



Dale Biddell, CEO



Catherine Campbell, Board Chair

Toward game-changing results

All organizations evolve and United Way Simcoe Muskoka (UWSM) is no different. Our community impact is built on our ability to respond to changing social conditions. Nearly six decades into that mandate, we are incorporating new tools, research, consultation and, most importantly – new partners, because we can't tackle the tough, entrenched and sometimes systemic issues alone. Our cross-sector partners contribute expertise, resources and experience to strategies designed to alleviate poverty, improve mental and social health, reduce child/youth marginalization and strengthen community supports. We are grateful for these relationships.

With the District of Muskoka joining UWSM, we have a truly regional approach. Our second Vital Signs, co-produced with Huronia Community Foundation, is a snapshot of our regional quality of life and offers insight, information and data. It provides a common reference point for identifying trends that encourage action on local priorities. As we strive to make increasingly meaningful investments across our geography, research like this informs us and our partners.

Understanding how best to engage with our donors has been a focus, both with individuals and in workplaces that support UWSM. We are very grateful for these supporters and have launched a new strategy to

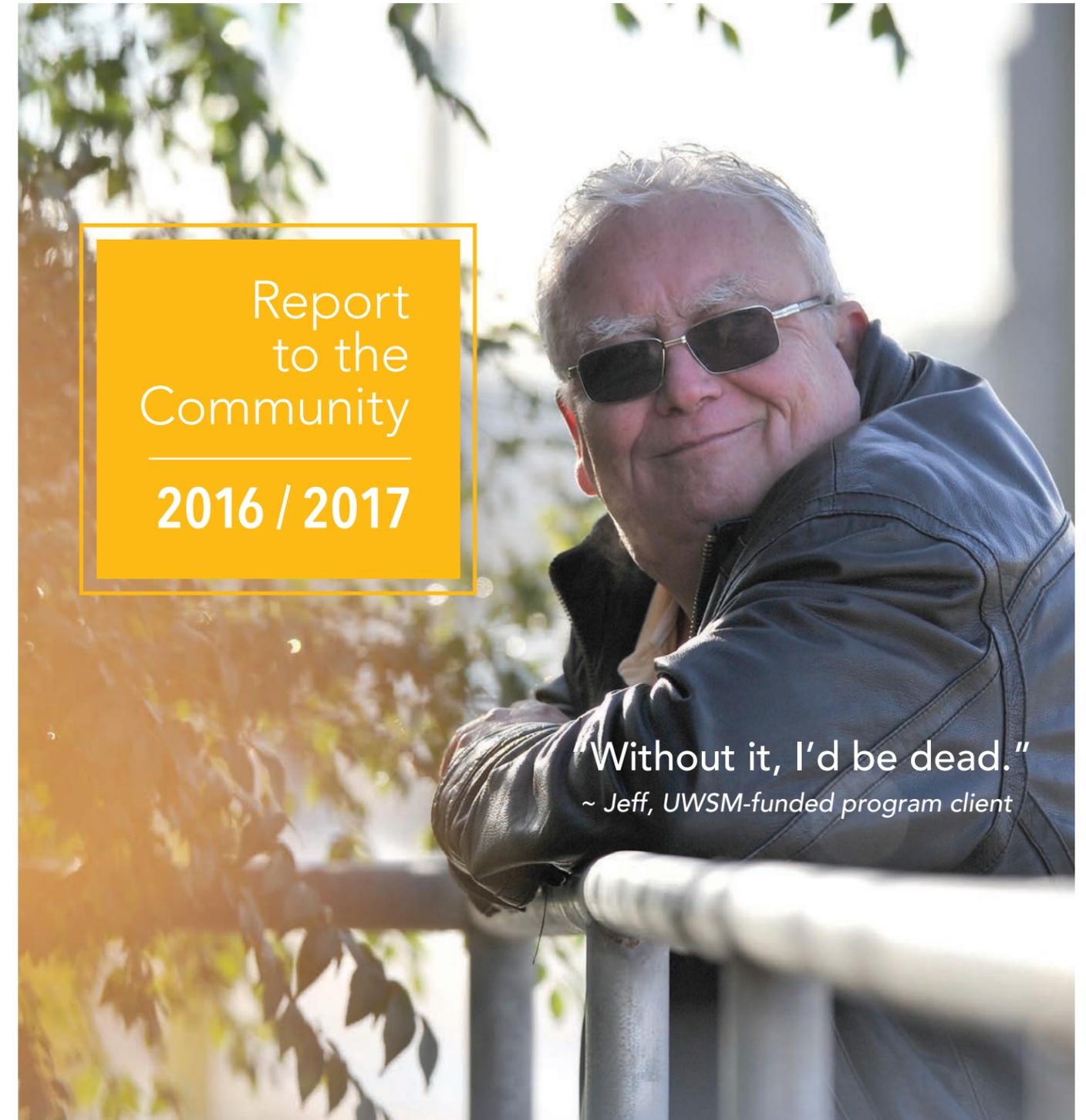
deepen that exchange. We are pleased to report it has positively influenced our fundraising results. In the coming year, we plan to increase our interactivity and our ability to engage individuals directly throughout our region.

