

Annual
Report

2017



**United Way
Centraide**
North East Ontario
Nord-est de l'Ontario



Our Vision

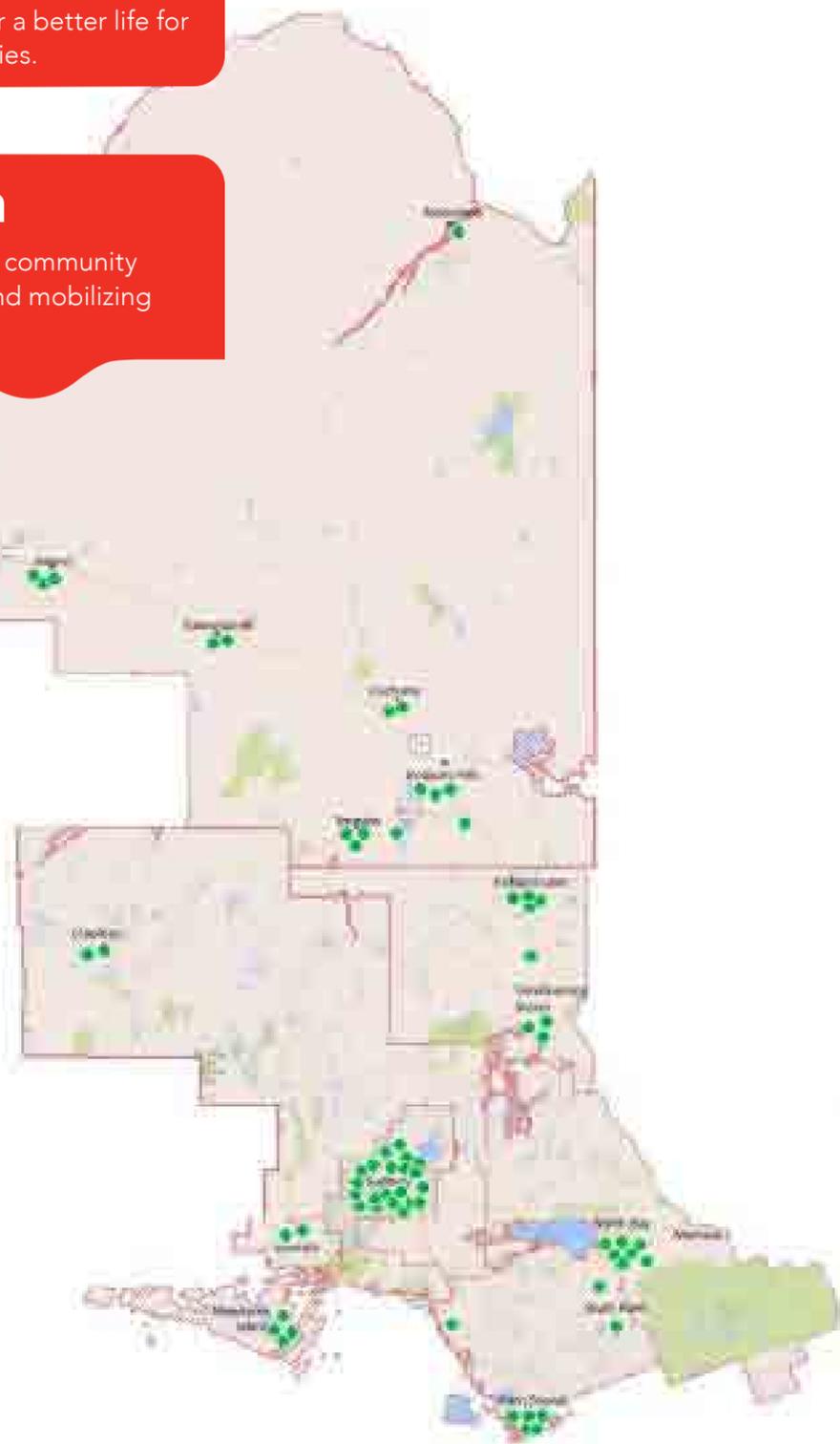
To create opportunities for a better life for everyone in our communities.

Our Mission

To improve lives and build community by engaging individuals and mobilizing collective action.

Every year, thousands of individuals and families are supported by a United Way funded program in communities across North East Ontario.

