



# IMPACT REPORT

2022-2023



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

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### MISSION

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

### VISION

Everyone in every community has the opportunity to reach their full potential.

## 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.



Central East Ontario



ONTARIOLIVINGWAGE.CA

## INVESTMENTS AND COLLABORATIONS

### Community Collaborative Projects

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.

- Circles Muskoka, Lead Partner YWCA Muskoka
- Furniture Bank, Lead Partner Redwood Park Communities
- Poverty Interventions Equals Health Interventions, Lead Partner YMCA Simcoe Muskoka
- Wiijinokiiwag, Lead Partner CMHA Simcoe County
- YouthCall Service Link, Lead Partner Catholic Family Services of Simcoe County

**1,298** individuals were supported

**766** people had an increased sense of belonging

**815** individuals gained life skills

**\$560,907** in funding was distributed

“

Since joining Circles my dreams and goals are becoming a reality. I've been supported in remarkable ways. I feel I've come a long way in my journey and can't wait to see where the next chapter leads.

”

Circles Muskoka Leader

“

My wife passed away and my income was reduced. I fell in arrears with my oil bill and they would not service or fill up my oil tank until the past due was paid. It was November and I was without heat. The Urgent Needs Fund paid my past due amount.

”

Urgent Needs Fund Client

### Urgent Needs Fund (UNF)

Working with 2-1-1 and the District of Muskoka, the UNF offers micro-grants to individuals and families when no other existing services can meet their needs. As we emerged from the pandemic, we saw a record number of community members reaching out needing support

**1,578** individuals and families were provided with financial assistance during a time of crisis

**20%** of households receiving UNF support were families with children

**\$266,000** was distributed through 1,053 grants

#### **Top UNF Needs**

Basic Needs	61%
Food	59%
Social Integration	20%

This year your United Way invested **\$12,915,124** into our community.

**Reaching Home: Rural & Remote Funding**

United Way Simcoe Muskoka administers **Infrastructure 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.

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

- \$3,231,547** in funds was distributed
- 36** housing projects were supported
- 1,979** people were provided with housing support
- 41** new spaces created

**Low Income Energy Assistance Program (LEAP)**

United Way Simcoe Muskoka’s call centre is contracted by 10 utility partners and 70 Intake Agencies to administer financial assistance for low income Ontarians to help with utility costs.

- \$8,846,121** in financial assistance for utility arrears
- 12,755** households were able to keep the lights on and their homes heated
- 294** households were referred on to Enbridge’s Home Winterproofing program to get support on energy savings improvements in their homes
- 59,263** calls for assistance were made to our call centre
- 497** applications for monthly bill support

“ Supporting a young male who is affected by an acquired brain injury, has trouble regulating his emotions and navigating difficult relationships, has a history of substance miss-use, is unable to maintain employment, and has been struggling with suicidal thoughts for some time. As a result of his struggles and related financial instability, he is insecurely housed in a relative’s garage and even struggling to maintain that relationship and shelter. After being connected with a caring sibling, that person was able to assist him in getting connected with a free online therapy service. The crisis line numbers have been programmed into his phone to make contact easier. We have helped him to get connected with the homelessness team, to get on housing waiting lists and the subsidized rent program.

Mind-Aid, Reaching Home funded partner ”

## FROM POVERTY TO POSSIBILITY

### THE CHALLENGES IN SIMCOE MUSKOKA

1 in 8

households are experiencing food insecurity

49,600

people are living in poverty

\$4.15

the hourly gap between the Minimum Wage and Living Wage in our region

1 in 6

children live in households experiencing food insecurity



To commemorate Overdose Awareness Day, your United Way hosted over 120 members of the community in Huntsville for a screening of the documentary "Flood: The Overdose Epidemic" followed by a panel discussion focused on Canada's overdose crisis and how it is impacting our community.

### OUR RESPONSE

This year your United Way invested

\$12,343,668

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

In November your United Way partnered with the Simcoe County Poverty Reduction Task Force to host a workshop focused on "rethinking poverty".

Participants, including municipal leaders and representatives from not-for-profit organizations, engaged in conversations to better understand the root causes of poverty in our community.



1,578

individuals and families were provided with financial assistance through the [Urgent Needs Fund](#) in partnership with 211 and 6 community agency leads

### THE IMPACT

12,755

households were able to keep the lights on and homes heated through the [LEAP](#)

1,979

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

1,809

people served through the [Community Collaborative Projects](#)

“This has changed my life drastically. I went from being hopeless, sleeping on the floor of an apartment I could hardly afford to begin with, then I got these services and received my furniture which made a wonderful change in the home and my life.”

