neighbours.

Our charitable activity continues to grow well beyond being a funding body. We are engaged and involved in the community in so many other facets. Building partnerships and taking part in building a healthy, inclusive and safe community is a big part of what we do with pride and conviction. Some of the things we have taken part in recently include taking a leadership role in the Healthy Community Initiative while maintaining a strong commitment to the Shared Space Project. The success of these community enhancement initiatives rests on our dedication and capacity to build strong networks. Both of these commitments incorporate many new relationships and in all cases strategizing on how to continue to best meet our communities' needs and the citizens' well being.

United Way is blessed to have at the core of everything it undertakes, a strong team of unwavering volunteers. The most precious gift one can give is to give time – time out of one's life – given that we only have one life to live, it is amazing and tremendously appreciated that our volunteers unselfishly give of themselves, their talents and their time to our mission and our work. Thank you to all volunteers that took part in the 2012 Campaign, the Citizen Advisory Panel, the Community Volunteer Income Tax Program, the Leadership Development Programs and all the other tasks and projects that we undertake. All these folks quietly and humbly work behind the scenes demonstrating tremendous generosity and a dedication to our mission and vision. We are truly blessed to have you on board!

Michael Cullen

Board of Directors 2012

United Way Sudbury and Nipissing Districts would like to express its sincere gratitude and thanks to all board members who dedicated their time and support in helping to ensure 2012 was successful. Thank you!

Board Members

Board President

Bertha Paulse

Board Members

Back row – left to right:

Ashley Thomson
Guy Fournier
Paul Gomirato
Jenny Parisotto
Rob Roeterink
Valerie Trudeau
René Fortin
Jeff Huska

Front row – left to right:

Miranda Rocca-Circelli
John Closs
Barb Nott
Catherine Walton

Absent:

Sandy Bass
Bruce Cowan
André Dumais
Henri Giroux
Carolyn Leroy
Bertha Paulse
Denis Thériault



Staff

Back row – left to right:

Tammi Lear
Bobbie Noel
Mélanie Dionne
Linda Dupuis
Richard Pilon
Michael Cullen

Front row – left to right:

Katina Matheson
Katherine Cockburn
Sarah Dost
Gillian Scott

Absent:

Bryan Obonsawin





Community Initiatives Report

Community Initiatives has had a very exciting year! First and foremost was the expansion into the Nipissing District and the establishment of the Leadership Development Program in that area. We can now support the Nipissing voluntary sector organizations with governance and management training. Becoming a more regional organization continues to impact our allocations process, ensuring that local volunteers advise on the investment of local dollars into local programming.

We spent considerable time over the year assessing our internal programs and reorganized them. We have Training and Development Programs such as Social Enterprise, Outcomes Measurement, Leadership Development, Young Leaders on Board and GenNext. The focus of each of these programs is to support the voluntary sector in board recruitment and development, staff and volunteer development, program evaluation as well as provide networking opportunities to the sector. Our one

direct service program, Community Volunteer Income Tax Program, continues to serve individuals and families that qualify. The wonderful volunteers of each of these programs are making a measurable contribution to the community!

United Way volunteers and staff continue to be involved in local initiatives and networks in both Sudbury and North Bay. The Aboriginal Secondary School Awards had a ninth successful year, recognizing the achievements of aboriginal youth. United Way has a proud history of incubating organizations until they are ready to launch e.g. Social Planning Council, Sudbury Community Foundation and Volunteer Sudbury. The Shared Space Project has been supported for some time now and is soon ready to incorporate, so be on the lookout for exciting things to come!

Linda Dupuis

Programs and Initiatives

United Way Sudbury and Nipissing Districts thanks all agencies and individuals involved for their on-going support of the community.

Leadership Development Program

The Leadership Development Program exists to support ALL non-profit organizations by providing training and support in governance and management areas. Over the 2012 year, 25 workshops were provided to over 300 participants. As well, volunteer trainers worked individually with several organizations in such areas as board roles and responsibilities and strategic planning.

Two Executive Director Learning Circles operated on a monthly basis, providing

facilitated peer support to local EDs and for the first time, a Manager Learning Circle was initiated.

