





Local giving. Local results.

SOCIAL SUPPORT

Investing in our region through grants, expertise and research.

Community Fund

Donor gifts enable program grants for 17 local programs to provide critical support to our region's most vulnerable residents. Our focus in 2018 was children and youth:

Poverty Reduction • Inclusive Communities • Child/Youth Success

5,125

Youth accessed lifechanging programs

Youth gained skills to face adversity

Homeless youth 1 accessed safe. affordable housing

The donor-directed WLC fund supported a free mental health counselling

Youth experienced an increase in mental health



service for youth between the ages of 12 and 24. Challenges faced by youth included abuse, anxiety, bullying, depression, eating disorders, gender identity, homelessness, sexual orientation and substance abuse. All About Youth Mental Health Walk-In program

\$20,000

Investment

Year expansion for the first mental health walk-in services for youth

Youth V supported

Local schools served

United Way YouthUnited

In its sixth year, youth were offered leadership-building skills and a chance to create the community they want to live in.

Project Leaders & Teams • Youth Council

\$2,500

Maximum grant/project

Youth engaged

Projects V completed

Youth Council decision-makers 486

Volunteer (hours

Homelessness Partnering Strategy (HPS) UWSM administers two Service Canada programs assisting episodically and chronically homeless individuals.

Rural & Remote (Ontario) • Designated (Simcoe County)

Volunteer hours of expertise donated \$2,084,740 | \$272,000

Investment across Ontario

Investment across Simcoe Muskoka

People gained **†** employment



Eat Well to Excel



SOCIAL IMPACT & SOCIAL GOOD

Partnering in innovative solutions for long-term social change.

Collaboration Fund (CF) Established in 2016

With revenue earned through UWSM's social enterprise initiatives, these partnerships advance long-term social change.

Clearview Youth Centre:

drop-in program provided free mental health counseling for youth between the ages of 12 and 24. The centre now has a stable operating structure as part of Clearview Township.

1,150 youth accessed drop-in services

Partners: UWSM, Clearview Township, individual donors

Mental Health Response Unit:

responded to individuals suffering from a mental health crisis referring them to local resources and diverting them from the justice system or hospital.

95% of callers referred to community resources

Partners: UWSM, Collingwood General and Marine Hospital, Ontario Provincial Police

Independent Living Services:

improved the ease of use of their Accessibility Device Exchange website. Now a national service, UWSM is proud to have helped start this program.

3 years of partnering with UWSM

Partners: UWSM, Independent Living Services, Rotary Clubs, individual donors

UWSM/Georgian CollegeGraphic Design Partnership

To provide professional pro-bono marketing material to regional non-profits and hands-on business experience to students. This joint initiative has been approved for the 2019/2020 school year.

\$95,000

Worth of services donated

4

Years of collaboration

87

Creative students

1

Dedicated professor

97

Local non-profits

SOCIAL ENTERPRISE

Diversifying revenue through business activities with social value.

Low-Income Utility Programs

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

37,500

Incoming calls managed

\$5,103,700

Grants placed through utility partners

137

Province-wide program partners

9

Local jobs created

The Impact of Engagement

As we reflect on the past year, the activities that define our greatest achievements were brought about by one thing: the act of engagement. United Way Simcoe Muskoka's most valuable resource is people. It is the needs of people – living on the street, impacted by mental health, struggling with addiction, challenged by poverty and feeling like they are on the outside looking in – that drive us to look for solutions to these life-altering issues.

The people who help us in this mission are our donors. Whether they are giving to us for the first time or have been for years, we have created additional ways to engage them in understanding the impact of their gifts through a new program of stewardship. This past year, this stewardship included *two film screenings and speakers*; one in Barrie about food waste and one in Collingwood about the opioid crisis.

The growth and engagement of members of the Women's Leadership Council with their generous gifts made it possible for three new programs to launch across the region. These programs directly address the challenges that face the girls and women of Simcoe Muskoka.

Community engagement was a highlight of 2018-19 as we sought to gain broad input on the issues of poverty and how different parts of Simcoe County, the District of Muskoka and the Blue Mountains define them locally. Six consultations brought in the voices from communities, municipalities and local agencies, and those findings have defined our new community investment strategy focused on *poverty and inclusion*.

Through the Low-Income Energy Assistance Program, our Call Centre engages directly with people in our community and help them apply for emergency grants to assist with utility arrears. Our staff speak individually with applicants on the phone and can also provide needed referrals to other

community services, including 211, a United Way funded service.

We strive for administrative efficiency and a major accounting conversion project has provided us with financial capacity previously unavailable to us. The members of our Finance and Audit committee, volunteers all, oversaw this project and, together with the rest of our Board, donate their professional talents and expertise to governing United Way. The engagement between the Board and staff is a truly collegial and creative one.

At United Way Simcoe Muskoka, we are truly blessed with very dedicated and talented staff and volunteers who work hard every day to improve lives and strengthen communities across our area.

And finally, we are part of the family of United Ways – *nationally* and globally. This past year has been dominated by discussions around our Future State; a national agenda that is engaging us all in strengthening United Ways for now and the future, so that we continue to work towards helping everyone in every community to have a good life.

We invite you to learn more by engaging with us directly.



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