



2014 Community Report



United Way
Newfoundland
and Labrador
Change starts here.

Change starts here.

Message from the Chair and Executive Director

As our organization prepares to enter into its tenth year of operation, we are beginning to see the impact that we are having in our province more readily. Internally, we have always known that we can make a difference, and have worked diligently to ensure our efforts are impacting change in our province. But, now we are seeing it reflected in the feedback we receive, in the community conversations we are a part of, and in individual success stories that result from our investments in the social services sector.

Dedicated to improving lives and building community by engaging individuals and mobilizing collective action, we understand that often, without the support of United Way's Community Fund grants, programs and services may not be made available. We work diligently, with the resources we have available, to invest in programs and services that make an impact in the lives of those that are most vulnerable in our province. Statistics have shown that, in our lifetime, approximately 1 in 3 of us will access a program or services funded by United Way. Often, we never even know that United Way is a community partner with hundreds of non-profits and charitable organizations throughout Newfoundland & Labrador.

As we reflect on our latest Fiscal Year (ending March 31, 2014) we would be remiss if we didn't single out the very reason why United Way of Newfoundland & Labrador is able to provide funding to these groups. During our 2013 campaign there were 2,693 donors! These individuals, groups, workplaces and labour partners allowed us to support programs and services that serve children, families, youth, seniors and those with life challenges that many of us couldn't begin to comprehend. When they chose to support United Way, they chose to support organizations that both serve AND represent the heart of our province.

While United Way serves a very important role in the community sector in terms of providing leadership, capacity building and access to volunteer resources, the true measure of our impact is often in pure dollars and cents. In our 2013 campaign, United Way was pleased to see our campaign revenue continue to grow – to over \$1,160,000! These funds are reinvested directly back into our province and our people through our Community Fund grants and donor choice designations to registered charities throughout the Country.

As most of us know, the economic prosperity that many in our province are seeing does not touch all sectors of the population. As we continue to see this prosperity benefit so many, we also see those that live on the margins of society continue to be marginalized or become increasingly vulnerable. Housing costs, food costs and basic living costs are increasing, and the support from our donors allows us to invest in these individuals





and the organizations that exist to help them. A guiding philosophy for our United Way is knowing that if Newfoundland & Labrador is to be TRULY great – it must be great for EVERYONE. With your help, we can make that happen.

In the next year, our United Way will embark on updating our Strategic Plan. This plan will guide the work of our Board of Directors, all our subcommittees, and our investment strategies for making change happen and making sure that change starts here. This Strategic Planning process will work to continue the growth and impact that United Way of Newfoundland & Labrador is able to have on our community and direct the organization through its celebration of a decade of investments.

On behalf of the entire United Way community in Newfoundland & Labrador we would like to especially thank outgoing Board Chair (mid term) to Suzanne Parks (Sue). Sue's time as a volunteer with United Way over the past ten years has helped build our movement, and she was truly an example of dedication and commitment to the cause. Thank you Sue. During the course of the year, we also had two Founding Board members depart the Board - Kathryn Atkin and Gary Peddle. We extend a special thank you for the effort and the time they invested in United Way and in helping make our communities great for everyone.

We can say Thank You all day every day because there are so many individuals and organizations that make our work possible. We thank each of you for your continued support as we continue to build on the momentum and stay focused on the priorities of strategic investment and demonstrable impact. As always, we celebrate and appreciate the volunteers, community partners, donors and our staff who share our dream of a great Newfoundland & Labrador – FOR EVERYONE.



Padraig Mohan
Chair, Board of Directors (2014 - 2016)



Tammy Davis
Executive Director

2013 Annual Campaign

Change Starts Here. I first heard those words when I was asked to take over for a departing Chair during United Way's 2012 campaign. I've heard those same words a lot since then. Sometimes when you hear a phrase over and over, it loses its impact. But, with this tagline, each time I heard it I felt more inspired. With every person's story I heard, I knew that, yes, we are making change start here. Every new donor that heard it knew they were becoming an agent of change because of their decision to donate.

I want to thank everyone who gave their time, donated through their workplace campaigns, volunteered at a United Way event, and partnered with United Way Newfoundland and Labrador. You made the 2013 campaign a success. These actions and these choices, no matter how small they might seem, played a part in United Way's goal of ensuring that Change does in fact start RIGHT HERE.

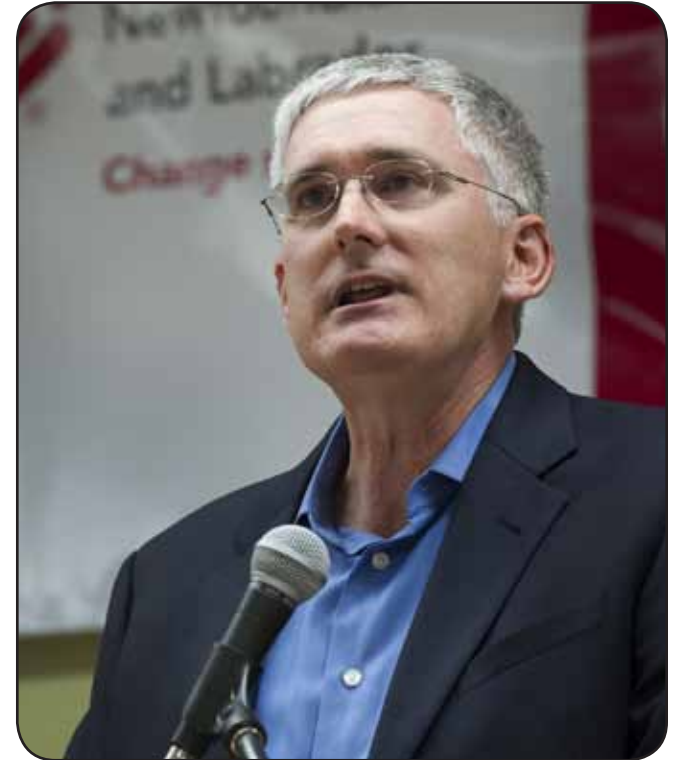
Every year we talk about community building – because that is what United Way does. At every event during our campaign – and believe me, there were a lot – this theme continued to emerge. Each workplace event, each agency gathering, each impact speaker, every grant recipient and every donor conversation was about building relationships, partnerships and communities. Each of us has the opportunity, as a community builder, to increase the understanding that even when the economy is strong, there are those in our province who still need our help. United Way and our community partners work to make a difference in the lives of those most vulnerable, and it is with the support of our donors, our volunteers, the labour movement and our corporate partners that we are able to do this in a way that has positive and meaningful impact.

I have been honoured to serve as Chair of the campaign for two years. I know volunteering your personal time can sometimes be a balancing act of professional and personal commitments, but the return on this investment of time truly can only be measured in knowing that lives have changed for the better, and that in itself is incalculable.

