

2021-2022

# IMPACT REPORT

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WORKING TOGETHER FOR A STRONGER, MORE EQUITABLE FUTURE.



**United Way  
Centraide**  
Simcoe Muskoka



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# LAND ACKNOWLEDGEMENT

United Way Simcoe Muskoka acknowledges that we are situated on the traditional land of the Anishinaabek. The Anishinaabek include the Ojibwe, Odawa, and Pottawatomi nations, collectively known as the Three Fires Confederacy. The Huron-Wendat and the Haudenosaunee Nations have also walked on this territory over time.

We are dedicated to honouring Indigenous history and culture and committed to moving forward in the process of reconciliation and respect with all First Nation, Métis and Inuit people.



## HOW WE MAKE AN IMPACT

Every day, individuals and families across the **16 municipalities of Simcoe County, Town of The Blue Mountains, and District of Muskoka** depend on your United Way to break down barriers, improve lives, and create opportunities for those who need us most.

### MISSION

To improve lives and build communities by leveraging collective resources and mobilizing collective action to achieve the greatest impact.

### HOW WE MAKE AN IMPACT

Your United Way mobilizes the caring power of community to address social issues. By collaborating with local agencies, community members, government agencies, and businesses, we can make the biggest impact.

Your donation powers the work, allowing us to target funds and mobilize on-the-ground efforts to tackle persistent social issues where they start. Your United Way drives long-lasting change by focusing on three priorities:

- ✓ **Addressing Poverty:** By ensuring individuals and families have their basic needs met, they can focus on moving out of a life of poverty and into one of possibility.
- ✓ **Social Inclusion:** By improving equity, connections, and wellbeing for vulnerable groups, we can support healthy people and strong communities.
- ✓ **Supporting Our Youth:** By putting more kids on track to succeed, we can help all youth in our communities reach their full potential and be all that they can be.

### OUR TOOLS

The complex issues facing our community require collaborative and strategic responses. Your United Way uses a variety of tools to create positive change:

#### Advocacy

Your United Way is committed to long-term strategic change. We collaborate and convene at **19** community tables across the region, and work with key stakeholders and government officials to effect policy and legislative change.

#### Education

Your United Way is raising awareness on key issues facing people across our region. When we better understand the challenges facing our neighbours, we can all contribute to a more inclusive community.

#### Program Partnerships and Investment

Your United Way collaborates with a wide range of partners in a shared commitment to support social inclusion and poverty reduction efforts across our region.

#### Research

Your United Way collects and analyzes data so that we can identify trends, better understand complex issues within our region, and evaluate the success of our own investments and partnerships.

## BOARD CHAIR AND CEPO REPORT

### *A message from David Mayers, Board Chair*

On behalf of the Board of Directors and staff of your United Way, we are pleased to share the 2021 annual report. This past year continued to be challenging for all charities and non-profits, one where we saw many organizations forced to close their doors or reduce services due to the pressures of the pandemic. We are grateful that your United Way was able to rely on the generosity of our donors and additional revenue streams to continue the work of addressing poverty and social inclusion throughout Simcoe County, the District of Muskoka, and South Georgian Bay. Our Board supported the staff team as they worked tirelessly to address the ever-changing needs of residents through their commitment to collaboration, advocacy, and service.

This year was one of transition, with a restructure of the senior management team. These changes envisioned the retirement of Chief Executive and Philanthropy Officer (CEPO), Dale Biddell and sought to create a better-balanced leadership structure and allocation of responsibilities. The position of Chief Administrative Officer was newly created, and we welcomed Sharon McCormick in this role last August, bringing her experience and expertise to the oversight of our Call Centre, federal programs, and community investments.

A refinement of the Chief Executive's role provided the opportunity to seek a seasoned executive to lead our organization, who was also an experienced fundraiser. The search yielded just that, and Brian Shelley became our new Chief Executive and Philanthropy Officer.

I want to thank Dale for the vision and leadership she has provided to our community and the United Way over the past 11 years. She has led the transformation of this organization, setting it up to serve the people of Simcoe Muskoka for years to come.

It has been an honour to serve as Board Chair and I look forward to continuing to support the organization. Please read on to see what, thanks to your support, your United Way has accomplished this past year, and where we are headed next with Brian at the helm.



**David Mayers**  
Board Chair  
United Way Simcoe Muskoka

### *A message from Dale Biddell, Chief Executive and Philanthropy Officer (Retired 2022)*

For over two years our organization has been responding to a region in crisis, working alongside local agencies and community partners to address the complex and ever-changing needs of our residents.

