



Zachary, a member of the Wabana Boys and Girls Club spends his afternoons at the club, participating in many programs, including the Homework Club.

Change starts here.



United Way
Newfoundland
and Labrador
Change starts here.

Community Report

2011/2012

Message from the Executive Director

THANK YOU. THANK YOU. THANK YOU. Ultimately that is how I start every day. As Executive Director of the largest non-governmental funder of the social services sector in our province, I am thankful every day for many things.

I am thankful for our small team of passionate and dedicated staff. Without this operational support, our organization would not be where it is today, just seven years after we launched in this province.

Our remarkable volunteers make it possible for us to do our work, with just this small office staff. Our Board of Directors, along with members of our Community Investment, Campaign Management, Marketing & Communications and Audit Committees come together to ensure that United Way of Newfoundland & Labrador operates effectively and efficiently, always with a lens to creating the most impact in our province and working to ensure that life in Newfoundland & Labrador is great for **everyone**. It is because of these volunteers that we are making a real and tangible difference in the lives of those most vulnerable in our community.

What does this difference really look like? This Community Report will illustrate just a few examples of the lives that are being changed and the organizations that are benefitting from the generosity of our donors. It is the story of how the unique partnerships we have with business, labour, government and community allow us to mobilize time, talent and treasure for the benefit of our Province.

United Way, as a community impact organization, strives to make strategic investments that address immediate needs, but also long-term solutions to social issues. As a province, we are on the cusp of great things, but in the face of prosperity, there are many in our community that continue to do without. United Way works to ensure that we can work to help people and communities move from **Poverty to possibility**; that we have **Healthy people & strong communities**, and our children have the ability to be **All that kids can be**.

Achieving these milestones is our vision, and it is why our organization exists. Thank you for your support and your role in our successes in 2011/2012.



Tammy Davis
Executive Director
United Way of Newfoundland & Labrador



Message from the Chair

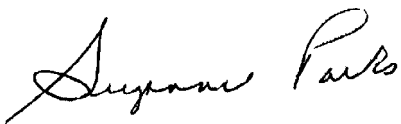
I've often gotten the question "Why are you involved in United Way?" The answer is quite simple. Over the last seven years, through my involvement with the organization, I've been able to hear the stories of the agencies that United Way (through your support) has helped. It's not about United Way as an organization – it's about what they do. I'm involved because I care about our communities, and because of the success stories of the people that are helped through the investments made right across our province.

As a local United Way, we are focused on increasing the organized capacity of people to care for one another. We strive to create a common ground where labour, business, community leaders, and government come to the table to identify needs and solve problems. We aim to help build, idea by idea, solution by solution, the communities of tomorrow; delivering health and social services, from prevention to counseling to crisis intervention; addressing human issues, large and small; helping individuals and families to be their best.

As Board Chair, it is a pleasure and a privilege to be involved with this organization, and to see the committed staff and volunteers who share of their time and talents every day to create lasting change in our communities. I'd like to specifically thank the members of the Board of Directors and the Subcommittees of the Board. These dedicated volunteers lead the organization through its campaign fundraising work, and with our community investment, governance and sustainability, help to increase the impact that one organization can have with the support of many.

At United Way, we know that change starts with us when we all come together to support those who are most vulnerable in our province. Dr. Seuss, whom we are all familiar with, said that *"Unless someone like you cares a whole awful lot, nothing is going to get better. It's not."*

On behalf of all those individuals, communities and organizations who benefit from your generosity, thank you for helping us make a difference.



Suzanne Parks
2012 Board Chair
United Way of Newfoundland & Labrador



Change starts here.

Our Mission

Our mission is to improve lives and build community by engaging individuals and mobilizing collective action. We call this our **community impact mission**.

Established in 2004, United Way of Newfoundland and Labrador is the only United Way organization in the province of Newfoundland and Labrador.

We work to advance the common good and create opportunities for a better life for everyone in our province. Working in partnership with others, we mobilize people and resources to address the root causes of social problems and to change community conditions for the better. United Way supports agencies that provide services to strengthen individuals, families, and communities.

A volunteer board of directors of leading community members governs all United Way decision-making. The Board oversees how donor money is used, shapes our strategic vision and plan, and monitors organizational performance.

The campaign management team is the driving force behind our annual campaign. These business and community leaders meet with colleagues and peers to encourage the participation of their organizations in the United Way campaign. The campaign management team's effort ultimately involves hundreds of volunteers and reaches into workplaces large and small across the province.

Our Community Impact Strategy

With our 2012 Campaign, we have streamlined our Community Impact Focus Areas to align with United Ways across the country, and to ensure that we are doing our best work toward achieving meaningful, long-term improvements to the quality of life in Newfoundland & Labrador communities, by addressing not just the symptoms of problems but also getting at the root causes. It's about making fundamental changes to community conditions.

Our Focus Areas:

From poverty to possibility

- Moving people out of poverty
- Meeting basic human needs (Ex: food, shelter, and jobs)

Healthy people, strong communities

- Improving access to social and health-related support services
- Supporting resident and community engagement
- Supporting community integration and settlement

All that kids can be

- Improving access to early childhood learning and development programs
- Helping kids do well at school and complete high school
- Making the healthy transition into adulthood and post-secondary education



Through your support – you make Change Start Here.