In April of this past year, I was privileged to stand before a group of our donors and our community partners to tell them that we had once again raised over \$1,000,000. To know that these funds are invested right back into our invaluable community groups is deeply rewarding. We are all influenced at some point by different people, moments or events in our lives. Being involved with United Way, and taking the time to learn about the lives that are being changed because of our work, these are two years of moments, people and events that will stay with me forever.

Thank you to each of you who have been a part of the United Way movement.

Geoff Parker
Chair, 2013 Campaign Management Team



Change starts here.

Thank You! For investing in Newfoundland and Labrador!

To our donors, our volunteers, and our community: Thank you for helping us make sure that Change Starts Here with your support of the 2013 United Way of Newfoundland and Labrador workplace campaign. United Way would love to thank you all individually, but with this kind of success we would be a while.

Every gift counts and because of your support United Way is able to continue to fulfill its mission to 'improve lives and build community'. Your support allows us to continue to invest strategically in programs and services throughout the entire province.

In April, 2014 United Way announced its 2013 campaign results, raising:

\$1,164,061.90

Our sincere thanks to the following organizations and their employees for their generous support:

ABB	Costco	IBM Canada Ltd.	PepsiCo Foods Canada
Acklands Grainger Inc.	Crosbie Group Limited	Janssen-Ortho Inc.	PPG Canada Inc.
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Best Buy	ExxonMobil Canada Ltd.	Manulife Financial	Suncor Energy
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Government of Canada Workplace Charitable Campaign Participating Departments:

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Atlantic Canada Opportunities Agency	Federal Service Retirees	Public Prosecution Service of Canada
Canada Border Services Agency	Fisheries and Oceans Canada	Public Works & Government Services Canada
Canada Revenue Agency	Health Canada	Royal Canadian Mounted Police
Canadian Food Inspection Agency	Industry Canada	Service Canada
Canadian Heritage	National Defence	Shared Services Canada
Citizenship and Immigration Canada	National Research Council	Veterans Affairs Canada
Defense Construction Canada	Parks Canada	

Special Thanks to:

Canadian Labour Congress, St. John's & District Labour Council and NL Federation of Labour



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Make a Difference?**
visit www.nl.unitedway.ca
for more information

Give. Volunteer. Act.



United Way
Newfoundland
and Labrador
Change starts here.

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Star of the Way
Recognizing the Highest Increase
in Dollars Raised Among Workplaces
with 1-50 Employees

2013 United Way Campaign

**Business Development
Bank of Canada**
Thank you to Business
Development Bank of Canada
and its Employees



Star of the Way
Recognizing the Highest Increase in
Dollars Raised Among Workplaces
with 51-150 Employees

2013 United Way Campaign

Future Shop
Thank you to Future Shop
and its Employees



Star of the Way
Recognizing the Highest Increase in
Dollars Raised Among Workplaces
with 151 or more Employees

2013 United Way Campaign

BMO Financial Group
Thank you to BMO Financial Group
and its Employees



The Workers Way
Recognizing the Involvement and
Engagement of our Labour Partners
for their Participation in the

2013 United Way Campaign

**Union of National Defense
Employees Defence
Construction Canada**
Thank you for your enthusiastic
participation and involvement in
your workplace campaign



Shining the Way
Recognizing the Outstanding
Achievement in the

2013 United Way Campaign

Suncor Energy Inc.
Thank you to Suncor Energy
and its Employees



United in the Way
Recognizing the Significant
Contribution of a Volunteer
Through Time, Commitment
and Dedication to the

2013 United Way Campaign

Anita Kelly
Thank you for your commitment
to your community
and to United Way



Star of the Way
Highest Achievement in

2013 United Way Campaign

ExxonMobil Canada
Thank you to ExxonMobil Canada
and its employees



Star of the Way
100% Participation in

2013 United Way Campaign

BMO Financial Group
Thank you to BMO Financial Group
and its Employees



Star of the Way
100% Participation in

2013 United Way Campaign

Valero Energy Inc.
Thank you to Valero Energy Inc.
and its Employees

Change starts here.

2013 Annual Campaign

Each year, generous donors, sponsors, partners and volunteers come together to help United Way of Newfoundland & Labrador make change happen. We are grateful to the over 2,600 individuals who chose to make United Way their charity of choice. We are fortunate to have support throughout the province, and extend our appreciation to each and every one of you. Each gift counts, and because of your support we are able to continue to fulfill our mission to **“improve lives and build community by engaging individuals and mobilizing collective action.”**

Leadership Donors

Thanks to the commitment of a notable group of donors who make personal gifts of \$1,000 or more, a network of agencies can deliver vital programs and services that support many individuals throughout our province. Thank you to all our Leaders, your annual gifts strengthen our community both now and into the future.



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James Young
Jerry Young
Shaun Zdroykowski

Investing In Our Community

As this is the final report of my term as Chair of United Way's Community Investment Committee, I would like to express my gratitude for the opportunity to be a part of this process. In the three years of my involvement, United Way invested over \$2,000,000 directly into the social services sector. In addition to investments made at the direct request of donors, \$1,800,000 was directly invested in programs and services provided to the people of Newfoundland & Labrador through the Community Fund grant process. This is a huge investment in ensuring that we move individuals and families from Poverty to Possibility; that we have Healthy People and Strong Communities; and help our youth be All That Kids Can Be. Becoming involved with United Way and their Community Fund program has given me more than I gave. That is ultimately why we give of our time.

This year, as a result of the generosity of over 2,600 donors, we invested over \$650,000 in 53 community groups for 54 different programs and services. The United Way Community Fund is a powerful way to invest in your community, as many of us will utilize a program or service that requires its funding support (often without knowing that it is funded by United Way). When donors support The Community Fund, they are helping children, youth, families, people with disabilities and seniors in your area receive the services that are so invaluable in their daily lives. Through United Way, you are making a difference in people's lives.

As reported previously, we have begun to implement more stringent accountability and reporting requirements for the agencies that receive a Community Fund grant. These organizations understand these requirements, and as a result we now have more information on the impact that these grants have on INDIVIDUALS. We can talk about the overall investments United Way makes, but ultimately when we are able to show how ONE person's life has changed, that's the true story of making change happen. This year, we have profiled five individuals in our "We don't know how much you gave to United Way, but we know how much you gave to us" series. From Tilak's years in a refugee camp to his new life in St. John's helping other New Canadians transition to life, work and school in our province to Stephanie feeling like she finally has the skills and information she needs to help her sister's eating disorder recovery—these are just several examples of the lives that are being changed.

Our Committee is a small, yet dedicated group of volunteers that represent all facets of the community, from business to clients to community sector volunteers. Each member takes their responsibility of allocating these funds very seriously. I would like to thank them for their efforts and the commitment to ensuring that United Way's Community Fund grants are allocated in a fair and impartial manner. These decisions are not often easy, with the applications for funding far exceeding the amount available. As a part of our succession process, incoming Committee Chair, Pat Roche, sat in on this year's funding table and has taken the Chair position as we prepare to enter a new cycle of agency compliance visits, calls for proposals and application reviews. I wish him and the entire committee good luck and godspeed.