We saw the pandemic exacerbate the long-standing issues of homelessness, food insecurity, precarious work, mental health problems and inequity in our region, issues United Way has been working to address for 63 years. As we begin to move from crisis to recovery, the disproportionate impact to seniors, children and youth, people with disabilities, women, newcomers, Indigenous, racialized, and low-income residents is clear. Your United Way remains dedicated to continuing to address these issues and supporting those most in need across our communities.

We focused on four key functions to impact the lives of people across our region:

- We supported the continuing efforts of six multi-year community projects aimed at regionally identified priorities.
- After a pilot initiative in 2019, the Urgent Needs Fund was relaunched to meet the needs of individuals and families in crisis.
- As COVID relief programs were exhausted, our long-established call centre team was able to connect an increasing number of low-income households with financial support through utility assistance programs like the Low-Income Energy Assistance Program (LEAP).
- And, as a Community Entity for federal housing assistance programs, we once again administered funding for housing projects in rural and remote communities, part of the National Housing Strategy.

It has been an honour and privilege to serve as CEO of your United Way these past eight years. I can truthfully say that I never expected to have the opportunity or freedom to create organizational change on the scale that I encountered. I am grateful to all our donors who generously gave to deploy our core work and responded to new initiatives and made United Way what it is supposed to be: an organization for our community, supported by our community. In this time of transition, I encourage you to welcome and support what will follow as Brian leads your United Way in proven and new directions. I know I certainly will.



**Dale Biddell**  
Chief Executive & Philanthropy Officer  
United Way Simcoe Muskoka



## INVESTMENTS AND COLLABORATIONS

This year your United Way invested **\$6,262,785** into your community.

### Regional Community Collaborations

Every day our communities face new and evolving challenges caused by poverty and social exclusion. We are funding six **multi-year, cross-sector collaborative projects** across our communities to address these issues. By bringing together partners from all sectors – public, private, faith and charities – these projects meet the needs of those who need it most, and provide a life of increased potential.

**1,875** individuals were supported  
**1,272** people had an increased sense of belonging  
**1,265** individuals gained life skills

### Reaching Home: Rural & Remote Funding

United Way Simcoe Muskoka administers the **Government of Canada's Reaching Home** funding to rural and remote communities across Ontario, aiming to provide housing and supports for those experiencing homelessness, at imminent risk of homelessness, or living rough. Many rural communities struggle with housing due to limited supply, the higher cost of construction and reduced availability of contractors, poor quality, and lack of transitional and deeply affordable housing options. These issues are amplified by the inequities experienced by individuals living in rural and remote communities, and among marginalized groups.

Reaching Home is the Government of Canada's National Housing Strategy, aimed to prevent homelessness and reduce chronic homelessness nationally by 50% by fiscal year 2027 to 2028.

**\$2,944,136** in funds was distributed  
**34** housing projects were supported  
**387** people were provided with housing support



### Urgent Needs Fund (UNF)

Working with 2-1-1 and the District of Muskoka, the **UNF** offers modest, timely grants to individuals and families when no other existing services can meet their needs. As the pandemic wore on we saw a record number of community members reaching out needing support. The fund was relaunched in January 2022 to meet that growing need.

**264** individuals and families were provided with financial assistance during a time of crisis  
**83%** of households receiving UNF support were families with children  
**\$52,000** was distributed through 155 grants

#### Top UNF Needs

Food	74
Basic Needs	67
Transportation	28

### Low Income Energy Assistance Program (LEAP)

United Way Simcoe Muskoka's call centre is contracted by various Ontario utility companies to administer **LEAP**, helping to provide financial assistance to low-income Ontarians, to help with arrears on utility bills.

**\$2,764,809** in financial assistance was administered  
**5,387** households were able to keep the lights on and their homes heated  
**100** households were referred on to Enbridge's Home Winterproofing program to get support on energy savings improvements in their homes  
**39,922** calls for assistance were made to our call centre  
**\$443,850** in earned revenue to be invested back into the community and offset administrative costs, to stretch your donations





## FROM POVERTY TO POSSIBILITY

Your United Way is helping to meet the basic needs of our community's most vulnerable people, giving every resident the opportunity to realize a better future.



## FROM POVERTY TO POSSIBILITY

### THE CHALLENGE

Individuals and families who lack necessities like food and shelter can't get ahead. Those who struggle to find work or manage their finances aren't able to reach their full potential.

Additionally, the COVID-19 pandemic has highlighted long-standing systemic social and economic inequities in our communities. Seniors, children and youth, people with disabilities, women, newcomers, and Indigenous, racialized, and low-income people were all disproportionately impacted.