In conjunction with Volunteer Sudbury, United Way continued to host the Sudbury Volunteer Managers Network. This year we awarded our second annual Volunteer Manager of the Year award. There was a tie and the network decided to award both Crystal Labelle and Ronda Lenti for their exceptional work with volunteers. As well, with the sponsorship of Northridge Credit Union, the Network celebrated National Volunteer Week by dispersing 10,000 silicone bracelets to Sudbury volunteers!

Young Leaders on Board Program

Our sincere thanks to all of the volunteer trainers, as well as the 23 boards who offered to host a Young Leader intern! This program helps young adults to volunteer at the leadership level through in-class training and board internship. Over the past years, 134 young adults have been through this program. This certainly supports United Way's strategy to strengthen the capacity of non-profits!

Community Volunteer Income Tax Program

What a tremendous contribution! In partnership with the Canada Revenue Agency, our dedicated volunteers were able to provide 3,379 free income tax returns to qualifying individuals, both at the United Way and at eight clinics throughout the city. This program provided a value of almost \$170,000 to those who most need the assistance.

Outcomes Measurement Program

Our sincere appreciation to our volunteers who assist local agencies to understand and develop logic models! Our volunteer trainers and staff continued to work with all of United Way's funded programs in Sudbury to ensure outcomes measurement compliance, as well as offering ongoing training to other non-profit programs. We look forward to hosting training for the agencies in North Bay in 2013.

GenNext Program

GenNext is a program that encourages people in their twenties and thirties to become involved with United Way through giving and volunteering. Working with a cabinet of volunteers, GenNext creates opportunities for people to support United Way, its member and partner agencies, and to get involved in the community.

Volunteer activities are a key component of the GenNext Program. In October, over 25 volunteers participated in the Day of Caring. The Day of Caring included a number of projects with different non-profit organizations in Sudbury that included a boardroom revitalization project at the Elizabeth Fry Society, tree planting with Conservation Sudbury, building a bench for the Sudbury Action Centre for Youth, painting a client group room at Rockhaven, and helping to paint and prepare Theatre Cambrian's performance space for the production of Fame.

The garden-rejuvenation project was another one of GenNext's volunteer events. GenNexters came together to clean up the Tracks & Wheels Equipment Brokers rock garden in Val Caron in June. The rejuvenation project is an example GenNext's goal of raising awareness of United Way – as a result of the clean-up, the United Way symbol and name are now clear, reminding passersby of the great work United Way does in this community.

Celebrating volunteerism in our community is another important mission of GenNext. In May volunteers of United Way's Community Volunteer Income Tax Program (CVIT) were celebrated for their outstanding contributions during the year's tax season. GenNext organized the appreciation dinner in order to honour their contributions as they are role models for younger generations.

Social Enterprise Program

Thanks to the Ontario Trillium Foundation for providing start up funding for our newest program, Social Enterprise. In collaboration with the Sudbury Chamber of Commerce, this program's purpose is to provide training and support for local non-profits exploring social enterprise. Social enterprises are businesses owned by non-profit organizations selling goods or services in the market place for: 1) generating income that is reinvested into the mission of the non-profit, and/

or 2) creating a social, environmental, cultural, and/or economic value. In June, with the help of the Social Enterprise Advisory Committee and its collaborative partners, a community information and discussion session was held. 'Social Enterprise for Nonprofits: is it any of your business?' was attended by over 40 participants and covered topics such as key concepts, different types of social enterprises, real-life experiences of local social enterprises in Sudbury, and offered networking opportunities. The Social Enterprise Advisory Committee and Working Group look forward to offering more training and networking opportunities to the community in the future.

Shared Space Initiative

A shared space concept is a design concept aimed at integrating the use of space and removing segregation in the delivery of services. It helps to improve the capacity of agencies to deliver effective and efficient services by increasing visibility, lowering overhead costs, promoting creativity, and leveraging assets. In February, 2012, a feasibility study was conducted on behalf of the Shared Space Working Group to determine the community's need for a Shared Space in the City of Greater Sudbury. In addition to this feasibility study, the Sudbury District Health Unit also conducted a Health Impact Assessment on the project. Both reports identified a need for a space in Sudbury and determined that a space would have positive health impacts on the community.