Insp. Jason Sheppard
Chair, Community Investment Committee (2012—2014)



Ability Employment Corporate Inc. - \$14,076
Transitions to Work through Community Networks

Alexander Bay Lions Club - \$8,000
Emergency Warming Centre for Glovertown, Traytown and Area

Alexander Bay Public Library - \$9,980
Youth Unlimited

Arthritis Society, Newfoundland and Labrador - \$20,000
The Arthritis Society's Rural Outreach Program

Association for New Canadians - \$17,760
Diversity Training Initiative

Autism Society NL Western Chapter - \$10,000
Active Autism

Big Brothers, Big Sisters of Eastern Newfoundland - \$5,000
Game On! Eat Smart, Play Smart, Live Smart

Bishop Abraham Elementary - \$3,500
Springboard to Literacy 14

Boys & Girls Club St. John's - \$12,000
Recreation Program

Buckmaster's Circle Community Centre - \$9,886
Mother and Daughter Program

Canadian Diabetes Association, NL Division - \$25,950
Diabetes Self-Management Workshops

Canadian Mental Health Association, NL Division - \$15,000
Think Twice

Canadian Red Cross, NL Division - \$13,500
Building Safer Organizations and Strong Communities in Ten Steps/Prevention in Motion

Choices for Youth - \$23,400
Momma Moments; Cooking up Community

CNIB - \$16,856
Summer Early Intervention Program

Community Mental Health Initiative - \$7,975
Children's Health Festival

Conception Bay North Lightning Sports Club - \$9,500
Everybody Can Play Program

CYN Corner Brook and Bay of Islands - \$20,500
CYN Youth Centre in Corner Brook

Eating Disorder Foundation NL - \$15,000
Emotion Focused Family Therapy Workshop for Parents and Carers

Exploits Valley YMCA - \$30,000
Alternative Suspension Program

For the Love of Learning - \$5,000
Back to School Back to Work

Froude Avenue Community Center - \$10,000
Teen Employment Enrichment and Nurturing Skills Program (TEENS)

Gander Boys and Girls Club - \$9,820
School-to-Work Transition Program

George Street United Church: Jimmy Pratt Memorial Soup Kitchen - \$13,350
Feeding Body and Soul

John Howard Society - \$15,425
Labrador Community Development (\$7,225)
Family Violent Risk Threat Assessment Team-Building (\$8,200)

Junior Achievement - \$5,000
Economics for Success

Kidney Foundation of Canada, NL Division - \$6,232
SeeKD (See Kidney Disease) - A Targeted Screening Program

Kids Eat Smart Foundation NL - \$10,000
Kids Eat Smart Fruit & Veggie First! Program

Labrador Friendship Centre - \$35,350
Community Outreach Assistance with the Community Food Bank

Learning Disabilities Association of NL - \$3,302
Math FUNDamentals: Building Blocks for Math Success

NL Association of the Deaf - \$15,000
Information Access Programs for the Deaf Community

NL Down Syndrome Society Inc. - \$10,000
Spreading our Wings

NL Laubach Literacy - \$14,777.39
Summer Reading for Fun

NL Sexual Assault Crisis & Prevention Centre, Inc. - \$25,000
Project Pathways

NL Sexual Health Centre / Planned Parenthood - \$15,800
Camp Eclipse: Out in the Woods 2014

The Pottle Centre - \$9,000
Get Fit

Project Grace - \$9,999
Project Grace After School Music Program

Quidi Vidi Rennies River Development Foundation - \$2,300
Summer Nature Camps

R.E.A.L. Program - \$9,000
The R.E.A.L. Program

Roots of Empathy - \$10,000
Roots of Empathy - Expanding the Impact

Seniors Resource Centre - \$7,602
Information and Referral Services

Single Parents Association NL - \$7,500
Financial Literacy and Management

Spinal Cord Injury NL - \$10,000
Peer Support and Community Rehabilitation

St. John's Native Friendship Centre - \$5,700
Spirit Horse

Stella Burry Community Services - \$15,000
Supportive Housing Project

The Candlelighters Association of NL - \$7,500
Camp Delight

The Community Action Group for Adults with Developmental Disabilities - \$5,800
Broadening Horizons Healthy Lifestyle Initiative

Thrive CYN St. John's Inc. - \$17,900
Velocity Adventure Program

Vera Perlin Society - \$14,380
The Button Shop

Victorian Order of Nurses, Corner Brook - \$9,500
VON Corner Brook Foot Care Clinic

Victorian Order of Nurses, Gander - \$9,500
VON Gander Foot Care Clinic

Victorian Order of Nurses, St. John's - \$9,500
VON St. John's Foot Care Clinics

Wabana Boys and Girls Club - \$9,900
GO Club (Girls Only Club)

Help children and youth reach their full potential

OUTCOMES

Engagement in Learning

- Children and youth are ready to learn
- Children and youth do well in school
- Youth make a healthy transition into adulthood

Connectedness & Community Involvement

- Children and youth care about and get along with others
- Children and youth get involved
- Children and youth take responsibility and lead

Emotional & Physical Wellbeing

- Children and youth believe in themselves
- Children and youth make healthy choices
- Children and youth can better handle life's challenges

SAMPLE IMPACT PLANS

- **Influence** through advocacy around issues such as access to early learning supports, aboriginal education, or youth unemployment
- **Understand** trends in educational attainment through research
- **Strengthen** programming around issues such as:
 - Readiness to learn for preschool children;
 - Homework completion & learning skills for school aged children; and
 - Employment readiness and social skills for youth.

- **Influence** in areas such as coordinated child and youth policy
- **Strengthen** programming around issues such as:
 - Mentoring and recreation for school-aged children; and
 - Leadership development for youth.
- **Engage** youth as partners in planning

- **Influence** policy around issues such as youth mental health
- **Strengthen** programming around issues such as:
 - Counseling for children and families
 - Support for preschool parents
 - Mentoring for school-aged children
 - Leadership development for youth
- **Engage** children and youth through awareness raising and outreach campaigns on issues such as health promotion, healthy eating and risk reduction

Change starts here.

“The atmosphere of the program creates an excellent and fun learning environment for the children. They get to learn and practice their skills creatively, often without realizing they are learning.”

—PARENT



Newfoundland and Labrador Laubach Literacy Council

Newfoundland and Labrador Laubach Literacy Council (NLLLC) is a provincial non-profit charitable volunteer organization, committed to raising the literacy level of Canadian society. Trained tutors work with people to improve their basic functional skills in reading, writing, speaking, listening, numeracy and other life skills with programs adapted to the goals of the student.