### In Simcoe Muskoka:

**49,600**

people are living in poverty

**883**

residents are homeless on any given night

*of these:*

**67%**

are chronically homeless

**10%**

are under the age of 18

**1 in 8**

households are experiencing food insecurity

**1 in 6**

children live in households experiencing food insecurity

*of those, only*

**20%**

of food insecure people will visit a food bank locally

**8%**

of Simcoe Muskoka residents report being unemployed

**22%**

of renters and homeowner households are spending more than 30% of their before tax income on housing costs

“ A client who was a newcomer called to find out about the service. The client was fleeing an abusive situation with children and expressed not knowing where to start. The Managing Director connected the client with Redwood staff that helped the client apply for OW, connect with the Barrie Women and Children's Shelter for holistic support, connect with Housing Retention and obtain mental health support. The individual came for furniture but ended up with wrap around support. ”

Redwood Park Communities Furniture Bank

## FROM POVERTY TO POSSIBILITY

### OUR RESPONSE

This year your United Way invested

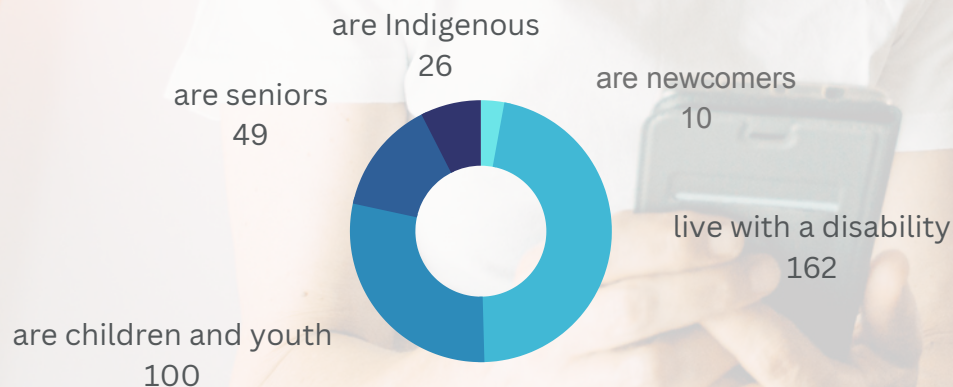
# \$5,805,660

in programs to address housing stability, food security, and employment and financial stability.

### THE IMPACT

# 387

people in rural and remote Ontario communities were provided with housing support through the [Reaching Home](#) program. Of those:



# 14,405

people were able to keep the lights on and homes heated through the [LEAP](#) program utility financial assistance

# 86

residents were provided with furniture to create hopeful homes through the [Furniture Bank](#)

# 168

individuals received employment and job training support

# 15

individuals who accessed the [Circles Muskoka](#) and [YouthCALL](#) programs reported being in a better financial situation

# 264

individuals and families in crisis were provided with immediate financial assistance through the [Urgent Needs Fund](#)

“ I probably would have been starving if it hadn't been for you. I had an unexpected septic problem. We literally would not have eaten for a couple of weeks if we hadn't had the funds from you. ”

UNF Recipient





## HEALTHY PEOPLE, STRONG COMMUNITIES

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Your United Way is creating vibrant neighbourhoods and communities where everyone experiences a sense of belonging and connection to one another.



## THE CHALLENGE

The pandemic exacerbated long-standing social issues of isolation, mental health issues, and discrimination.

In Simcoe Muskoka:

25% 1 in 4

of residents report living with  
one or more disabilities

seniors report experiencing  
social isolation

1 in 5

Canadians experience a  
mental health or addiction  
problem

“ I am grateful to new friends, allies, leaders, and facilitators for welcoming me with open arms and hearts. Accepting me as I am without judgement. Giving me the tools, resources, and strength to move ahead. Thank you for the check ins.. they have made my feel important and supported...I feel feel more comfortable and accepting of myself... and willing to share my experiences because of the acceptance and inclusion from others. ”

Circles Muskoka Participant

## OUR RESPONSE

This year your United Way invested

\$260,410

in programs that remove barriers and promote social inclusion for residents of Simcoe Muskoka. Our staff and volunteers also collaborate and convene at 19 community tables with community agencies, municipalities, and social sector serving organizations to find solutions and drive longer term systemic change, and work to amplify voices through advocacy. As a strong, non-partisan advocate, we use our resources to help create positive change for all residents.

## THE IMPACT

Thanks to your generous support, we're investing in building communities where every resident can feel safe, supported, and included.