Behind our work, are people like you who make this possible. These inspiring stories are a testament to how your donation is changing lives. Behind every changed life is someone who made it happen.



● United Way Funded Programs and Services

The Way Forward Stronger together.



The past year for United Way Centraide North East Ontario / Nord-est de l'Ontario, will be remembered as the year of transformation. This year, our organization grew to a size and scope that will ultimately change how we operate and serve our communities as a United Way. Growth isn't always easy, but we rose to the challenge to become one of the largest United Ways geographically in Canada.

We brought together the North as a proud, unified voice. Living in the North makes us strong and resilient, but it comes with a unique set of challenges such as energy poverty, food security, youth development, mental health, addictions, financial literacy and transportation. We are committed to creating permanent, positive impact in our districts by addressing these challenges with like-minded partnerships and innovative solutions.

As we develop our new Strategic Plan for 2019-2020, it will reflect our commitment to represent our diverse population while redefining our role as a United Way. As we honour our traditions and successes in our past, we move forward

to address the complex issues in our rural communities. We have an incredible amount of focus by having relationships at the forefront of every decision we make. How can we work together for the greatest impact and mutual gain?

I would like to thank the communities, donors, board and cabinet members, volunteers, partners, staff, agencies, and stakeholders who believed and helped shape our vision. This report ends an era and honors the future of our organization as we move passionately forward to address the gaps in our communities, together.

Expect to see more from us. We've adapted and are excited to be a part of an evolution with incredible impact and extraordinary promise.

Together, we are **possibility**.

Sincerely,

Executive Director
United Way Centraide North East Ontario

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Building strong

By building stronger communities, women have successfully left abusive relationships. Thanks to your gift, United Way funding helped Jane and hundreds of other women find the strength to rebuild their lives through counselling and support and by developing the skills and confidence needed to raise their families in a safe environment.

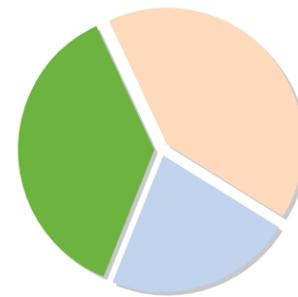
"I can hold my head up high and breathe again. All thanks to the incredible staff who guided me through the worst part of my life without judgment, shame or blame. Always welcoming with open arms no matter where you come from or where you have been. My life has changed thanks to this program."

– Jane, Sexual Assault Intervention and Prevention Services, United Way Funded Program

915 women and their children dealing with domestic violence were provided support, safety planning and access to emergency shelters

communities

How we invest your support



37%

The percentage of United Way community funding allocated to services and support programs.

28
Funded Programs
& Services

24
Funded Partner
Agencies

747 families were supported through their grief process after losing a loved one by care interventions

➔ Goal

United Way Centraide North East Ontario funded programs and services needed to revitalize neighbourhoods and build strong and healthy communities.

661 patients in Northern Ontario were able to access specialist care in their own communities

➔ Community Impact

- Social and health related services
- Individual and family counselling
- Crisis intervention and transition supports
- Homecare services and independent living supports
- Multicultural programs and settlement services
- Volunteer and community engagement opportunities

"I've been visually impaired all my life, born blind. I do social service work and I'm a musician. I've been a member of a program funded by United Way ever since I was a little kid, I've used services all my life. A lot of these programs will get people to communicate with each other, socialize with each other and come up with different ideas to cope with their blindness. If the United Way funding wasn't there, then we wouldn't have all the support for visually impaired people."

–Tony, Vision Rehabilitation Services, United Way Funded Program

691 individuals with disabilities were provided support, assistive devices and facilitated recreational/educational activities

➔ **YOU were the force building strong communities.**

Helping kids be all they can be

By helping kids be all that they can be, children and youth have developed the skills, self-confidence and support system to help them be successful and achieve their dreams. Thanks to your gift, United Way funding helped Aiden and many other children from low-income families attend after school programs, receive subsidies to attend summer camp and register for other fun recreational activities.

3,676 children were able to attend camp, recreation, arts and culture or sports

"I have very high anxiety, so I get stressed a lot. The program calms me down a lot because all my friends make me feel happy and then it's like my anxiety just disappears. You never feel lonely and you just feel extra safe when you're around other people like grown ups and kids your age."