United Way Newfoundland & Labrador has funded the NLLLC for several years – with their Summer Reading for Fun (SRFF) program being the primary recipient. The SRFF program offers **Free** one-on-one tutoring in reading, writing and numeracy to school children who have been identified by teachers as needing a learning bridge over the summer months.

From the proceeds of the 2013 campaign, a Community Fund grant for \$14,777 was awarded to NLLLC. The funding was used to offset the costs associated with providing meals, accommodations and travel for all new SRFF staff that have to attend mandatory 31-hrs training in Corner Brook.

A summer away from the classroom can be detrimental to those struggling with reading throughout the school year. According to many literacy studies, as documented

by the Library and Archives Canada (**Literature Review of the impact of Summer Reading Club** - Gilroy, 2006), summer reading programs are also an antidote for learning loss. Many children lose reading skills over the summer months as children tend not to read as regularly when many other leisure activities are available. So instead of losing knowledge and skills during the summer months, kids who attend reading programs actually show gains. Also, students who take part in summer reading programs significantly improve their reading skills and achieve higher levels of reading than their peers who do not. Reading allows students to develop their thinking skills and allows them to use their imagination. There is also a correlation between increased reading and increased writing abilities.

NLLLC's Summer Reading for Fun program allows them to respond to children's literacy struggles and was created in 1990 to be preventative and to eliminate barriers to some children in receiving help with their learning. The program was developed to provide a fun educational environment that addresses the needs of school-aged children who have been identified by their teachers as needing a learning bridge over the summer months. The goal of this project is to provide supplementary reading, writing, and numeracy activities to students from Kindergarten to Level III, as well as fun activities for preschoolers. By providing this program, NLLLC attempt to develop a habit of reading in the students, help children maintain their literacy levels, and

“This year’s Summer Reading for Fun Program has proved to be our most successful yet. The tutors and Coordinators have been respectful, helpful, and hardworking throughout the last seven weeks. All of the parents have comments on how welcoming the atmosphere is for their children. Our expectations for this program have been exceeded this year, from the first day setting up their sites, they have amazed us with their level of creativity and intelligence as well as their natural ability to educate and engage the children.”

—SRFF TUTOR



create a summer learning culture; thus, bridging the gap from June to September. Both individual instruction and group sessions are used to achieve these goals

Little steps mean big changes! During the SRFF program this past year, a little boy came into one of the sessions in the first week of the program. This was his last summer before entering kindergarten but had been referred to the program to help him be “ready” for school. After completing his first activity sheet, his tutor noticed he’d written his “h” backward, but he did not actually believe this to be the case. The tutor decided to get a book for them to read together and asked that while they read the book that he circle every “h” on a page. Then the tutor showed him how to write the “h” correctly. From that point forward, learning to write letters was an enjoyment for him, and learning to write them correctly became a part of his visits to the program. He received a letter booklet, and practiced a new letter every day, and receiving a reward sticker for completing each letter, well, that was just gravy for him.

Last year alone, the SRFF program helped 336 children (identified by their teachers as requiring a learning bridge over the summer months) to maintain or improve their basic functional skills in reading, writing, speaking, listening, numeracy and other life

skills. These are 336 children from 12 rural communities throughout Newfoundland & Labrador, from Port Hope Simpson/Charlottetown to St. Alban’s/Milltown and Marystown/Black Duck Cove. Over 2250 one-on-one tutoring hours were provided and 172 hours of group activities. And, not only the children participating in the program benefit – 27 postsecondary students (the majority were education students) were employed for the summer and received valuable experience in their chosen field.

In general, the Newfoundland and Labrador Laubach Literacy council provides literacy services that are necessary to help individuals improve and advance their literacy levels. They enhance the capacity of people to better care for themselves and others and helps reduce social and economic disparities. These programs promote life-long learning and help citizens fully participate in the community and therefore help improve their employability, community participation and family life.

From United Way’s perspective, the NLLLC are a community partner that work diligently to ensure our children have all the supports they need to be **All That Kids Can Be!**

Build healthy and strong communities through community services and leadership

OUTCOMES

Connected to Supports

- Community services work together to help individuals and families better navigate support systems
- Individuals and families are connected to and able to access services and supports that they need
- Individuals and families create and maintain supportive relationships and connections

Neighbourhood & Community Engagement

- Individuals and families feel a sense of belonging and inclusion in their community
- Individuals and families get involved in their community
- Individuals and families act to positively influence their community

Personal Wellbeing & Safety

- Individuals and families are able to live independently and make healthy choices
- Individuals and families have positive mental health and are better able to handle life's challenges
- Neighbourhoods and homes are safer for individuals and families, especially victims of violence and abuse

SAMPLE IMPACT PLANS

- **Influence** policy changes that reduce barriers for residents of all ages and cultures who are dealing with mental health issues. Promote consumer voice in planning for people with complex needs.
- **Understand** effective practices and impacts of service hubs for residents in vulnerable neighbourhoods
- **Strengthen** and decentralize program delivery
- **Engage** service providers to improve navigation of community services for residents through advocacy and system mapping

- **Influence** community inclusion for vulnerable groups through advocacy and public education
- **Understand**, through community consultation, facilitators and barriers to settlement and integration and develop plans to address barriers
- **Strengthen** programming around volunteer opportunities and development
- **Engage** residents, local businesses, faith leaders and others as partners in planning for neighbourhood action. Through outreach, work to build resident-led organizations and local leaders

- **Influence** policy to better support victims of abuse and domestic violence
- **Understand** status of community wellbeing and safety and draw on local research to identify support needs and gaps
- **Strengthen** programming around counseling for individuals and families dealing with addiction, mental health issues, or violence-related trauma and around building skills for independent living for individuals experiencing barriers to community inclusion and participation
- **Engage** community members, employers and others through awareness raising and outreach campaigns on health promotion and risk reduction



Thrive Community Youth Network, St. John's

Thrive Community Youth Network, St. John's, is an umbrella organization that works with the community to address gaps in services for youth; build community partnerships; increase awareness of existing programs and services; and to conduct outreach to our most marginalized youth.

Thrive was established in 2001 and is part of the Province of Newfoundland and Labrador's Community Youth Networks (CYN's). The CYN's were established to provide services and support to resilient youth 12 – 18 years who live in poverty and have limited access to mainstream programs and services. Meeting youth where they are, helping youth go where they want to go, and supporting youth to be who they want to be. Their mission is to assist youth achieve their full potential and enhance the capacity of youth serving agencies.

Thrive is seen as a leading youth-serving organization within the province of Newfoundland and Labrador. Programs and services are offered in a variety of areas including: Community Support & Development; Alternative Learning; Outreach Services; Prevention of Sexual Exploitation; and Velocity Adventure.