4

programs and initiatives were  
funded that support mental health,  
personal well-being, and safety

8

programs and collaborations  
connected residents to community  
supports

1,272

individuals reported an increased  
sense of belonging





## ALL THAT KIDS CAN BE

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Your United Way is working with local agencies to provide children and youth the support they need to feel safe so that they can reach their full potential.



## ALL THAT KIDS CAN BE

### THE CHALLENGE

Early development – from childhood to young adulthood – is a strong predictor of future success. Unfortunately, too many kids face barriers to achieving their dreams.

#### In Simcoe Muskoka:

10%

of the people experiencing homelessness are under the age of 18

31%

of students reported their mental health as fair or poor

20%

of students (Grades 7-12) reported that they seriously considered attempting suicide in the past year

24%

of LGBTQ+ youth have had thoughts of ending their life and 32.7% are dealing with anxiety, depression or self-harm

### OUR RESPONSE

This year your United Way invested

**\$196,715**

in programs that support local youth and distributed **85** UNF grants for families with children in crisis.

### THE IMPACT

202

children and youth supported through regional community programs

16

local agencies collaborated on 5 regional projects that support children and youth

132

children and youth benefited from the Urgent Needs Fund during a time of crisis

YouthCALL Service Link is a live-answer telephone hotline that is helping transitional-aged youth (14-28) in South Simcoe by creating barrier-free access to services. A Community Navigator creates an individualized plan and helps youth find support for suicide prevention, housing, substance use, employment, education, and other services.

“...Kim helped me find mental health help while simultaneously helping me find a job and checking in on me weekly to see if she could be of any assistance. Finally, I was referred to a psychotherapist to help me, and Kim helped me find a job...and reassured me that I would be able to ace any interview! Her work helped me so much!”

YouthCALL Service Link Client



## TREASURER'S REPORT

As United Way Simcoe Muskoka emerged from a challenging two years, our focus was on returning revenues to pre-pandemic numbers. Knowing workplace campaigns and individual donors had changed during 2020 and 2021, our shift towards introducing new corporate donors and further diversifying our donor base became the root of our goal for fiscal 2022.

Our finance team of Nigel, Carolyn, and Kerry were determined to keep up and improve our new reporting system while providing the Board of Directors with timely financial information, leading to an efficient audit process this past summer – well done, team. Our auditors have again issued a clean opinion for this year's audit.

From the audited financial statements following this report, you will note our total net campaign revenues of \$1.48M was just shy of our budget of \$1.59M while our investment income and government assistance made up the shortfall. Add in our conservative budget for indirect costs and United Way Simcoe Muskoka realized a surplus of just over \$600,000 for fiscal 2022. While this may be approximately half of the result of fiscal 2021, bear in mind the results of 2021 included over \$860,000 of COVID-related support that was not available to United Way Simcoe Muskoka this year.

A personal thank you to the staff and volunteers of United Way Simcoe Muskoka. I have been proud to be a part of all we have accomplished in this past year.

**Michael P. Blackburn, CPA, CA**  
Treasurer  
United Way Simcoe Muskoka

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 20, 2022. Full financials with notes and schedules may be made available to the public after that time.

## United Way Simcoe Muskoka Condensed Statement of Operations Year Ended March 31 (\$000s)

	2022	2021
<b>Revenues</b>		
Net Campaign Revenue	\$1,477	\$1,300
Investment Income	\$145	\$210
Fees earned on Grants Administered by UWSM*	\$903	\$1,469
Government Assistance**	\$281	\$472
	<b>\$2,797</b>	<b>\$3,452</b>
<b>Direct Expenses</b>		
Resource Development	\$507	\$604
Community Impact	\$652	\$510
Social Enterprise	\$341	\$361
	<b>\$1,501</b>	<b>\$1,476</b>
<b>Net Revenue Available After Community Investment</b>	<b>\$1,295</b>	<b>\$1,976</b>
<b>Indirect Expenses</b>		
Salaries and Employee Benefits	\$259	\$370
General and Administration	\$406	\$346
Amortization	\$16	\$22
	<b>\$682</b>	<b>\$739</b>
<b>Excess of Revenues over Expenditures for the Year</b>	<b>\$612</b>	<b>\$1,236</b>

\* United Way administers certain grant funding on behalf of grantors to support programs (i.e. Low-Income Energy Assistance Program, Reaching Home, Emergency Community Support Fund). In its capacity as agent in administering these grants, United Way receives an administrative fee. The grants received and disbursed are reported on a net basis in the statement of operations.

