



Dale Biddell, CEO



Greg Howse, Board Chair

“Possibility is a strong motivator.”

Another new direction for us is our Collaboration Fund. We have initiated discussion on three joint-investment projects fueled by our social enterprise’s earned revenue. That enterprise, a 10-person call centre, took on more work this year, helping low-income households access the new Ontario Electricity Support Program, in addition to LEAP grants and other community supports.

Solving social challenges is shared work and we don’t have all the answers. We listened and learned from our community partners across sectors. Vital Signs, our partnered research project with Huronia Community Foundation, got underway for the second time to continue informing the best possible investment decisions.

In our spare time, we are developing a software tool to seamlessly integrate all our activities, a made-at-UWGSC management tool. It’s an internal function that will streamline our outward engagement.

None of this is done without the support of our volunteers, on the Board, the Cabinet, the Community Impact Standing Committee and Council. They’ve earned our deepest appreciation.

We are embracing new ideas. We are turned outward to our community to drive possibility. But our aim is to thrive, not simply survive. And, by doing so, ensure our entire community thrives as well. You, our donors, are making this happen. Thank you for allowing us to drive your community-building achievements.



Report to the Community

2015 / 2016

Investing in innovation

“In order to survive in today’s complex world, organizations need to generate, embrace, and execute on new ideas. That takes creativity and a creatively capable workforce.” (Tim Brown, *Change by Design*).

Such innovation transformed our whole organization this past year. Every staff member is actively involved, often beyond expectation, with a clear goal: to position United Way to understand the service gaps detrimentally impacting our residents’ lives, and to work to fill those gaps – using your donations. Easier said than done, but possibility is a strong motivator.

Since last spring, we’ve turned our conversations around with our workplace campaign partners. We’re now asking how we can help them. What really matters to them and to their employees? How can we better align our interests? Is there a better time of year to host their UW campaign? This new dialogue was validating! As a result, 14 of our top 31 workplace campaigns exceeded their goals. The top 31 campaigns raised more than \$1 million, and the LCBO was the largest single contributor.

We began multi-year funding agreements with our Partner Agencies, support that creates operational stability. We also launched the Women’s Leadership Council, with each member contributing \$2,000+ for a voice in investing – this year furthering kids’ mental health.

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#TogetherWeArePossibility

• endless possibilities •
\$7 million in 3 years
 JOIN US

 <p>FROM POVERTY TO POSSIBILITY</p> <p>Program Participation 9,772</p>	<p>FOCUS AREA</p> <p>22% of United Way Greater Simcoe County funding was invested in this focus area</p> <p>16 COMMUNITY PARTNERS</p> <p>10 LOCAL PROGRAMS</p> <p>1 REGIONAL COLLABORATION</p>	<p>HOUSING</p> <p>8,732 Simcoe County residents sought housing support</p> <p>3,197 of those were children, youth & seniors</p> <p>SKILL-BUILDING</p> <p>2,186 hours of adult literacy tutoring delivered</p> <p>272 homeless/at-risk youth honed new life skills</p>
 <p>STRONG COMMUNITIES</p> <p>Program Participation 6,678</p>	<p>FOCUS AREA</p> <p>47% of United Way Greater Simcoe County funding was invested in this focus area</p> <p>11 COMMUNITY PARTNERS</p> <p>13 LOCAL PROGRAMS</p> <p>7 REGIONAL COLLABORATIVES</p>	<p>COMMUNITY ACCESS</p> <p>165 seniors with hearing loss felt safer/less isolated</p> <p>615 seekers found affordable assistive devices</p> <p>PERSONAL WELLBEING</p> <p>8,185 no-cost rides aided health & connections</p> <p>1,701 new volunteers affected positive change</p>
 <p>ALL THAT KIDS CAN BE</p> <p>Program Participation 2,760</p>	<p>FOCUS AREA</p> <p>31% of United Way Greater Simcoe County funding was invested in this focus area</p> <p>16 COMMUNITY PARTNERS</p> <p>18 LOCAL PROGRAMS</p> <p>2 REGIONAL COLLABORATIVES</p>	<p>STRONG CHILDREN</p> <p>1,682 military children attended unique programs</p> <p>87% after-school club kids made new friends</p> <p>HEALTHY FAMILIES</p> <p>88% of mentored kids showed improved literacy skills</p> <p>99% of caregivers improved coping & parenting skills</p>

SOCIAL ENTERPRISE

“Social enterprises are businesses owned by non-profit organizations that are directly involved in the production and/or selling of goods/services for the blended purpose of generating income and achieving social, cultural, and/or environmental aims.”
 – Social Enterprise Council of Canada. UWGSC’s 10-person call centre works to connect eligible individuals to low-income supports in their communities at no cost to callers.

HOMELESSNESS PARTNERING STRATEGY (HPS)

In this fiscal year, UWGSC administered Service Canada’s HPS Rural and Remote federal program across Ontario. More than 8,190 episodically and chronically homeless individuals were assisted by the \$800,461 invested into 18 programs across rural Ontario (including the District of Muskoka).
 In the designated community of Simcoe County, HPS funded six programs to a total of \$137,446, which assisted more than 814 families with homelessness issues.

LOW-INCOME ENERGY ASSISTANCE PROGRAM (LEAP)

UWGSC administers LEAP across Ontario on behalf of our utility partners: Enbridge Gas Distribution, Hydro One, InnPower, PowerStream, Union Gas and Veridian Connections.
 Over the last year, LEAP granted \$4.624 million in emergency assistance to more than 9,700 households.

ONTARIO ELECTRICITY SUPPORT PROGRAM (OESP)

UWGSC is an intake agency for OESP, a new provincial program, on behalf of electrical utilities, including Hydro One, InnPower, PowerStream and Veridian Connections. Between October 15, 2015 and March 31, 2016, UWGSC assisted more than 1,028 eligible households in receiving OESP monthly credits ranging from \$30-\$75 each.

United Way YouthUnited

SIX YOUTH-LED PROJECTS LAUNCH ACROSS SIMCOE MUSKOKA

Our Youth United funding allowed young leaders (14-22) to create the changes they want to see in their communities.

- Anxiety-reducing Workshops
- Children’s Mental Health Day
- Home Alone Safety Workshop for Youth with Hearing Loss
- Special Olympics Wants YOU!
- Sports Drop-in
- Zumba Lunch

UWGSC’s Women’s Leadership Council launched this year to join the other 60,000 active WLC philanthropists across six countries. Our founding WLC members chose to focus the council’s funds on youth mental health programs for its inaugural allocation. Our first WLC program grant recipients are Canadian Mental Health Association and Community YWCA of Muskoka. The funded programs are scheduled to begin later this year.



In partnership with Huronia Community Foundation, and in association with 13 regional organizations represented on the project Steering Committee, we will be launching the second regional VitalSigns research report at a public forum on September 29, 2016 in Midland.

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