United Way has funded various Community Youth Network programs since our launch in 2005, with all other funding being presented to CYN groups outside the Avalon Peninsula (Isle of Notre Dame CYN, Grand Falls-Windsor CYN, Gander CYN & CYN Corner Brook & Bay of Islands). Each of these Networks are lynchpins for vulnerable youth in their respective communities, and United Way has been proud to support the various initiatives they undertake.

Thrive CYN St. John's received their first United Way Community Fund grant as a result of proceeds raised during the 2013 campaign. The grant, in the amount of \$17,900, is specifically for the Velocity Adventure Program. Velocity targets youth at high risk for criminal involvement, and utilizes a combination of adventure pursuits, team building processes and individualized support to help reduce risk factors in the target population. This adventure based program is designed to build life skills, foster personal development, encourage healthy choices, and build positive interpersonal and community relationships. Throughout the year, participants will receive one-on-one support and be challenged physically, emotionally, and mentally with monthly adrenaline pumping activities like rock-climbing, scuba diving, overnight wilderness adventures and more!

The Velocity Adventure program serves males 13-18 and females 13-17. The program targets but is not limited to youth who are deemed to be at risk for substance use/abuse, lack of connection to school, and/or early

Change starts here.

aggressive behavior. Because transportation is provided to all activities, the program is restricted to residents of the St. John's metro area. There are no fees and no experience is required.

There is no other program of its kind in St. John's, and its impact on the participating youth is unlimited. Because of the positive outcomes of the program, Thrive CYN sought United Way funding after its initial program funding commitment expired. This is a full year of intensive intervention, which combines adventure activities with individual supports and crisis intervention for all its participants. Velocity's holistic supports and approach is unique and is critical to producing long term positive outcomes and impacts for these youth. Providing one-time or sporadic activities for a high risk population generally does very little to produce long term change, whereas Velocity is ongoing and personal.

Lives can be changed. Independent evaluations of the program bear out these results, including aggregate data collected by the Royal Newfoundland Constabulary that identified a decrease in criminal activities and involvement by Velocity participants. Youth that have participated in the Velocity Adventure program report they have increased sense of belonging to the community at large; better problem solving and decision making skills; more motivation to stay in school and to reduce substance use, as well as an increase in their positive social skills.



When we work to build up the person, we build up the entire community. Thrive CYN St. John's and the Velocity Adventure Program are just one step into ensuring that we have a province filled with **Healthy People, Strong Communities.**

Meet basic human needs and move people out of poverty

OUTCOMES

Housing Stability

- Individuals and families have access to emergency shelter.
- Individuals and families access safe, affordable housing.
- Individuals and families have the resources and supports to maintain safe and stable housing.

Food Security

- Individuals and families access affordable, nutritious and appropriate food.
- Individuals and families experience decreased stress and life disruptions due to food insecurity.

Employment & Financial Security

- Individuals have family-sustaining, meaningful employment.
- Individuals & families are financially stable and have supports and assets to avoid financial crisis.
- Individuals and families have manageable expenses.

SAMPLE IMPACT PLANS

- **Strengthen:** Invest in programs offering support for low-income individuals and families to find safe and stable housing (e.g. information and referral, counseling and placement services).
- **Influence:** Support the development of services and systems to help low-income individuals and families maintain safe and stable housing.

- **Engage and Influence:** Create partnerships with stakeholders and advocate for/engage in food security policy development (e.g. local food charter).
- **Strengthen:** Support development of affordable options for adequate access to nutritious foods.
- **Understand** local food security issues through research and development.

- **Influence:** Mobilize employers to engage low-income vulnerable populations (e.g. seniors, immigrants, persons with a disabilities) in meaningful employment and volunteer roles.
- **Strengthen:** Support multi-service family resource centres that provide access to community resources for low-income families.
- **Understand:** Support the development of knowledge, skills and systems to help low-income individuals and families create and maintain savings.

Change starts here.



by increasing staff capacity which, in turn, will enable more successful fundraising efforts by raising awareness in the Happy Valley-Goose Bay area.

...for some people it is a decision of food or shelter.

The Community Food Bank, which has been in operation since the mid 1980s, provides emergency food to clients on a daily basis. It is run by the Community Outreach Office and volunteers from the community. On average the food bank is accessed by 200+ clients per month. This number exceeds the capacity of staff and volunteers. The Happy Valley-Goose Bay community continues to grow with new developments and initiatives, and because of this the cost of living has increased significantly.

Statistics gathered by the Labrador Friendship Centre show a huge increase in food bank usage and it is anticipated to continue to increase with the constant relocation of people from coastal communities to the Happy Valley-Goose Bay area.

“First of all we want to ensure that no one is hungry. We will provide assistance professionally and be sure our clients feel comfortable when they need to access our services.”

—FOOD BANK STAFF

In 2009, United Way Newfoundland and Labrador was first able to provide funding to groups off the Avalon Peninsula (as we became a provincial body at this time). Although this funding has been available for the past five years, it's been a challenge getting the word to many organizations who are unaware that United Way exists OR that there are funds available. This is slowly changing, especially in regards to community groups in Labrador.

For the past two years, United Way has provided funding to the Labrador Friendship Centre and their Food Bank and Community Outreach programs. The Labrador Friendship Centre increases the capacity of our population by providing the best possible services to enrich the lives of the Inuit, Innu, and Metis of Labrador, through the provision and implementation of Social, Cultural, Health, Educational, Employment, and Developmental initiatives.

From proceeds of the 2013 campaign a Community Fund grant of \$35,350 was allocated to the Labrador Friendship Centre. The purpose of this funding is to enhance the food bank program

United Way's funding has allowed the introduction of a Community Outreach Assistant position – and this individual is responsible for ensuring that the Food Bank part of the Labrador Friendship Centre is given the resources it needs to be successful and to respond to the needs of the community. This does not just mean providing food hampers – although helping with this basic need is vital. The Food Bank also manages any fundraising initiatives to help provide fresh food vouchers to clients; to recruit volunteers for the weekly soup kitchen; and to help provide skills and knowledge of nutrition to food bank users. They have introduced a community kitchen project where clients can attend information sessions and cooking instruction once a month.