– Aiden, Pre-teen Afterschool, United Way Funded Program

they can be

How we invest your support



41%

The percentage of United Way community funding allocated to services and support programs.

35
Funded Programs & Services

27
Funded Partner Agencies

1,383 free or subsidized social and recreational activities were provided to at risk youth

682 children and youth were able to access mentorship, school supplies and homework assistance

➔ Goal

United Way Centraide North East Ontario funded programs and services needed to give children and youth the support they need to get a great start in life, do well in school and reach their full potential.

937 parents learned how to better support their children's needs, such as post natal care, learning disabilities, and parenting techniques

➔ Community Impact

- Summer camp, sports and recreation activities
- Music, arts and culture programs
- Youth leadership development and mentorship
- Homework assistance and afterschool programs
- Childhood learning and development services
- Emotional and physical well-being support programs

"For years, my mom and I were abused by her live-in boyfriend. It got so bad that the police were finally involved and he was arrested. It was hard and I was really depressed and isolated myself for a long time afterward. I wouldn't be anywhere if music or this program wasn't around. It's absolutely changed my life."

– Jonathon, Sudbury Youth Rocks, United Way Funded Program

➔ **YOU were the force driving kids to be all that they can be.**

Moving people from poverty to possibility

By helping move people from a life of poverty to one of possibility, individuals and families have moved out of the cycle of poverty. Thanks to your gift, United Way funding provided Emily and many other homeless youth safe and short-term housing, basic necessities, supportive counselling and community referrals to encourage them to return home, remain in school and rebuild their lives.

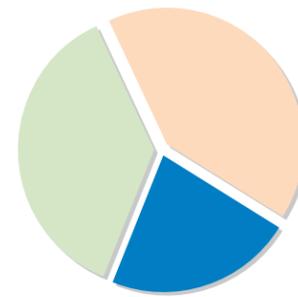
991 individuals were provided safe shelter and housing support services

"If it wasn't for this shelter, I don't know what I would have done or where I would be at this very moment. It's a roof on top of my head. Without being here, I wouldn't have that extra step ahead on life."

– Emily, Foyer Notre Dame House, United Way Funded Program

to possibility

How we invest your support



22%

The percentage of United Way community funding allocated to services and support programs.

15
Funded Programs & Services

14
Funded Partner Agencies

62,622 meals/food assistance were provided to those in need

➔ Goal

United Way Centraide North East Ontario funded programs and services needed to help meet the basic needs of our community's most vulnerable people, giving everyone the opportunity to realize a better future.

4,095 income tax returns were filed at no cost, enabling low income earners to access benefits and tax credits such as GST, HST, disability, child tax credits and child care subsidies

➔ Community Impact

- Emergency shelter and affordable housing services
- Emergency food and affordable food access programs
- Medical and health related services
- Employment and financial stability supports
- Life skills development and training programs
- Navigation support in accessing government assistance programs

14,675 intervention/supportive contacts were made with vulnerable individuals during street outreach

"We work directly in the community offering outreach services to individuals that are homeless and those at risk of becoming homeless. If we didn't have the funding from United Way, our services would be not available within the community Monday to Friday."

– Megan, Community Outreach, United Way Funded Program

➔ YOU were the force moving people from poverty to possibility



Labour Community Services

A Past Partnership Still Going Strong

Each year, United Way partners with unions across the country to improve lives in local communities. Nationally, United Way Centraide and the Canadian Labour Congress have been partners since 1988 – working together to strengthen communities across Canada. The partnership developed around a common interest: ensuring that workers and working families have the support they need to succeed.

Unions across Canada are longstanding and generous contributors to United Way campaigns, encouraging members to volunteer and give. But the partnership goes much deeper than just financial support. Labour representatives advocate for those in need in their communities. They serve on United Way boards and committees, and offer programs like cooperative housing, childcare and other services.

Locally, Labour Built Our Foundation

Ron MacDonald, a past President of United Steelworkers (USW) 6500 was instrumental in getting our local United Way off the ground. USW approached Inco (now Vale) to run a joint campaign in support of the entire community. The first joint campaign was in 1982 and has been happening ever since! United Way's ability to help so many members of our community continues to be largely due to the collective efforts to this strong partnership.

"Workers across our entire region are extremely generous; with their time, their financial support and their commitment to our communities."