[Redwood Park Communities Furniture Bank Client](#)

## THE CHALLENGES IN SIMCOE MUSKOKA

# 25%

of residents report living with one or more disabilities

# 1 in 5

Canadians experience a mental health or addiction problem

## OUR RESPONSE

This year your United Way invested

# \$560,907

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

# 1,132

were engaged in United Way funded projects

## HEALTHY PEOPLE, STRONG COMMUNITIES

To commemorate Truth and Reconciliation Day, your United Way hosted over 140 members of the community in Orillia for a screening of the documentary "Birth of a Family" followed by a panel discussion focused on the long-term impacts of the sixties scoop.



“

The program gives me greater understanding of indigenous people and helps me to prepare to support them when they are accessing services through our organization. In the past, I would have taken their caution as irritation and now I can see all the moving parts they have to navigate to access the care they need in a safe manner.

”

Wijjinokiiwag participant

## THE CHALLENGES 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

## OUR RESPONSE

This year your United Way invested

# \$196,715

in programs that support local youth.

Your United Way worked with TD Canada Trust and Family Connexions to purchase **32**

backpacks filled with back-to-school supplies for at risk youth.

## THE IMPACT

# 342

youth accessed United Way funded [Community Collaborative Projects](#) and the [Urgent Needs Fund](#)

In an effort to raise awareness and reduce stigma related to youth mental health, your United Way hosted over **160** members of our community at two screenings of the film documentary "[Connecting the Dots](#)" in South Simcoe and Collingwood.



## Holiday with a Hero

In partnership with [Simcoe Muskoka Family Connexions](#),

**85** uniformed heroes were matched with **80** local children for a shopping spree and holiday party at the Innisfil YMCA.

“ Being poor is really hard. I compare myself a lot to other kids who have more than me, including food. The YouthCALL worker helped me find food. I didn't even know kids like me could go to the foodbank. He meets with me whenever I ask him to and helps me with whatever I need. He even helped me tell my school social worker that I needed things to and she is also helping me. I was embarrassed before. The Discord server is one of my favourite places to be. Thanks for letting me hang out. ”

[YouthCALL Service Link Client](#)



# BOARD CHAIR AND CEPO REPORT

This past year has been an exciting one for United Way Simcoe Muskoka.

We provided critical funding and support to 56 charities and not-for-profit organizations.

We provided direct financial support to 1,578 individuals through our Urgent Needs Fund in partnership with 211-Community Connections and the District of Muskoka.

We administered 12,755 Low-Income Energy Assistance Program grants through our call centre, which as a social enterprise, both offsets our overhead administrative costs and contributes directly to our efforts to reduce poverty.

We saw the return to in-person initiatives like “Holiday with a Hero” and our documentary film screenings.

We held our second annual “Coldest Night of the Year” fundraiser in Bradford and partnered with the Blue Mountain Foundation for the “Everest Challenge”.

We also engaged our community and developed a new strategic plan to support our community investment commitments. “YOUR Community, YOUR United Way” will see us focus our efforts and resources on the following priorities:

- Building our own internal capacity so that we can meet the needs of the community
- Increasing awareness of United Way Simcoe Muskoka’s impact on the communities we serve
- Strengthening communities through strategic funding and partnership opportunities
- Affecting long-term systemic change through advocacy and education.

On behalf of our Board of Directors, we would like to thank all of our donors, partners, staff, and volunteers for supporting our efforts to promote social inclusion and reduce poverty.

Truly, when we work together, the results are game changing.



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



**Brian Shelley**  
Chief Executive & Philanthropy Officer  
United Way Simcoe Muskoka

## TREASURER'S REPORT

United Way Simcoe Muskoka has emerged from the pandemic in a strong financial position, continuing to provide significant contributions to the community through our regional programs and our social enterprise activities. This past fiscal year we invested over \$12 million in funds into the community.

Our finance team members, Carolyn and Kerry, worked diligently to ensure accurate and timely responses both throughout the year and during our annual audit process. Their diligent work allowed for the completion of the audit in time to hold our Annual General Meeting in June. Our external auditors at Grant Thornton issued a clean opinion for this year's audit, remarking on the team's perseverance and professionalism.

The audited financial statements note a downward trend in gifts transferred from other United Ways, offset by a slight increase in local resource development, as well as a significant increase associated with the performance of our social enterprise. We realized a surplus in excess of \$890,000 due in part to the call centre staff's dedication to administering the low-income energy assistance program, and due to the efforts of the resource development and community impact teams. These funds will be distributed in line with our strategic plan helping to meet the needs within our community.