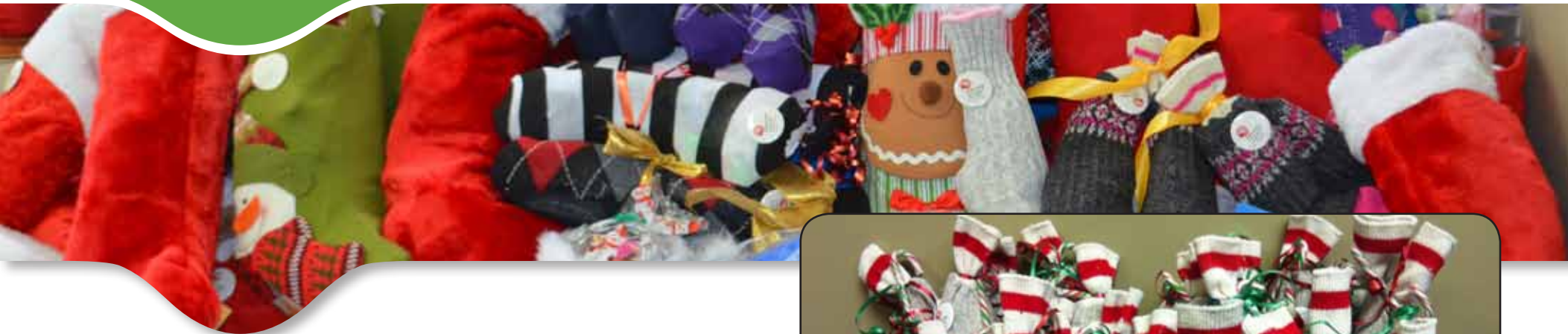
The Food Bank continues to go beyond providing solutions to the immediate need for food. They are looking to develop long term solutions to the population they serve. This presents itself through skills, training and education they need to live a healthier lifestyle. They also provide information about healthy eating to help prevent Type 2 Diabetes, a growing health issue in the community. Having a Community Outreach Assistant on staff has enhanced the services provided and enabled the Labrador Friendship Centre to take the steps needed to reach their goals (and United Way's) of helping move people from **Poverty to Possibility.**

June 13th, 2013 was an amazing day! Over 100 volunteers from 12 different organizations worked together to help 7 different charities throughout the metro region. As always, we kicked the morning off with a delicious breakfast, paid for in full by our wonderful sponsors, Atlantic Lottery. Each year they generously support our annual Day of Caring by not only footing the bill for the materials, breakfast and snacks for our volunteers, but by also putting their own team of volunteers in as well.

This year volunteers joined us from A. Harvey & Co. Ltd., Atlantic Lottery, BMO, CIBC, Crosbie Group, Canada Revenue Agency, ExxonMobil Canada, Memorial University, RICOH, RBC, Stewart McKelvey, and Scotia McLeod. Projects included office work, cleaning, organization and moving materials around the Habitat for Humanity ReStore; Cleaning sporting equipment for rental at the R.E.A.L. Program headquarters; Test-

running games and activities planned for the Children's Wish Foundation Exile Island project; Prepping and serving meals at The Gathering Place; Painting rooms and installing a basketball net at the Choices For Youth, Youth Services Centre; Planting Trees at the Airport Heights Recreation Park for Tree Canada; and delivering meals on behalf of Victorian Order of Nurses Meals on Wheels Program. It's wonderful to watch the popularity of this program grow.





This was the 5th year coordinating our Annual Stuff-a-Sock Campaign and it was a record year for sure. Targeted toward isolated adults throughout the province, the Stuff-a-Sock campaign aims to provide a sock, stuffed with basic necessities, as well as a measure of comfort during the holiday season. Sock recipients include individuals living alone, single parents, home-bound seniors, individuals living with mental illness and those without adequate or continuous housing.

December 2013 brought nearly 1300 requests for socks, and once all was said and done, we were overjoyed to have filled all orders. Fully stuffed socks and other donations were received from countless individual donors as well as many of our workplace partners. Their combined generosity filled roughly 700 orders right away! In addition to this, we received monetary donations from IceCaps Care Foundation, BMO, Hatch, Target and Atlantic Orthotics, which enabled us to purchase the supplies needed to fill the remaining socks and have them shipped across the island!



Donations were distributed across the province to Stephenville, Corner Brook, Grand Falls-Windsor, Gander, Marystown, and all around the metro area including Bell Island. They were distributed to nearly 30 different organizations including; The John Howard Society, Family Life Bureau's Street-Reach Program, The Pottle Centre, various facilities for Seniors, St. John's Women's Centre, Burin Peninsula Housing, Victorian Order of Nurses, Froude Avenue Community Centre, Jimmy Pratt and the Community Sector Council to name a few.



Needless to say it was another successful campaign. It's always so humbling to see so many people giving to others, but in particular during Christmas when everyone has stretched budgets and agendas. Every person who has given a sock, a gift, a monetary donation or helped stuff and deliver socks, you made a difference in so many lives in Christmas 2013. Thank-you to everyone who was involved with this initiative this year and on behalf of United Way and our agencies we send out our greatest thank-you for giving your time and love this season!

Investing In Our Community



Investing In Our Community



Message from the Treasurer



I am very pleased to present my Treasurer's Report for the year ended March 31, 2014.

United Way of Newfoundland and Labrador has completed another successful campaign cycle and we are fully committed to ensuring proper utilization of the financial resources entrusted to us by our community through proper management of expenses and appropriate investments in programs and services throughout the province.

Our financial statements for our 2014 year end have been audited by Grant Thornton LLP and are included in this report and are also available upon request by contacting the offices of United Way of Newfoundland and Labrador.

Some highlights of our financial activities for the year ended March 31, 2014 include:

Our gross campaign revenues grew again this year to \$1,161,450, an increase of 11% over fiscal 2013 (as disclosed in Note 5 to the financial statements). On our Statement of Operations we have reported fundraising revenue of \$1,111,404, compared to \$995,554 in the previous year. Net fundraising revenue as reported on our Statement of Operations is net of donor designations and our required allocation to Health Partners.

Community investment expenditures totaled \$949,271 and included \$651,265 (2013: \$500,050) in distributions to charities based upon the recommendation of our Community Investment Committee. This marks a 16.5% increase in the amount we are giving back to our communities – we should all be very proud of this achievement. In addition, we also distributed \$162,122 (2013: \$147,761) to charities designated by our donors.

Our results for fiscal 2014 show a net loss of \$16,505, which reflects the fact that, as noted, we increased our community investment by 16.5% or approximately \$135,000 this year. This was a conscious decision that reflects the growth in our revenue base. Our fundraising and community investment support expenditures were below our budgeted amounts for 2014.

As of March 31, 2014, we held \$656,583 in our bank and investment accounts. We have a healthy statement of financial position and we are solidly positioned to continue to contribute to and serve those communities and organizations in need in Newfoundland and Labrador.

Proper financial management and accountability contribute to the many ways in which United Way of Newfoundland and Labrador will continue to build and increase its support and leadership for building a better community thus making Newfoundland and Labrador a great place for everyone. We could not have accomplished these results without the dedication and professionalism of our staff and the commitment and expertise of hundreds of volunteers and our more than 2600 individual donors.

Sherry Walsh
Treasurer, United Way of Newfoundland & Labrador Board of Directors

Independent auditors' report

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To the Directors of
United Way of Newfoundland and Labrador

We have audited the accompanying financial statements of United Way of Newfoundland and Labrador, which comprise the statements of financial position as at March 31, 2014, and the statement of operations, changes in net assets and cash flows for the year ended March 31, 2014, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audit is sufficient and appropriate to provide a basis for our audit opinion.