– Jamie West, Sudbury and District Labour Council President and United Way Board Member

"The Canadian Labour Congress has a long and proud history working with the UWC Movement to build strong, resilient communities. The United Way Centraide Movement continues its focus on community impact through identifying and addressing the root causes of social problems, as well as building on its commitment to strengthening its role in public policy."

– Hassan Yussuff, Canadian Labour Congress President



Building Strong Communities...

by working with United Way to help those in need have access to social services, promoting 211 and engaging workers in awareness events.

Labour Makes a Large Impact

82% of our annual campaign revenue comes from unionized workplaces across North East Ontario.

Mobilizing Collective Action

Unions align with United Way through our similar missions - we know that we are stronger together and we need to mobilize collective action in order to succeed. Labour helps engage individuals in all three focus areas of United Way. We want to strengthen the community from all angles.

Labour and the Community Work Together

Labour and members of the community come together in many ways: from teaching others about human rights, to planning a community festival on Labour Day weekend, to recognizing Working-Class Heroes, to remembering our fallen workers, to donating hygiene products to those in need and much more. We like to have fun while raising awareness, creating change and making a positive impact!

Helping Kids Be All They Can Be...

by supporting local programs targeting youth mental health, providing bursaries for students and working with local teachers to build our community.

Moving People from Poverty to Possibility...

by supporting local programs that alleviate poverty and by lobbying for living wages and basic human rights.



Community Partnerships, Programs and Initiatives

United Way Centraide North East Ontario engages and empowers all sectors of the community to come together and share their experiences, expertise and energy. The power of partnerships and local initiatives multiplies the impact of your gift and helps us find progressive and lasting solutions.

211 Ontario

211 is an award-winning telephone helpline and online database that provides information on and referrals to Ontario's community, social, health-related and government services. 211 is a three-digit number that Ontarians can call to help navigate the complex network of human services quickly and easily, 24 hours a day, 7 days a week, in over 150 languages.

211 helps people find the right community, health and social services close to home. This service is answered and updated by highly-trained specialists that can help callers understand what services and government benefits exist and explain how to apply. Last year, 211 Ontario answered 364,621 calls resulting in 253,522 referrals to community and social services for individuals looking for help. 84% of these callers reported getting the help they needed thanks to this United Way partnership and funded service.

As a founding partner in the 211 service, United Ways across Ontario contribute not only their dollars, but their time and expertise to help develop the system and build awareness for the service at a community level. United Way Centraide Canada continues to support the development of the 211 system across Canada, from resource development to system planning, to brand leadership and political advocacy.

"211 is available to every citizen because it takes all of us having a sense of well-being and connectedness to our community to be able to thrive and succeed and help one another."

– Jacline Abray-Nyman,
United Way Centraide Canada



"We are grateful to our funders – Ontario's Ministry of Community and Social Services, United Ways in Ontario, Green Shield Canada, and many Ontario municipalities – for their commitment to supporting more than half a million connections to resources last year."

– Jim Alexander, Ontario 211 Board President

"From ending youth homelessness, to addressing the need for mental health and addiction support, to helping people with intellectual disabilities and isolated seniors continue to live independently, collaboration across systems is imperative in order to better serve those who might otherwise fall through the cracks."

– Karen Milligan, Executive Director,
Ontario 211 Services

Home Weatherization



United Way Centraide North East Ontario is proud to partner with Union Gas to provide low income households assistance with their gas bills. The Home Weatherization Program provides free energy upgrades to income eligible Union Gas customers, in homes built before 1975, across our region.

These upgrades will provide individuals and families with the benefit of greater comfort and lower heating bills up to 30% each year. Upgrades can include: insulation added to the basement, interior walls, and attic; water saving products; programmable thermostat; and carbon monoxide detectors. Installation of energy-efficient upgrades is completed by a professional contractor followed by a home audit to measure how the energy-efficiency of your home has improved once the upgrades have been installed.

United Way Centraide North East Ontario has an Energy Advisor on-staff to expedite service delivery and complete home energy audits within our catchment area. The Energy Advisor is working collaboratively with social services and care providers as well as the North East Local Health Integration Network and District Social Services Administration Boards to help increase awareness and citizen's access to the Home Weatherization Program. Please contact your local United Way office for more information and to see if you are eligible to participate in this program.