\*\* In April 2020, United Way confirmed its eligibility to receive funding from the government under the Canada Emergency Wage Subsidy (CEWS) program. Under the CEWS program, United Way is entitled to receive a subsidy equal to 75% of an employee's wages – up to a set amount per week. As of March 31, 2022, United Way has received \$261,047 (2021 - \$462,112). United Way also received cash flow assistance as it was eligible to apply for and received a Canada Emergency Business Account (CEBA) loan for \$60,000 (2021 - \$40,000). \$40,000 (2021 - \$30,000) has been recorded as a CEBA loan payable on the Statement of Financial Position. The \$10,000 (2021 - \$10,000) forgivable portion has been recorded as revenue as Government assistance on the Statement of Operations.

## LEADERSHIP AND VOLUNTEERS

### BOARD OF DIRECTORS

<b>David Mayers</b> Board Chair	<b>Amy Gaukel</b> Board Director	<b>David White</b> Board Director
<b>Carolyn Moran</b> Board Director	<b>Sonia Draper</b> Board Director	<b>Valerie March</b> Board Director
<b>Jonathan Wiersma</b> Board Director	<b>Brandon Weiss</b> Board Director	<b>Shannon Scott</b> Board Director
<b>Deborah Burrows</b> Board Director	<b>Paul Chapman</b> Board Director	<b>Lt Col Steven Brown</b> Board Director
<b>Michael Blackburn</b> Treasurer	<b>Brian Shelley</b> Board Secretary	

### CAMPAIGN CABINET AND EXTERNAL RELATIONS

<b>Paul Chapman</b>	<b>John Arruda</b>
<b>Deborah Burrows</b>	<b>Sonia Draper</b>

### REACHING HOME REGIONAL ADVISORY BOARD

<b>Debra Swan</b>	<b>John Pugsley</b>
<b>Tracey Lasook</b>	<b>Marlee Maracle</b>
<b>Michelle Bergin</b>	<b>Nicole Norris</b>
<b>Doriano Calvano</b>	<b>Gail Spencer</b>
<b>Holly Howard</b>	<b>Inspector Leah Gilfoy</b>

### COMMUNITY IMPACT AND ENGAGEMENT STANDING COMMITTEE

<b>Jonathan Wiersma</b>	<b>Lora D'Ambrosio</b>
<b>Michelle Cellucci</b>	<b>Lorraine Sutton</b>
<b>Doriano Calvano</b>	<b>Pam Hillier</b>
<b>John Pugsley</b>	<b>Shawn Fendley</b>
<b>Lisa Rhodenizer</b>	<b>Lt Col Steven Brown</b>



## LOOKING AHEAD

### *A message from Brian Shelley, Chief Executive and Philanthropy Officer*

United Way Simcoe Muskoka has a demonstrated history of maximizing community impact, an appetite for innovation, and governing by its organizational values: these were the factors that attracted me to the position of Chief Executive and Philanthropy Officer. I would like to thank our Board of Directors for putting their faith in me, my predecessor Dale Biddell for her past leadership, and to all our various stakeholders for the warm welcome I have received since joining the team.

As a solutions-based charity, United Ways across Canada have committed to the following areas of focus:

1. Supporting people as they transition from poverty to possibility
2. Creating opportunities for kids to be all that they can be
3. Strengthening communities

Looking to the future, your United Way will deliver on these priorities across Simcoe, Muskoka, and the Town of the Blue Mountains through program partnerships, improved access to resources, educational initiatives, and advocating for policy change. In the coming months we will be engaging our stakeholders to provide further clarity as to what this looks like in the communities we serve; this work will inform your United Way's strategic plan as we look to effect long-term systemic change for the betterment of all.

I am excited to work with our staff, volunteers, and community partners on the priorities highlighted above; when we work together on important community issues, the results are game-changing.

Your United Way is stronger for your commitment and support. Thank you,



**Brian Shelley**

Chief Executive & Philanthropy Officer  
United Way Simcoe Muskoka





## PARTNERS & SPONSORS

### CORPORATE DONORS

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**COSTCO**  
WHOLESALE



Foundation  
Fondation

**TD Bank**



**TULLOCH**

 **Desjardins**

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BILD  
BMO Financial Group  
Canadian Forces Base Borden  
Canplas Industries Ltd.  
CIBC  
Elexicon Energy  
Farm Business Consultants  
Glueckler Metal Inc.  
Hydro One Networks Inc.  
Kumi Canada Corporation  
Ministry of Community Safety & Correctional Service  
Tatham Engineering  
Telus Communication Inc.  
Town of Gravenhurst  
VOA Canada

### EVENT SPONSORS

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