The Shared Space Working Group has had the opportunity to tour and learn from other successful Shared Spaces in Ontario throughout the year. Working closely with the Community Door establishments in Peel Region, the Working Group has been able to develop a work plan and a Board of Directors is currently being formed in order for the organization to incorporate. Look forward to more news in the near future!

The United Way's Leadership Development Program provided \$89,000 worth of professional training to the volunteer sector, significantly increasing volunteer capacity within the community.



Campaign Report

Why give?

There are many reasons why individuals and businesses invest financially as well as their time to United Way Sudbury and Nipissing Districts' Campaign. Many donate because they themselves have received or witnessed someone else receive services and support during a time of need, and they wish to pay forward the kind act to someone else. There are others who donate because of their sense of collective responsibility and wish to ensure a healthy and vibrant community for all. Either way, donating UNITES us as a community.

This was an exciting and challenging year for United Way. Although, there were some internal changes to the organization, in addition to the inaugural Campaign in the North Bay area both communities rallied to surpass their individual Campaign goals. This accomplishment is a true testament of our community members, young and old alike understanding the pressing reality that our community's well-being is a collective responsibility. I am happy to acknowledge that we are creating generational opportunities of success.

Your donation to the United Way goes beyond supporting one or two programs in our community. Your donation is a personal action of involvement allowing United Way to lead the way in addressing our city's social concerns, social injustices, building community partnerships while providing a "hand up" to equal opportunities

for everyone. Last year alone, with your support we were able to fund 26 agencies, who in return provided 52 social programs to our city's vulnerable. For myself, having this responsibility is more than a job title – it's a way of life.

Our success equally derives from our charismatic volunteers. Every year, business, labour and community leaders comprise our Campaign Cabinet, Sponsored Employees and Employee Campaign Coordinators. Together they enthusiastically take the lead creating philanthropic awareness. These volunteers take pride in educating potential donors about the priorities of United Way and help them understand the impact their contributions will make. We are blessed to have such wonderful and dedicated volunteers UNITED for our community.

Together, let's ensure United Way will increase its allocations next year and for many years to come. I urge you to ask yourself what change you want to see in your community. How does United Way's mission fit into your vision of a healthy community? Take the time to visit our website, drop us a line with any questions you may have. Your United Way believes that change starts here: in your town, in your neighbourhood, on your street. Change starts in your schools, your workplace and in your home. Change starts with you.

Richard Pilon

United Way Awards

United Way Sudbury and Nipissing Districts would like to recognize the individuals and organizations within our community that have demonstrated leadership and outstanding generosity in their work with United Way Sudbury and Nipissing Districts.

James Grassby Volunteer of the Year Award

Presented to a volunteer that demonstrates community leadership and dedication through his or her work at United Way Sudbury and Nipissing Districts.

Awarded to: Denis Thériault

Frank Marsh All For One Award

Awarded in memory of Frank Marsh from Cambrian College, to an individual who has demonstrated extraordinary commitment to United Way Campaign and the betterment of our community.

Awarded to: Sandy Tamura and Norm Dubien – Domtar

Volunteer Labour Award

For promotion of the partnership between Labour and United Way Sudbury and Nipissing Districts.

Awarded to: John Closs

Spirit of Community Award

Presented to an individual, business or organization who demonstrates generosity or financial leadership through monetary or human resources to United Way Sudbury and Nipissing Districts.

Awarded to: Better Beginnings Better Futures

Lifetime Service Award

Awarded to an individual or organization for their dedication and unselfish service to the community through United Way Sudbury and Nipissing Districts and other local causes. Usually given to someone who has demonstrated this commitment for over 10 years.

Awarded to: Elise Denis, Gerry Labelle & Ruth Anne Linck

United Way Community Award

Presented to a volunteer or staff person of a member agency who is actively involved in United Way Sudbury and Nipissing Districts committees and fundraising.

Awarded to: Guy Fournier

United Way Partnership Award

Awarded to an individual or organization who demonstrates leadership that will have a lasting impact on United Way Sudbury and Nipissing Districts' mission, vision and values. This is done through multiple partnerships and collaborations.

