



Report
to the
Community

2017 / 2018

"I have truly been inspired by the projects local youth initiate to help other youth, and have been blown away by the positive impact these projects have had on communities."

Erin, Volunteer, Youth Council 2014-2018



**United Way
Centraide**
Simcoe Muskoka

Local giving. Local results.

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

1,591

Families ↑ access to safe housing

20,245

Volunteer hours leveraged

76.5%

Youth ↑ personal power & hope

82%

Seniors ↓ social isolation



Women's Leadership Council

The donor-directed WLC fund supported new mental health programming for youth this year.

Living Life to the Full program

\$15,000

Investment

5

Local schools served

2

College student volunteer leaders

87

Youth participants aged 14-19

94%

Would recommend the course

United Way YouthUnited

For the fifth 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

1,365

Youth engaged

7

Projects completed

8

Youth Council decision-makers

451

Volunteer hours

UWSM/Georgian College Graphic Design Partnership

To provide professional pro-bono marketing material to regional nonprofits and hands-on business experience to students.

This joint initiative has been approved for the 2018/2019 school year.

\$75,000

Worth of services donated

3

Years of collaboration

64

Creative students

1

Dedicated professor

77

Local nonprofits

Proud supporters of



Eat Well to Excel

Simcoe County Nutrition Program for School-Age Children



When you don't know where to turn.

SOCIAL IMPACT

Partnering in innovative solutions for long-term social change.

Collaboration Fund (CF)
Established in 2016

With revenue earned via UWSM's social enterprise initiatives, these partnerships advance long-term social change. Three CF projects are currently underway.

Accessibility Resource Centre: Centralized Funding Pool (Now in Year 2 of funding) – to further the independence and safety of seniors across Simcoe Muskoka.

100%

Clients would recommend

37

Seniors accessed safety devices

30%

↑ Program staff capacity

100%

↑ Funding partners

Clearview Youth Centre (Now in Year 1 of funding) – to ensure a permanent, dedicated and safe space for youth programs and counselling.

Mental Health Response Unit (Now in Year 1 of funding) – to provide South Georgian Bay residents with appropriate mental health crisis support.

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...

5,410

Volunteer hours of expertise donated

7

Local programs with sustainable funding

\$268K

Investment across local communities

714

At-risk families with ↑ housing security

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...

44,324

Incoming calls managed

6

Utility partners offering debt relief

7

Community-based program partners

13

Full-time local jobs created



Dale Biddell, CEO



Catherine Campbell, Board Chair

Changing to meet a changing community

A singular theme has emerged over the past few years at UWSM and this year was no exception. The theme is **transformation**. While it is a word that is commonly used, we are able to demonstrate how we have achieved it.

We completed a **new five-year strategic plan** that is both aspirational and strategic, with seven strongly articulated directions. It will advance us year by year to a position of organizational stability and financial sustainability; and build our capacity to improve lives across our region.

Our communities, together with agencies, organizations and volunteers, brought 15 months of work to a close by creating a **new Community Impact focus framework** for United Way's local engagement and investments. Across our geography, there are issues that may be common to all, but exist or are entrenched in ways specific to a community or area. The new framework creates an opportunity for us to work with specific sub-regions to develop and support projects to achieve local solutions.

We are experiencing digital disruption in every sector and the non-profit sector is no different. How we communicate with our donors is key to the relationships we develop with them and how they engage with us. The variety of platforms now available to donors when making their charitable decisions offers more choice than ever before. Building upon research done in 2016, we developed and are implementing a **digital strategy** to expand our social media capacity across several platforms, allowing us to engage with new audiences.

Our donors make our important work possible. We are grateful to them all and make special note of those who give at the leadership level and beyond. Those gifts in themselves can be transformational. One of the largest individual gifts advanced the Women's Leadership Council investments in 2017, while another was a significant contribution to the Community Fund.

Our **community contributions** are demonstrated in the allocations we make to agencies and organizations; by our participation at events, roundtables and committees; and through our call centre's services and referrals. In none of these do we operate alone. The value of United Way in our hometowns is in the deep respect and partnership we have with all who are working to improve lives in our region. We look forward to furthering our collaborations and, as always, welcome your thoughts and feedback.

UWSM Board of Directors 2017-2018

CATHERINE CAMPBELL | Board Chair

MATTHEW LAWSON | Vice Chair

GLEN RYTER | Treasurer

JENNIFER BARRICK | Director

MICHELLE CELLUCCI | Director

MARY FERGUSON | Director

PAUL KELLY | Director

BRADLEY KENNEDY | Director

VALERIE MARCH | Director

DAVID MAYERS | Director

CAROLYN MORAN | Director

LCOL SHAUN O'LEARY | Director

SAMAH OTHMAN | Director

JOHN SKOROBOHACZ | Director (Apr.-Oct. 2017)

CHRISTOPHER SHULTZ | Director

NATHAN TAYLOR | Director

DALE BIDDELL | Secretary (UWSM CEO)



1110 Highway 26, Midhurst, ON L9X 1N6 | t: 705.726.2301 f: 705.726.4897
info@UWSimcoeMuskoka.ca | **UWSimcoeMuskoka.ca**