Audit • Tax • Advisory
Grant Thornton LLP, A Canadian Member of Grant Thornton International Ltd

Basis for qualified opinion

In common with many charitable and not-for-profit organizations, the United Way of Newfoundland and Labrador Inc. derives revenue from donations and fundraising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Organization. Therefore, we were not able to determine whether any adjustments might be necessary to revenue, (deficiency) excess of revenue over expenditures, and cash flows from operations for the years ended March 31, 2014 and 2013, assets as at March 31, 2014 and 2013, and net assets as at April 1, 2013 and 2012 and March 31, 2014 and 2013. Our audit opinion on the financial statements for the year ended March 31, 2013 was modified accordingly because of the possible effects of this limitation in scope.

Qualified opinion

In our opinion, except for the effects of the matter described in the Basis for qualified opinion paragraph, the financial statements present fairly, in all material respects, the financial position of United Way of Newfoundland and Labrador as at March 31, 2014, and the results of its operations and its cash flows for the year ended March 31, 2014 in accordance with Canadian accounting standards for not-for-profit organizations.



St. John's, Canada

November 26, 2014

Grant Thornton LLP

United Way of Newfoundland and Labrador Statement of Operations

Year Ended March 31	2014	2013
Fundraising revenue		
Campaign (Note 4)	\$ 1,111,404	\$ 995,554
Pledge loss	<u>(34,012)</u>	<u>(16,978)</u>
Net fundraising revenue	1,077,392	978,576
Other revenue		
Interest	<u>1,800</u>	<u>1,800</u>
	1,079,192	980,376
Expenditures		
Fundraising	<u>146,426</u>	<u>126,363</u>
Total net revenue	932,766	854,013
Community investment (Note 5)	<u>949,271</u>	<u>814,477</u>
(Deficiency) excess of revenue over expenditures	<u>\$ (16,505)</u>	<u>\$ 39,536</u>

See accompanying notes to the financial statements.

United Way of Newfoundland and Labrador Statement of Changes in Net Assets

March 31	2014	2013
Net assets, beginning of year	\$ 875,131	\$ 835,595
(Deficiency) excess of revenue over expenditures	<u>(16,505)</u>	<u>39,536</u>
Net assets, end of year	<u>\$ 858,626</u>	<u>\$ 875,131</u>

See accompanying notes to the financial statements.

United Way of Newfoundland and Labrador

Statement of Financial Position

March 31	2014	2013
Assets		
Current		
Cash and cash equivalents	\$ 656,583	\$ 658,603
Pledges receivable (Note 6)	383,780	399,249
Harmonized sales tax receivable	7,482	7,204
Prepays	<u>9,143</u>	<u>5,205</u>
	1,056,988	1,070,261
Capital assets (Note 7)	<u>9,670</u>	<u>1,321</u>
	<u>\$ 1,066,658</u>	<u>\$ 1,071,582</u>
Liabilities		
Current		
Payables and accruals	\$ 17,036	\$ 18,277
Deferred campaign designations	<u>190,996</u>	<u>178,174</u>
	208,032	196,451
Net assets		
General Fund balance	<u>858,626</u>	<u>875,131</u>
	<u>\$ 1,066,658</u>	<u>\$ 1,071,582</u>

Commitments (Note 8)

On behalf of the Board

Director

Director

See accompanying notes to the financial statements.

United Way of Newfoundland and Labrador

Statement of Cash Flows

Year ended March 31	2014	2013
Increase (decrease) in cash and cash equivalents		
Operating		
(Deficiency) excess of revenue over expenditures	\$ (16,505)	\$ 39,536
Amortization	<u>4,169</u>	<u>565</u>
	(12,336)	40,101
Change in non-cash operating working capital (Note 10)	<u>22,834</u>	<u>(15,434)</u>
	<u>10,498</u>	<u>24,667</u>
Financing		
Purchase of capital assets	<u>(12,518)</u>	<u>-</u>
Net (decrease) increase in cash and cash equivalents	(2,020)	24,667
Cash and cash equivalents		
Beginning of year	<u>658,603</u>	<u>633,936</u>
End of year	<u>\$ 656,583</u>	<u>\$ 658,603</u>

See accompanying notes to the financial statements.

United Way of Newfoundland and Labrador

Notes to the Financial Statements

March 31, 2014

1. Purpose of the organization

The mission of the United Way of Newfoundland and Labrador Inc. is to strengthen neighbourhoods and communities by facilitating programs and services that link people and resources, encourage participation and increase giving. The United Way of Newfoundland and Labrador Inc. is a not-for-profit organization and is a registered charity under the Income Tax Act.

2. Summary of significant accounting policies

Basis of presentation

The Organization has prepared these financial statements in accordance with Canadian Accounting Standards for Not-for-Profit Organizations (ASNPO).

Use of estimates

Management reviews the carrying amounts of items in the financial statements at each financial position date to assess the need for revision or any possibility of impairment. There are items in the preparation of these financial statements that require management's best estimate. Management determines these estimates based on assumptions that reflect the most probable set of economic conditions and planned course of action.

These estimates are reviewed periodically and adjustments are made to excess of revenue over expenditures as appropriate in the year as they become known.

Items subject to significant management estimates include pledges receivable.

Campaign revenue

The Organization follows the deferral method of accounting. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Donor designations, which have externally imposed restrictions, are recognized as revenue in the year funds are received and the designated agency is funded.

Campaign revenue is comprised of unrestricted contributions from the current year campaign achievement and designated contributions recognized in the year. An allowance for pledge loss is provided annually based on historical percentages for pledge collections and on actual collection experience.

Grant revenue

Revenues from grants are recognized as deferred revenue when amounts have been received but not all eligibility criteria or stipulations have been met.

United Way of Newfoundland and Labrador

Notes to the Financial Statements

March 31, 2014

2. Summary of significant accounting policies (cont'd.)

Cash and cash equivalents

Cash and cash equivalents consist of cash on hand, balances with banks and short-term maturities in the General Fund.

Capital assets

Capital assets are recorded at cost. Amortization is provided annually at rates calculated to write off the assets over their estimated useful life as follows, except in the year of acquisition when one half of the rate is used.

Computer equipment and software	55%, declining balance
---------------------------------	------------------------

When a capital asset no longer has any long term service potential to the organization, the excess of its net carrying value over residual value is recognized as an expense in the statement of operations. Any write-downs recognized are not reversed.

Donated goods and services

A substantial number of individuals and business organizations have donated significant amounts of their time and services in kind to the United Way's fundraising activities and its community investment process. Donated materials and services are not recorded in the financial statements as its fair value cannot reasonably be estimated.

Financial instruments

Initial measurement

The Organization's financial instruments are measured at fair value when issued or acquired. For financial instruments subsequently measured at cost or amortized cost, fair value is adjusted by the amount of the related financing fees and transaction costs. Transaction costs and financing fees relating to financial instruments that are measured subsequently at fair value are recognized in operations in the year in which they are incurred.