Awarded to: University of Sudbury

New Campaign Awards

Presented to workplaces that have run a workplace campaign for the first time.

Sudbury: CenturyVallen
Nipissing: Walker's Van & Storage

Team Spirit Awards

Selected from a number of nominated groups, based on committees that demonstrate team effort in the application of best practices.

Sudbury: Sudbury & District Health Unit
Nipissing: Future Shop

Workplace Labour Awards

Given to union locals that increase their support and their participation in workplace campaigns.

Sudbury: Reliance USW 2020
Nipissing: Ontario Public Service Employees Union – 634

Community Giving Awards

Given to organizations that reached out to the broader community, raising significant funds for the Campaign.

Sudbury: Cambrian Ford
Nipissing: LCBO

Agency Awards

Awarded to a member agency that runs an exceptional campaign demonstrating support to the Campaign.

Sudbury: John Howard Society
Nipissing: District of Nipissing Social Services Administration Board (DNSSAB)

Cornerstone Awards

Given to workplace campaigns that raise \$25,000 or more through corporate, employee and event donations.

Sudbury: City of Greater Sudbury, Domtar, Health Sciences North, Laurentian University, RBC Royal Bank

100k Awards

Given to workplace campaigns that raise \$100,000 or more through corporate, employee and event donations.

Sudbury: Canada Revenue Agency, Ontario Public Service, Vale/USW, Xstrata Nickel

2012 Member Agencies/Funded Programs

Sudbury

From Poverty to Possibility

- Association des jeunes de la rue – Foyer Notre Dame House Program
- Association des jeunes de la rue – Community Outreach Program
- Canadian Red Cross – Housing Registry/Homelessness Initiative Program
- Centre de santé communautaire – Corner Clinic Program
- Inner City Home of Sudbury – Lifeskills Workshop and Hospitality

Healthy People, Strong Communities

- Art Gallery of Sudbury – Art on the Go
- Canadian Hearing Society – Hearing Health Care for Seniors
- Canadian Mental Health Association – Public Education Program
- CNIB – Independent Living Instruction
- CNIB – Orientation and Mobility Program
- CNIB – Low Vision Services Program
- CNIB – Counselling and Referral Program
- CNIB – Early Intervention Program
- CNIB – High Technology Assessment
- Canadian Red Cross – Disaster Services Program
- Canadian Red Cross – Home Maintenance (Community Grant)
- Canadian Red Cross – Seniors' Transportation Program
- Elizabeth Fry Society of Sudbury – Ongoing Support & Volunteer Services Program
- Family Enrichment Centre – Counselling/Treatment Centre
- ICAN – Peer Support Program
- Iris Addiction Recovery for Women – Connections
- John Howard Society – Community Support Initiative Program
- Learning Disabilities Association of Sudbury – Community Outreach Program
- Maison VALE Hospice – Psychosocial/Spiritual Care Program (Community Grant)
- North Shore Search & Rescue – Search & Rescue Program
- Rockhaven – Beyond the Rock
- St. John Ambulance – Sudbury Branch – Therapy Dog Visitation Program
- St. John Ambulance – Sudbury Branch – Community Service Patient Care Division Program
- Sudbury Multicultural & Folk Arts Association – Settlement Services Program
- Sudbury Multicultural & Folk Arts Association – Cross Cultural & Youth Services Program
- YWCA Sudbury – Geneva House – Community Outreach Program

All That Kids Can Be

- Better Beginnings Better Futures – Pre-teen Program
- Better Beginnings Better Futures – Baby's Breath
- Big Brothers Big Sisters of Greater Sudbury – Matching Program
- Canadian Red Cross – RespectED Program
- Family Enrichment Centre – In Focus – Yoga for Youth (Community Grant)
- ICAN – After School Campus for Teens Program
- John Howard Society – Horses and Youth Therapy Programs (Community Grant)
- Jubilee Heritage Family Resources – Family Resource Centre Program
- Learning Disabilities Association of Sudbury – Community Resources Program
- Learning Disabilities Association of Sudbury – Coaching/Assistive Program
- Sudbury Action Centre for Youth – Peer Mentoring Program
- Sudbury Action Centre for Youth – Evening Drop-In Support Program
- Sudbury District Restorative Justice – Community Restorative Conferencing Program
- YMCA Sudbury – Building Strong Kids Program

