

TREASURER'S REPORT 2020

Fiscal 2020 was a year for United Way Simcoe Muskoka (UWSM) to regroup and refocus our financial planning towards our six new Collaborative Projects that will roll out in our communities this fall. We started the year off completing a challenging financial accounting system conversion that has yielded better reporting while allowing more manageable, timely data entry. This enabled the UWSM finance team to provide more up-to-date information to help us navigate the waters ahead.

As UWSM refocused towards a new multi-year funding model, it meant scaling the budget down where possible to meet our goals. Our direct expenses, which included expenses for our Community Impact, were reduced by over \$250,000 in fiscal 2020 while our indirect expenses were reduced by almost \$50,000. These savings will be redirected towards our new funding model beginning this fall.

Although this has been a year for saving, UWSM's presence in the community continued to have an impact. While consulting with our community partners about the new multi-year funded projects, we identified a gap in existing services. The Urgent Needs Fund was piloted to help fill that gap by providing timely, modest grants where community resources had been exhausted. Following the success of this pilot, the Urgent Needs Fund has been continued to address the needs of individuals in low-income households who have been economically impacted by COVID-19. In fiscal 2020, the Urgent Needs Fund put \$60,000 back into our communities.

As much as we were successful in operating on a reduced budget, we were also successful in continuing our efforts for donor diversification. With workplace campaigns on the decline in recent years, our Resource Development team was put to task in discovering new sources of revenues and new ways to attract the next generation of donors. These efforts in fiscal 2020 resulted in an increase of \$75,000 in campaign gifts and \$18,000 in major gifts. Offset by the decline in workplace campaign pledges, UWSM saw a net increase of \$51,000 (3.4%) in campaign revenues.

The increased revenues combined with the decreased direct and indirect expenses resulted in an excess of revenue over expenditures of \$233,000 – an increase of \$260,000 over the previous fiscal year. These are funds which will be reinvested into our communities this fall.

Fiscal 2021 has already created its own challenges as we continue to navigate the new landscape that COVID-19 has brought upon us. We are thankful for government initiatives such as the Emergency Community Support Fund and the New Horizons for Seniors funding which we were able to disburse to community partners almost immediately, as well as the Canada Emergency Wage Subsidy which has and will continue to assist our organization keep staff employed through the pandemic.

With a new financial accounting system delivering timely reporting, another modest budget in place, and a continued focus on donor diversification and expansion, we are excited for the year ahead. We look forward to the launch of the new Collaborative Projects and the meaningful impact they will have in improving lives and building stronger communities.

Michael Blackburn, CPA, CA

Treasurer

United Way Simcoe Muskoka

Statement of Operations* Year ending 31Mar20

REVENUES

Donations and special events revenue
Funds transferred from other United Way Centraide's

Campaign revenue

Less: Uncollectable pledges

Net campaign revenue

Investment income
Administrative fees

EXPENDITURES

Direct expenses

Resource development
Community impact
Social enterprise

Indirect expenses

Salaries and employee benefits
General and administrative
Amortization

Excess (deficiency) of revenues over expenditures for the year

	2020	2019
	1,237,766	1,160,108
	388,889	419,006
	1,626,655	1,579,114
	(64,067)	(68,000)
	1,562,588	1,511,114
	8,912	38,761
	1,022,945	1,087,746
	2,594,445	2,637,621
	477,864	470,702
	511,306	802,520
	550,881	521,625
	1,540,051	1,794,847
	467,181	388,111
	327,928	447,271
	26,213	34,635
	821,322	870,017
	233,072	(27,243)

Statement of Financial Position* As of 31Mar20

ASSETS

Current

Cash
Restricted cash
Short term investments
Pledges receivable
Accounts and grants receivable
Prepaid expenses

Total current assets

Capital assets (net)
Long-term investments

Total assets

LIABILITIES AND NET ASSETS

Current

Accounts payable and accrued charges
Accounts payable - Donor's choice
Deferred grant and other revenue - short term
Allocations payable to member agencies

Total current liabilities

NET ASSETS

Unrestricted net assets
Net assets invested in capital assets
Collaborative Reserve Fund
Transformation Reserve Fund
Strategic Reserve Fund
Forever Reserve Fund

	2020	2019
	646,137	368,541
	881,884	543,150
	209,680	147,639
	485,523	633,101
	37,295	261,017
	47,588	43,229
	2,308,107	1,996,677
	91,793	109,815
	383,222	404,916
	2,783,122	2,511,408
	223,373	374,214
	214,029	233,899
	1,095,484	919,538
	583,407	550,000
	2,116,293	2,077,651
	292,482	41,388
	91,793	109,815
	75,000	75,000
	100,000	100,000
	104,180	104,180
	3,374	3,374
	666,829	433,757
	2,783,122	2,511,408

*Please note: Financial Statements are audited by Grant Thornton LLP and remain in draft form until approved by United Way Simcoe Muskoka members at the Annual Meeting September 16, 2020. Full financials with notes and schedules may be made available to the public after that time.