Stats & Facts

- Take advantage of the program that has helped 9,700 Ontario households save money and energy.
- Sudbury homes have averaged \$2500 in free upgrades.
- The Home Weatherization Program is free. Union Gas provides the energy assessment, labour, and all materials at no cost to eligible customers.

"In the winter it's very hard to heat my house. We have an east wind and I was quite sure that wall didn't have very much insulation. This program being free of charge, honestly, is shockingly wonderful!"

– Marjorie, Home Weatherization/
Union Gas Customer



"I have to watch where the money goes and this was one place to save money."

– Barbara, Home Weatherization/
Union Gas Customer

"Energy conservation is one way that we know that we can provide a benefit to the community we live in."

– Glen Huard, Union Gas' Stations
Measurement and Corrosion Manager for
Northeastern Ontario

Community Volunteer Income Tax Program



This year United Way's Community Volunteer Income Tax Program filed income tax returns for over 4,000 low-income individuals and families in our communities! The program, offered over the months of March and April each year, provides the community with trained volunteers to prepare income tax returns for low-income families and individuals at no cost.

United Way is proud to partner with the Canada Revenue Agency, the Greater Sudbury Public Libraries and the Sudbury Community Service Centre to provide this valuable service. There are a wide range

63 community income tax volunteers
4,095 individuals and families helped

"I love being part of this program. United Way is making a real-time difference in the lives of thousands of community members and they are always so grateful for the service. One hour with our program relieves them of the stress so many experience when tax time comes around."
 – Sharon Duhamel, Tax Preparer Volunteer

"It gives me purpose and a sense of accomplishment to work with the caring volunteers at the United Way CVIT program, giving back to the community by providing free tax filing service to ensure that our clients have access to eligible tax benefits that will improve their quality of life."
 – Heather Nicholson, Tax Preparer Volunteer

Free tax filing services can help low-income individuals and families boost their income. Through this program, United Way has completed an estimated 40,000 income tax returns since 2007.

of government benefits, grants, and savings programs that subsidize low-income earners. Many of these services and entitlements can only be accessed by filing tax to either claim the benefits directly or to establish eligibility.

Available benefits vary from province to province but in Ontario alone, there are 41 potential federal and provincial income benefit programs that people with low-incomes can access directly or indirectly through tax filing. Tax credits could make up as much as 40% of a household on social assistance's income.

GenNext



GenNext is a volunteer program that encourages people in their twenties and thirties to become involved with United Way through giving and volunteering. Working with a Cabinet of volunteers,

GenNext creates opportunities for people to support United Way, its member and partner agencies, and to get involved in the community.

"As an individual who has always had a passion for volunteering, my membership on the GenNext Cabinet has been a great way to get involved in my community and encourage others to do the same. Over the last several years, I have become more familiar with many of the social services in our community as a result of my time on GenNext and I have appreciated the ability to work with various community agencies through our volunteer initiatives. I look forward to continuing my work with the GenNext cabinet and supporting United Way's efforts to build strong communities through collective action."
 – Nastassia McNair, GenNext Lead Ambassador

"My experience with United Way's GenNext has provided an abundance of personal and professional development. GenNext allows me to actively connect and contribute to my community, and to influence positive change through meaningful volunteering and giving opportunities. The GenNext cabinet works together to organize fundraising events, participate in the annual Day of Caring, award young and deserving volunteers in Northeastern Ontario with the GenNext Volunteer Awards, participate in workplace campaigns and contribute to the work of United Way."
 – Jessica Penteris, GenNext Lead Ambassador and Campaign Cabinet Member

- ### ➔ 2017 GenNext Highlights
- Porketta Bingo fundraiser
 - ARC Climbing fundraiser
 - Fifth annual GenNext Volunteer Awards
 - WOLVES United 50/50 partnership – sellers, awareness, application review.



WOLVES United



United Way Centraide North East Ontario and the Sudbury Wolves joined forces and officially launched the "WOLVES United" fund, raising money to support local youth development and youth mental health services.

Community based programs and initiatives are needed to support youth development locally. The WOLVES United fund helped to increase the availability of and improve access to social and health related services to address the challenges of adolescence. Through sustainable funding

and long-term planning, this partnership will ensure that youth in our community have the opportunity to reach their potential by laying the foundation for lifelong success.

The WOLVES United 50/50 raffles help raise money for local youth programs and services, leveraging the excitement and passion of fans during live sporting events. Raffle winners and United Way share the net raffle proceeds 50/50, making the fans and benefiting youth charities equal partners in the success of the program.