Nipissing

From Poverty to Possibility

- Low Income People Involvement of Nipissing (L.I.P.I.) – Housing in Trusteeship (H.I.T.)
- Packsac Smiles Organization – Packsac Smiles

Healthy People, Strong Communities

- Amelia Rising Sexual Assault Centre – Food Bank
- Amelia Rising Sexual Assault Centre – Volunteer Program
- Nipissing Association for Disabled Youth – PADDLE (Providing Youth with Developmental Disabilities Lifelong Experiences)
- St. John Ambulance – Therapy Dog Program

All That Kids Can Be

- Autism Ontario – North Bay – Youth Social and Recreational Programs
- Big Brothers Big Sisters of North Bay and District – Matching Program
- Learning Disabilities – Community Resource Program

Designations to non-member agencies

Designations to non-member agencies are dollars specifically designated for charities that are not United Way member agencies. During 2012, the designations to non-member agencies amounted to \$116,528. This total includes Sudbury and Nipissing.

Top 50 Employee and Corporate Campaigns – Sudbury & Nipissing

Special thanks to our top 50 Employee and Corporate Campaigns. Their generous support helped to make this year a success.

1. Bell Canada	26. Great West Life
2. Bestech Engineering	27. Greater Sudbury Utilities: CUPE Local 4705
3. BMO Bank of Montreal	28. Health Sciences North – Horizon Santé-Nord: ONA/CUPE/OPSEU
4. Brokerlink	29. Laurentian University – Université Laurentienne: LUFA/LUSA/USW/CUPE/CAW
5. Cambrian College: OPSEU	30. Liquor Control Board of Ontario (LCBO) Sudbury & Nipissing Locations: OPSEU
6. Cambrian Ford	31. Loughheeds Limited
7. Canada Bread Company North Bay	32. National Bank Nipissing & Sudbury
8. Canada Forces Base North Bay (GCWCC) PSAC/CEIU/UNE	33. North East Community Care Access Centre: OPSEU
9. Canada Post: CUPW	34. OLG-Slots at Sudbury Downs: CAWS
10. Canadian National Railway: CAW	35. Ontario Provincial Police – Police provinciale de l'ontario
11. Canada Revenue Agency – Agence du revenu du Canada Sudbury & North Bay (GCWCC): PSAC Local 00042 & PIPS	36. Ontario Public Service – Dans la fonction publique de l'ontario Nipissing & Sudbury: OPSEU
12. Carriere Industrial Supply	37. Rainbow District School Board: OSSTF/ETFO
13. CenturyVallen	38. Reliance Home Comfort
14. CIBC	39. RBC Royal Bank Nipissing & Sudbury
15. City of Greater Sudbury – Ville de Grand Sudbury: CUPE/ONA/OPFFA	40. Service Canada PSAC/CEIU/UNE
16. Collège Boréal: OPSEU	41. Scotiabank
17. Conroy Trebb Scott & Hurtubise LLP	42. Sudbury and District Health Unit – Service de Santé publique de Sudbury et du district : CUPE
18. Conseil scolaire catholique du Nouvel Ontario: AEFO/AEFO SUP / FEÉSO / SFCP / CUPE	43. Sudbury Catholic District School Board: OECTA/CUPE/OSSTF
19. Conseil scolaire public du Grand Nord de l'Ontario: FESSO/AEFO/CUPE	44. TD Canada Trust Nipissing & Sudbury
20. COSTCO Wholesale	45. Toromont CAT
21. District of Nipissing Social Services	46. Union Gas North Bay & Sudbury
22. Domtar: IBEW Local 956/ CEP Local 74/ CEP Local 156	47. United Way /Centraide Sudbury and/et Nipissing Districts Employee Campaign
23. Enterprise	48. Vale: Steelworkers Locals 6500/2020
24. FedNor PSAC/CEIU/UNE	49. Workplace Safety and Insurance Board: OPSEU
25. Future Shop North Bay & Sudbury	50. Xstrata Nickel: CAW/TCA Mine Mill 598 / USW 2020/6500 Employee Campaign

Workplace Campaigns

The Workplace Campaign is a great way for your organization or business to help us raise funds during our annual Campaign period. Contributions from Workplace Campaigns represent 90% of the total donations received each year!