Subsequent measurement

At each reporting date, the Organization measures its financial assets and liabilities at cost or amortized cost (less impairment in the case of financial assets). The financial instruments measured at amortized cost are cash and cash equivalents, pledges receivable and payables and accruals.

For financial assets measured at cost or amortized cost, the Organization regularly assesses whether there are any indications of impairment. If there is an indication of impairment, and the Organization determines that there is a significant adverse change in the expected timing or amount of future cash flows from the financial asset, it recognizes an impairment loss in the statement of operations. Any reversals of previously recognized impairment losses are recognized in operations in the year the reversal occurs.

United Way of Newfoundland and Labrador

Notes to the Financial Statements

March 31, 2014

3. Financial instruments

Risks and concentrations

The Organization is exposed to various risks through its financial instruments. The following analysis provides a measure of the Organization's risk exposure and concentrations at March 31, 2014.

Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Organization's main credit risk relates to its pledges receivable of \$383,780 (2013 - \$399,249). In the opinion of management the credit risk exposure to the Organization is low and not material.

Liquidity risk

The Organization does have a liquidity risk in the payables and accruals of \$17,036 (2013 - \$18,277). Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The Organization reduces its exposure to liquidity risk by ensuring that it documents when authorized payments become due. In the opinion of management the liquidity risk exposure to the Organization is low and not material.

4. Campaign revenue	2014	2013
Campaign achievement	\$ 1,161,450	\$ 1,045,633
Donor designations deferred	(161,052)	(174,955)
Donor designations recognized during the year	144,911	162,479
Allocation to Health Partners	(33,905)	(37,603)
	<u>\$ 1,111,404</u>	<u>\$ 995,554</u>

5. Community investment	2014	2013
Community investment	\$ 651,265	\$ 500,050
Donor designations	162,122	147,761
Community investment support costs	127,782	154,155
Expansion	2,635	7,000
Allocation to the United Way of Canada	<u>5,467</u>	<u>5,511</u>
	<u>\$ 949,271</u>	<u>\$ 814,477</u>

United Way of Newfoundland and Labrador

Notes to the Financial Statements

March 31, 2014

6. Pledges receivable	2014	2013
Pledges and designated pledges to the campaign	\$ 1,161,450	\$ 1,045,632
Allocation to health partners	(33,905)	(37,603)
Estimated loss on pledges	<u>(27,130)</u>	<u>(59,953)</u>
Estimated pledges receivable	1,100,415	948,076
Cash received for the campaign	<u>(716,635)</u>	<u>(548,827)</u>
	<u>\$ 383,780</u>	<u>\$ 399,249</u>

Total transfers from other United Way organizations received during the year totalled \$358,575 (2013 - \$301,052). There were no transfers to other United Way organizations during the current or prior year.

7.	Capital assets			<u>2014</u>	<u>2013</u>
	<u>Cost</u>	<u>Accumulated Depreciation</u>		<u>Net Book Value</u>	<u>Net Book Value</u>
Computers and software	\$ 17,049	\$ 7,379		\$ 9,670	\$ 1,321

8. Commitments

Under the terms of long-term contracts related to the rental of office space and equipment, the Organization is committed to make the approximate annual lease payments to January 2016 as follows:

2015	\$ 39,301
2016	\$ 34,126

9. General and administrative costs

The Organization allocates its costs to two functional areas: fundraising and community investment. General and administrative costs which do not pertain specifically to either function are allocated to the functional areas based on management estimates. These estimates have been established using estimates of time devoted by staff in functional areas.

General and administrative costs have been allocated as follows:	2014	2013
To fundraising expenses	53%	53%
To community investment	47%	47%

United Way of Newfoundland and Labrador

Notes to the Financial Statements

March 31, 2014

10. Supplemental cash flow information	<u>2014</u>	<u>2013</u>
Change in non-cash operating working capital		
Pledges receivable	\$ 15,469	\$ (29,273)
Harmonized sales tax receivable	(278)	(1,303)
Prepays	(3,938)	(379)
Payables and accruals	(1,241)	(174)
Deferred campaign designations	<u>12,822</u>	<u>15,695</u>
	<u>\$ 22,834</u>	<u>\$ (15,434)</u>

11. Related party transactions

During the year, pledges in the amount of \$11,890 (2013 - \$13,884) have been made by directors of the Organization.

Our People



The great strength of United Way in our community is the great breadth, diversity and commitment of our volunteer base. There can be no doubt that without our volunteers we would not be able to generate the contributions which allow us to support the great work of our agencies. Volunteers in the United Way movement are all very special. They volunteer in their workplaces for their United Way Campaign. Some sit on our Board of Directors, ensuring the governance and administration of the organization is efficient and effective. We have volunteers that help build the number of workplaces and organizations that run fundraising campaigns; and there are volunteers that review each and every application for funding that United Way receives, and make the very difficult decisions about the allocation of our donor contributions. Volunteers help us Stuff Socks; they help build our Marketing and Communications plans.

Our volunteers are more than just a helping hand. They become advocates for our cause. With their time, commitment, enthusiasm and dollars they provide tangible affirmation of our mission. They are helping us build up our Province by building up the people that live here. We support those that are the most vulnerable; and help to ensure that we are making our province a truly great place for EVERYONE. Our volunteers are helping us build a legacy by helping those that need us. We thank you!

Our People



2013/2014 Board of Directors

- Suzanne Parks, Chair
- Padraig Mohan, Vice-Chair
- Sherry Walsh, Treasurer
- Don Belanger, Director
- Kevin Ellis, Director (Central)
- Stephanie Korab, Director (Chair, Marketing & Communications Committee)
- Mike Murphy, Director (Labour Appointee)
- Geoff Parker, Director (2013 Campaign Chair)
- Joe Browne, Director
- Ashley Butt, Director (Western)
- Stephen Pike, Director
- Jason Sheppard, Director (Chair, Community Investment Committee)
- Jerry Young, Director
- Daniel Reid, Director (Labour Appointee)

2013 Campaign Management Team

- Geoff Parker, Chair
- Lily Abbass
- Moya Cahill
- Greg Moores
- Brian Groves, Vice-Chair
- Joe Browne
- Marty Gaulin

Sub-Committee Volunteers (Marketing & Communications/Community Investment & Event based volunteers)

- Al Antle
- Hazel Clarke
- Leslie Ann Corrigan
- Sharon King
- Jennifer McGrath
- Mary Shortall
- Sean Wiltshire
- Rebecca Bell
- Judy Cook
- Keir Hiscock
- Ruby Manual
- Justine Perry
- Karen Whelan
- Amy Wyse

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Our Mission

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



United Way
Newfoundland
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Change starts here.



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Give. Volunteer. Act.

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