"We are passionate about youth development and the integral role our players play in the lives of kids in our community. It's our shared responsibility to address our community's needs and ensure that a social safety net is in place for our youth."

-Dario Zulich, owner of the Sudbury Wolves



"We are very pleased to give back to our community through this new partnership and relationship. Delivering this funding in an annual fashion, rather than game by game, will help local youth initiatives to access needed supports and services to better our community."

- Andrew Dale, VP Marketing and Development for the Sudbury Wolves

"Working with United Way has been a great experience. The team that we have is like a family. We love to help raise money for such a great cause that helps so many people."

- Gail, 50/50 WOLVES United Volunteer

WOLVES United 50/50 Funded Programs

CTV/LIONS CHILDREN'S CHRISTMAS TELETHON

Toys, food and clothing to help children

SPECIAL OLYMPICS

Students ages 13 to 21 for three events: basketball, floor hockey and badminton

LAURENTIAN UNIVERSITY

Aboriginal Children's Health and Well-Being Measure kits

MANITOULIN FAMILY RESOURCES

Healthy Relationships Public Education for schools

CNIB

CNIB Lake Joseph Summer Camp for Kids

672

Volunteered Hours



Our Supporters

Thank you! We gratefully acknowledge the loyal and generous companies and their employees, unions, and other organizations that supported United Way over the past year through charitable donations, special events and corporate matching funds. Your trusted investment in our community supports strategies, partnerships, and programs that are changing lives on a scale that simply wouldn't be possible without you.

Platinum Supporters

Vale / United Steelworkers
Sudbury Integrated Nickel Operations – A Glencore Company
Ontario Public Service
The Government of Canada Workplace Charitable Campaign

Gold Supporters

Goldcorp Timmins
City of Greater Sudbury
RBC Royal Bank
Sudbury Wolves – WOLVES United
Laurentian University
TD Canada Trust
CIBC

Silver Supporters

Union Gas
Canadian National Railway
BMO Bank of Montreal
COSTCO Wholesale
Manulife Financial
Brokerlink
Scotiabank
Sudbury and District Health Unit
Cambrian Ford
Toromont CAT
Great West Life

Bronze Supporters

United Way Centraide North East Ontario/
Nord-est de l'Ontario
Reliance Home Comfort
Health Sciences North
Desjardins Group (Caisse Populaire)
Greater Sudbury Utilities
KPMG
Enterprise
The Robert Campeau Family Foundation
DiBrina Group
Conroy Trebb Scott & Hurtubise LLP
Cambrian College
Conseil scolaire catholique du Nouvel Ontario
Carriere Industrial Supply
Lougheed's Limited
GenNext
Doyle Dodge Jeep Ram
Sudbury Catholic District School Board
Rogers Communications
Greater Sudbury Housing Corporation
Regulvar
Palladino Honda
Laurentian Chrysler
Crosstown Chevrolet Buick Cadillac GMC
Mid North Mitsubishi
New Sudbury Volkswagen
Kia Motors

Community Media Partners

Rogers Digital Media
CTV Northern News
Northern Life
Sudbury.com

Our Team

From our Board of Directors to our Campaign Cabinet, from our employees to our volunteers, from our community partners to our supporters, we bring together people who share a common set of values and a common goal: to create opportunities for a better life for everyone in our community.

Board of Directors

Executive Committee

Guy Fournier – President
Ashley Thomson – Past President
Patrick Brouzes – Vice President
Jamie West – Vice President Labour
Daryl Heinsohn – Treasurer

Board Members

Raejean Amyotte
Gary Aubut
Melanie Cacciotti
Marc Chouinard
Doug Conroy
Leo DeLoyde
Paul Gomirato
Darlene Kaboni
Dr. Rayudu Koka
Charlene Legacy
Bleir Millions
Barb Nott
Rob Roeterink
Sebastian Shushan
Tina Vincent-Gagnon
Chris Vuorensyrja

Campaign Cabinet

Kevin O'Connor – Campaign Chair
Karen Hourtovenko – Campaign Vice Chair
Paul Kusnierczyk – Past Chair
Jay Baxter-Derro
Linda Boyd
Alex Freedman
Kate Furlotte