We designed our own customer relationship management platform to increase engagement with our donors and will be developing a digital strategy moving forward.

UWSM is examining our region as a whole to identify the most pressing issues where our investments have the capacity to be game-changing. This process has begun and will involve broad community consultation. In 2016/2017, we took the first step by turning the attention on ourselves to better understand what our stakeholders seek from us through a marketing and communications audit. The feedback was enlightening and the recommendations are guiding our decisions to adapt, change and improve.

Funds raised through the generosity of donors, and funds earned through our own social enterprise are both allocated across the region. And through our Women's Leadership Council, we are growing a dedicated group of women donors interested in addressing specific priorities and getting more actively involved. Children's mental health is their current focus and two grants were made in the council's inaugural year.

What drives our vision, our decisions, our actions and achievements are the people who engage with us: donors, volunteers, workplaces, agencies, community partners and colleagues at the national office and across the country. We thank you, and are inspired by you all.



Report
to the
Community

2016 / 2017

"Without it, I'd be dead."
~ Jeff, UWSM-funded program client

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#ChangingLocalLives

SOCIAL SUPPORT

Investing in our region through grants, expertise and research.

Community Fund

Donor gifts enable program grants for local charities providing life-changing support to our region's most vulnerable residents.

Poverty Reduction • Inclusive Communities • Child/Youth Success

7,893

Residents ↑ access to safe housing

720

Seniors ↑ quality of life

84%

Children gained confidence in skills

14,090

Volunteer hours leveraged



The donor-directed WLC fund enabled two local agencies to deliver new youth mental health programs in its inaugural year.

Boys' Quest • Live Life to the Full

"It teaches us things that school doesn't teach us, like finance."

"It allows us to talk about sex and not be judged."

"You need to find a way to relieve stress or you are never going to be okay."

"Boys' Quest makes me want to come to school. It gives us friends to talk to."

"I think I will now meditate. That was my favourite part."

Quest participants:

United Way YouthUnited

For the fourth time, youth were offered leadership-building skills and a chance to create the community they want to live in.

Project Leaders & Teams • Youth Council

\$1,500

Maximum grant/project

733

Youth engaged

6

Projects completed

8

Youth Council decision-makers

7

New projects approved

810

Volunteer hours

SIMCOE MUSKOKA'S VitalSigns®

TAKING THE PULSE OF OUR REGION

Our second co-production with Huronia Community Foundation, this report provides a snapshot of our regional quality of life.

35 Research Partners • 6 Data Domains • Scope: Simcoe Muskoka

Proud supporters of



SOCIAL IMPACT

Partnering in innovative solutions for long-term social change.

Collaboration Fund (CF)

Established in 2016

With social enterprise revenue, UWSM awarded its first CF grant in April 2017 to further the independence and safety of regional seniors.

Accessibility Resource Centre: Centralized Funding Pool

"Access to a Collaborative Funding Pool (CFP) helps speed up access to necessary equipment to keep people safe in their community. Thanks to the support of UWSM, the Centre is a success story, repurposing equipment which might otherwise end up in landfills."

Tami Tarini, Manager of Senior Services
Independent Living Services of Simcoe County

"I just wanted to thank you for everything you did to help me get my stair glide. It is so nice to not have to worry about how I'm going to manage the stairs. Thank you again!"

Anonymous CFP client

SOCIAL ENTERPRISE

Diversifying revenue through business activities with social value.

Homelessness Partnering Strategy (HPS)

UWSM administers two Service Canada programs assisting episodically and chronically homeless individuals across Ontario.

Rural & Remote (includes Muskoka) • Designated (Simcoe County)

ACROSS SIMCOE MUSKOKA...

627

At-risk families with ↑ housing security

7

Local programs with sustainable funding

\$288K

Investment across local communities

6,396

Volunteer hours of expertise donated

Utility Support Telephone Helpline

UWSM runs an in-bound call centre connecting Ontarians with utility arrears to helpful programs, grants and local resources.

LEAP • OESP • Energy Conservation • 211 • Credit Counselling

ACROSS SIMCOE MUSKOKA...

1,989

At-risk families ↑ housing security

6

Utility partners offering debt relief

\$791K

Investment across local communities

14

Full-time local jobs created