There are two principle ways that you can make your contribution to our community through United Way:

1. Recommit to running a workplace campaign.
2. Donate an annual corporate gift.

What can your company achieve by contributing to the United Way Campaign?

1. Help to make Greater Sudbury a better place to live, work, and raise a family.
2. Build your company's profile.
3. Fulfill your own Corporate Social Responsibility policy.
4. Team build by working towards a common goal.

Your support will help to improve the lives of people in our community.

In 2012, 32% of Sudbury's population contacted/completed a referral, or received a service(s) from one of United Way's member agencies.

United Way's Young Leaders on Board program offered \$15,120 worth of volunteer training to future community leaders which extrapolates into \$315,000 worth of volunteer labour over 15 years.

Maureen Hanley, Ontario Public Service Sponsored Employee, 2012

"Being a sponsored employee was a very positive experience on many levels. I was provided new experiences in a variety of environments which enabled me to develop new skills and brush up on some dusty ones.

Working with the wonderful team at United Way Sudbury and Nipissing Districts assisted me in realizing my goals and priorities; both professionally and on a personal level. I was able to learn about different agencies and how they are able to help meet the needs of those within my own community. I truly enjoyed my time at United Way; if given the chance, I would do it again"

Sponsored Employee Program

How the Sponsored Employee Program Works

Each fall, United Way runs an annual fundraising campaign. With the dollars raised, we invest in programs and initiatives in our community that improve lives and strengthen the foundation of our community. To raise funds, we partner with workplaces in the public and private sectors to raise dollars. In order to assist our small staff with supporting these workplaces, we rely on key partners to provide a Sponsored Employee for the duration of the 16 week Campaign. This employee works on behalf of United Way during this time. Sponsored Employees provide support to 300 workplace campaigns across the city. They work diligently with workplace volunteers to strategize, provide materials and deliver training.

What's in it for employers?

Getting involved provides many benefits for your organization including:

- public recognition as a committed corporate donor
- repeated citywide positive exposure for your organization
- a stronger workplace campaign; employees who have completed the program can use their experience and skills to fill a lead role in your future United Way workplace campaigns
- professional coaching and training for your employee

What's in it for employees?

The benefits of being a Sponsored Employee are numerous. They include development of the following:

- sales and customer service skills
- teamwork and interpersonal skills
- public speaking skills
- negotiation skills
- organization and facilitation skills
- leadership skills
- coaching and mentoring skills
- time and project management skills

After the program is complete, employees return to their place of employment with over 500 hours of on-the-job experience providing them with enhanced skills, an expanded professional network and greater leadership potential.

How can you get involved?

Options include:

- providing one of your employees to participate in the Sponsored Employee program
- donate sponsorship funding

Thank you to the following organizations for providing a Sponsored Employee to the 2012 Campaign:

- City of Greater Sudbury
- Collège Boréal
- Laurentian University
- Cambrian College
- Vale / United Steelworkers Local 6500
- Ministry of Health and Long Term Care (Sudbury)



Left to right:
Gillian, Denise, Tina, Maureen and
Vanessa



Finance Report

It has been another successful year for the finance department.

From fundraised dollars of \$1,945,000, a total of \$1,642,377 was reinvested in the community through Allocations, Designations, Leadership Development Services Training Delivery, program delivery including the Community Volunteer Income Tax Program, Young Leaders on Board, and our various partnerships designed to address social issues in our community.

We were also able to use the Campaign's accomplishment to attract over \$160,000 in grants and other revenues. One of those grants has allowed us to incorporate our expansion to Nipissing without increasing our administrative costs. Due to our efficiency, we continue to grow our internal capacities.

By finding increased efficiencies within the office, we were also able to update our database. This investment is going to pay off for years to come in increased capacity for every department of the organization. Our low administrative costs and our transparency about those costs is a point of pride with our department.