I want to thank our staff members, as well as our many volunteers and strategic partners efforts that contributed to our continued success.



**David Mayers**  
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 on June 27, 2023. 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, 2023 (\$000s)

	2022/2023	2021/2022
<b>Revenues</b>		
Net Campaign Revenue	\$1,305	\$1,527
Investment Income	\$39	\$145
Administrative Fees Earned*	<u>\$2,453</u>	<u>\$903</u>
<b>Total Revenue</b>	<b>\$3,799</b>	<b>\$2,797</b>
<b>Direct Expenses</b>		
Resource Development	\$623	\$507
Community Impact	\$923	\$652
Social Enterprise	<u>\$604</u>	<u>\$341</u>
<b>Net Revenue Available after Community Investment</b>	<b>\$1,647</b>	<b>\$1,295</b>
<b>Indirect Expenses</b>		
Salaries and Employee Benefits	\$280	\$259
General and Administration	\$461	\$406
Amortization	<u>\$15</u>	<u>\$16</u>
<b>Excess of Revenues over Expenditures for the Year</b>	<b>\$890</b>	<b>\$612</b>

\*United Way Simcoe Muskoka administers certain grant funding on behalf of grantors to support programs (i.e. Low-Income Energy Assistance Program and Reaching Home). 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.

## LEADERSHIP AND VOLUNTEERS

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### BOARD OF DIRECTORS

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**David White**  
Board Chair

**Shannon Scott**  
Board Vice-Chair

**David Mayers**  
Treasurer

**Valerie March**  
Board Director

**Carolyn Moran**  
Board Director

**Deborah Burrows**  
Board Director

**Jonathan Wiersma**  
Board Director

**Paul Chapman**  
Board Director

**Sonia Draper**  
Board Director

**Amy Gaukel**  
Board Director

**Brandon Weiss**  
Board Director

**Rob Armstrong**  
Board Director

**Kaitlin Baldwin**  
Board Director

**Amy Macklem**  
Board Director

**Priynka Patil**  
Board Director

**Brian Shelley**  
Board Secretary

### COMMUNITY IMPACT AND ENGAGEMENT STANDING COMMITTEE

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**Jonathan Wiersma, Committee Co-Chair**

**Michelle Cellucci, Committee Co-Chair**

**Kaitlin Baldwin**

**Carolyn Moran**

**Doriano Calvano**

**Priynka Patil**

**Shawn Fendley**

**John Pugsley**

**Pam Hillier**

**Lisa Rhodenizer**

**Sandra Lee**

**Lorraine Sutton**

### REACHING HOME REGIONAL ADVISORY BOARD

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**Debra Swan, Advisory Board Chair**

**Tracey Lasook**

**John Pugsley**

**Michelle Bergin**

**Judi Baril**

**Doriano Calvano**

**Jennifer Cormier**

**Holly Howard**

**Irena Pozgaj-Jones**

### COMMUNITY IMPACT COUNCIL

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**Glenn Fernandes, Council Chair**

**Michelle Marchand**

**Shah Azlan**

**Jacqui Woods-Powell**

**Sandra Sydor**

**Kelly McClure**

**Irena Pozgaj-Jones**

**Errin Dickins**

**Tracy Mitchell-Ashley**

**Joy Martin**

**Abhishek Bhattacharya**

### CAMPAIGN CABINET AND EXTERNAL RELATIONS

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**Paul Chapman, Committee Chair**

**Sonia Draper**

**John Arruda**

## FUNDING PARTNERS AND SPONSORS

Canada 

LCBO



Scotiabank®



Addictive Design  
Alectra Utilities  
Albarrie  
Amp Champ  
Attitude Communications  
Barrie Community Health Centre  
Beaver Creek Institution  
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EPCOR

Glueckler Metal Inc.  
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Haddon Financial  
Holland Street Veterinary Services  
Hydro One Networks Inc.  
Intact Financial  
Isagenix  
Jimmy Chews Pizzeria  
Kiwanis Huntsville Muskoka  
Kumi Canada Corporation  
Township of Lake of Bays  
Lake of Bays Association  
Ministry of the Solicitor General  
National Bank

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1110 Highway 26 Midhurst, ON L9X 1N6 | t. 705.726.2301 | [www.UWSimcoeMuskoka.ca](http://www.UWSimcoeMuskoka.ca)  
Charitable registration # 11879 9485 RR0001