Mike Ladyk
Sue Lekun
Marett McCulloch
Scott McCulloch
Jessica Penteris
Mike Penwarden
Lana Watier

Staff

Michael Cullen – Executive Director
Nicole Ayotte – Director of Labour Community Services
Katherine Cockburn - Special Projects Manager
Sarah Dost – Community Initiatives
Linda Dupuis – Community Impact Manager
Carly Ethier – Community Relations Intern
Jennifer Gorman – Regional Navigator Timmins
Tammi Lear – Finance and Operations
Erika Lougheed – Regional Navigator Nipissing
Montana McCulloch – Project Coordinator
Suzan O'Bumsawin – Operations
Vanessa Pisani – Donor and Corporate Relations
Adam Seiling – Energy Advisor
Sarah Simard – Operations
Kelly Sinclair – Strategic Engagement Manager

Sponsored Employees

Thank you to our incredible Sponsored Employees and the generous organizations who sponsored these individuals to help us throughout the 2017 campaign!

Jon Sanderson – Laurentian University
Ashley Thibeault – Vale/USW
Tina Vincent-Gagnon –USW/Vale
Barbara Wenzowski – Ontario Public Service

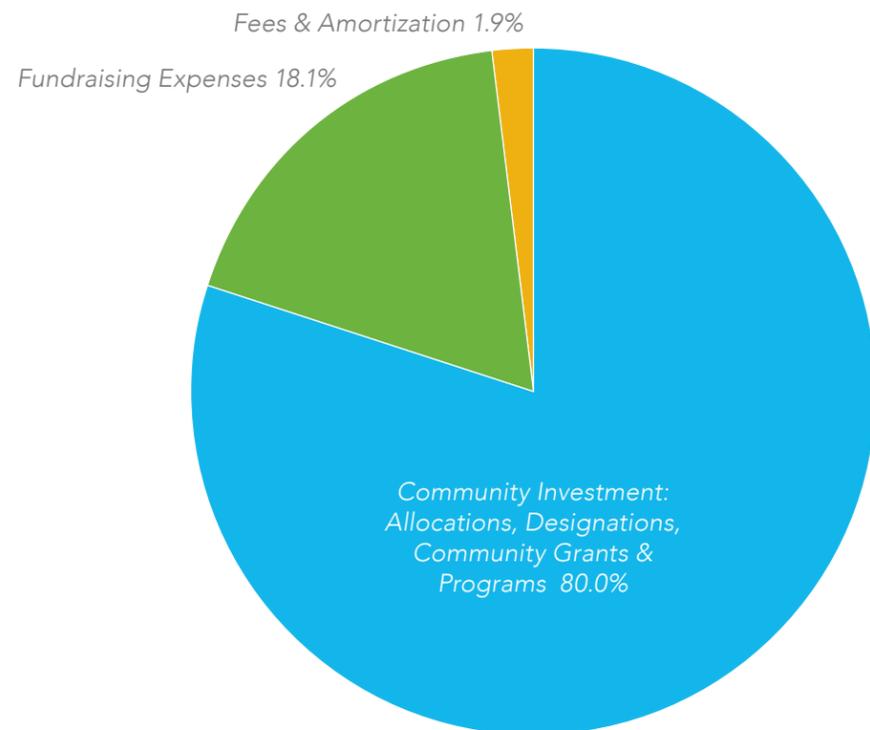
Our Commitment To You

United Way Centraide North East Ontario has a long history of responsible stewardship of our community's resources and your generous support. Every year, thousands of people unite to support the community through our campaign. That's because people feel confident that their investment is making a direct and lasting impact. At United Way, we work every day to cultivate that trust.

Maintaining the confidence of our donors and partners through transparency and by following rigorous ethical standards continues to be a top priority. We are acknowledged for our best practices promoting openness and accountability and make our administrative and fundraising costs available to the public.

Our team strives to ensure that your donation is invested strategically to maximize impact in communities across our region. We remain effective and keep costs low by maintaining a strong internal-fundraising department, leveraging donor gifts with investments from partner organizations, engaging hundreds of volunteers in support of community work, and soliciting pro-bono services, sponsorships and in-kind donations. Our administrative and fundraising costs are well below the 35% cost-revenue ratio recommended by the Canada Revenue Agency, which means a greater local impact for your every dollar.