I am very proud of United Way Sudbury and Nipissing District's stewardship of our community's hard earned donation dollars and our team's ability to realize such a significant return on investment with these dollars. Thank you for your support and giving us the opportunity to serve our community in such a significant way.

Bobbie Noel

Through the Community Volunteer Income Tax Program offered by United Way, our volunteers provided \$170,000 worth of income tax preparation for low income families.

In 2012, member agencies of United Way:

- provided 11,686 meals
- completed 18,144 program/service referrals
- provided 26,705 volunteer hours to the community

United Way Sudbury and Nipissing Districts

Financial Statements

Statements of Financial Position

Year ended December 31, 2012, with comparative figures for 2011

	2012	2011
Assets		
Current assets:		
Cash	\$ 546,747	620,624
Temporary investments	553,222	542,440
Pledges receivable – current year’s campaign	1,690,020	1,185,354
Pledges receivable – prior year’s campaign	22,359	241,934
Prepaid expenses	5,744	2,849
Other accounts receivable	41,279	21,569
	<u>2,859,371</u>	<u>2,614,770</u>
Capital assets:		
Computer equipment and software	171,416	122,070
Less accumulated amortization	121,711	111,894
	<u>49,705</u>	<u>10,176</u>
Funds on deposit (note 2)	24,811	24,811
	<u>\$ 2,933,887</u>	<u>\$ 2,649,757</u>
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 27,540	23,994
Deferred revenue (note 3)	341,528	262,152
	<u>369,068</u>	<u>286,146</u>
Deferred capital contributions (note 4)	3,376	4,220
Net assets:		
Unrestricted	2,561,443	2,359,391
Commitments (note 6)	<u>\$ 2,933,887</u>	<u>\$ 2,649,757</u>

Statements of Operations and Changes in Net Assets

Year ended December 31, 2012, with comparative figures for 2011

	2012	2011
Revenue:		
Pledges made and cash donations	\$ 2,098,000	\$ 1,945,000
Less: Pledge recovery (loss) and other timing differences	(35,328)	(23,133)
Campaign revenue for financial reporting purposes	2,062,672	1,921,867
Other revenue:		
Grants	–	33,386
Amortization of deferred capital contributions	844	1,055
Other programs	100,752	50,413
Investment income	14,730	5,020
Other income	48,189	51,289
	2,227,187	2,063,030
Expenses:		
Allocations and distribution of funds (Schedule)	1,202,440	1,061,932
Fundraising (Schedule)	359,004	339,045
Community investment (Schedule)	355,722	230,696
Other programs	84,933	55,344
United Way of Canada fees	13,219	12,945
Amortization of capital assets	9,817	2,658
	2,025,135	1,702,620
Excess (deficiency) of revenue over expenses	202,052	360,410
Net assets, beginning of year	2,359,391	1,998,981
Net assets, end of year	\$ 2,561,443	\$ 2,359,391

Statements of Cash Flows

Year ended December 31, 2012, with comparative figures for 2011

	2012	2011
Cash provided by (used in):		
Cash flows from operating activities:		
Excess (deficiency) of revenue over expenses	\$ 202,052	360,410
Items not involving cash:		
Amortization of capital assets	9,817	2,658
Amortization of deferred capital contributions	(844)	(1,055)
	211,025	362,013
Change in non cash operating working capital:		
Decrease (increase) in pledges receivable – current year's campaign	(504,666)	72,589
Decrease (increase) in pledges receivable	219,575	(177,063)
Decrease (increase) in prepaid expenses	(2,895)	–
Increase (decrease) in other accounts receivable	(19,710)	(6,429)
Increase (decrease) in accounts payable	3,546	(16,867)
Increase (decrease) in deferred revenue	79,376	13,068
Increase (decrease) in cash position	(13,749)	247,311

Cash flows from investing activities:

Purchase of capital assets	(49,346)	–
Net (decrease) increase in cash and investments	(63,095)	247,311

Cash position, beginning of year	1,187,875	940,564
Cash position, end of year	\$ 1,124,780	\$ 1,187,875

Cash position is comprised of:

Cash	\$ 546,747	620,624
Temporary investments	553,222	542,440
Funds on deposit	24,811	24,811
	\$ 1,124,780	\$ 1,187,875

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