Distribution of Funds 2017



36,751 individuals and families within the districts of Sudbury, Manitoulin, Nipissing, Parry Sound, Cochrane and Timiskaming have had their lives improved last year thanks to your support!

"As a long-time donor to the United Way and as one of their advisors on financial matters, the changing direction of the United Way North East Ontario to focus on the long-term sustainability of the organization is great to see. More dollars being allocated in the communities we live and work in makes for better communities for all of us!"

– Tiffany Cecchetto, CPA, CA
Partner, Audit, KPMG LLP

To review our audited financial statements, please visit our website:

www.uwcneo.com

Strategic Plan 2015-2018

Introduction	Strategy One	Strategy Two	Strategy Three	Strategy Four
<p>This plan outlines a three year strategic direction for United Way Sudbury and Nipissing Districts. These strategies and goals will be measured through consistent board, staff and volunteer engagement on a monthly basis to translate the mission/vision into community impact.</p> <p>Three focus areas will assist United Way to achieve this:</p> <ul style="list-style-type: none"> All that kids can be From poverty to possibility Healthy people, strong communities <p>Vision To create opportunities for a better life for everyone in our communities.</p> <p>Mission To improve lives and build community by engaging individuals and mobilizing collective action.</p> <p>Values</p> <ul style="list-style-type: none"> Demonstrate trust, integrity, transparency, inclusivity and respect. Energize and inspire volunteerism and volunteer leadership. Endorse innovation, partnerships and collective action. Provide non-partisan leadership. Embrace diversity. 	<p>Become a state of the art fundraising organization to ensure the resourcing and sustainability of our community impact across our catchment area.</p>	<p>Create a localized network that becomes the go-to trusted social services leader for its depth of knowledge and ability to measure, evaluate and communicate the outcomes of our community impact.</p>	<p>Become a high performing organization that is connected, interdependent and innovative throughout our catchment area, that is built on trust and demonstrates excellence through its systems and practices.</p>	<p>Address a key priority related to improving the health and well being of children, youth and young adults in our communities.</p>
Goals	Goals	Goals	Goals	Goals
<ol style="list-style-type: none"> Establish new and foster ongoing partnerships and collaborations with funders, labour, workplaces, businesses, organizations and individuals. Diversify funding streams and develop resources to increase financial stability including implementing a major gift campaign, securing government subsidies, utilizing student placements, service learning, social enterprise and events. Utilize the Direct to Donor approach to build the Leadership Giving Program and increase individual giving, as well as increase the number of businesses supporting the Affinity Rewards Program. 	<ol style="list-style-type: none"> Utilize focused research, training and best practices to ensure evidence based programming and evaluation, as well as our base of knowledge and expertise. Establish new and further develop networks and programs that enable excellence in knowledge development and exchange through business innovation and communication. Strengthen the non-profit sector for the priority populations and communities we serve, through United Way's internal programs and initiatives. Strengthen the volunteer sector within the communities we serve to better meet the needs of vulnerable people, especially in rural and remote communities. Create a recognition program for individuals and organizations who help meet priority social service needs. 	<ol style="list-style-type: none"> Mobilize and position the 211 Project as a leading resource to help navigate and improve access to social and health related services. Improve two-way communication and education through marketing and donor engagement that will allow us to share the impact we create in the communities we serve. Explore shared space partnerships to expand networks to leverage the assets and capacity of stakeholders and partners to ensure the organization is adequately housed. Strengthen and build partnerships with local and national labour councils as well as within the labour movement in general throughout the catchment area. 	<ol style="list-style-type: none"> Create partnerships and strategic alliances with key stakeholders to complete a needs assessment in our communities. Utilize evidence based research, program and evaluation measures to identify key priorities affecting children and youth in our communities through the Community Development Committee and its community partners. Network with other United Ways across Canada and other like-minded organizations to identify best practices for improving the lives of children, youth and young adults. 	

"Change happens when people unite and work together. United Way Centraide is an organization built upon an idea that when people come together and share their knowledge, experience, talents and resources, we can make things happen that we never could by working on our own."

– Kevin O'Connor, Vice President & Branch Manager
RBC Dominion Securities and 2017 United Way Campaign Chair

Local Giving. Local Results.





**United Way
Centraide**

**North East Ontario
Nord-est de l'Ontario**

Sudbury Office

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North Bay Office

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Timmins Office

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