We value our donors, for without their support, our organization would not have the resources to continue our work. Without the workplaces that run United Way campaigns, we would not have access to getting our message out to thousands of individuals every year. These individuals do not only give generously with financial gifts, but also support communities across the province through participation in United Way's Day of Caring™ program. We hear often that Newfoundlanders & Labradorians are among the most generous people in the country, and at United Way we are lucky enough to see this generosity at work.

Funds raised through the United Way campaign are invested in a number of ways. At United Way we believe that choice is a fundamental donor right. To facilitate this, we offer a program called "Donor Choice" where individuals can direct their donations to any Registered Canadian Charity that is meaningful to them. Hundreds of charities receive

donor choice cheques from United Way each year because donors believe in the work they are doing. We are pleased to be able to provide this service to both our donors and the charities they support.

Donors are also given the opportunity to support United Way of Newfoundland & Labrador and our Community Fund specifically (or one of our three focus areas). We thank those donors that select United Way's Community Fund as their means of support, as these gifts allows our United Way to respond to needs in the community with grants that run programs and services throughout the province. The combination of your gifts gives us the flexibility to support organizations with larger, more impactful grants. Any Registered Charity located in Newfoundland & Labrador is eligible to apply for a Community Fund Grant, and with the proceeds from the 2011 campaign, \$500,000 was allocated to 50 programs and services.

The agencies that receive United Way Community Fund grants are reviewed by a dedicated group of volunteers for fiscal responsibility, organizational capacity and the outcomes that they hope to achieve. The results of the funded programs are monitored throughout the year by our Community Investment Committee, and through reports required by the funded agencies to ensure they are investing your donations in strong and sustainable organizations.

In addition to investments of cash, United Way of Newfoundland & Labrador works diligently to help create a network of organizations that can share information and resources. United Way provides training and skills development that is vital to increasing the awareness and understanding of the human services sector and the work being done.



BMO Employees including Wendy, Sandra & Janice spent a full day at the Habitat for Humanity ReStore participating in a Day of Caring™. The time they spent at the ReStore allows Habitat to continue to provide access to affordable housing for families throughout Newfoundland & Labrador.



Thank You

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 2,300 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.

Lily Abbass	Carolyn Harnett	Sean Munro
Shauna Akerman	Debbie Harnett	Production Network Inc
Michael Alexander	Andrew (Andy) Harrison	Margot and Brian O'Connell
Kimberley Barrett	Dale Hawkins	Julee O'Keefe
Jack Barrett	Patricia Hearn	Edward (Ted) O'Keefe
Paul Bishop	Gene Herzberg	Marguerite O'Neill
Breen Family	Amanda Hickey	Frank Paddon
Mark Brown	Todd Hill	Todd Parker
Mike Brown	Kimberly Hiscock	Suzanne Parks
Jeanne Butler	Denise Hodder	Kimberley Pearce
Juanita Butler	David Howe	Gary Peddle
Annette Butler	Lynn Hurley	Paul Phelan
Keith Butler	Rod Hutchings	Stephen Pike
Moya Cahill	Glen Hynes	Hareesh Pillai
Wayne Carew	Andrew Jacob	Bonnie Pope
Kathleen Chafe	Mary James	Kevin Power
Deanne Chaulk	Paul Janes	Jim Prince
Brenda Clark	Richard Janes	Barbara Pritchett
Alexander Clarke	Melissa Jones	Roberts Remy
Clyde Clements	Daniel Jubainville	Jerry Renda
Janieve Cochrane	Harold Kelly	Brian Rendell
Steven Coldwell	George Klima	Peter Ronayne
Constance Cole	Paul Leonard	Kelly Rumbolt
Darren Compton	Rhonda Lewis	Michael Ryan
Craig Cowan	Patricia Loder	Donald Rypien
Constance Cribb	Jamie Long	Dieter Schmidt
Candace Curtis	Justin Lyall	Jennifer Selway
Tammy Davis	Kendra MacDonald	Gordon Smith
Bill Drover	Charles MacLean	Kris Spurrell
Sharon Duggan	Keith Maddocks	Regina St. Croix
Robert Dunphy	Terry Maddox	William Sturge
Paul Durdle	Miranda Mallory	Bill Swett
Jamie Dyer Mercer	Gordon Martin	Ann Taylor
Jim Fallon	Alexander Martin	Carole Marie Therrien
Randy Follett	Timothy Masuda	Jeffrey Tilley
Thomas Foran Jr.	Heather McAllister	Arden Turpin
Marty Gaulin	David McCurdy	Victoria Warford
Douglas Goodridge	Walter Meadus	Sheila Webber
Paul Greeley	Janette Mendez-Santiago	Ken Windsor
Brian Groves	Michelle Mooney	Miriam Woodfine
Michael Hall	Jim Moores	Shaun Zdroykowski
Almanda Hanson		

Sponsorships & Gifts In Kind

Many organizations assist with our signature events, through sponsorships, donations of items, rental waivers and ongoing organizational support. These organizations and individual partners allow United Way of Newfoundland and Labrador keep its administrative and operational expenses at a minimum, which in turn allows increased financial investments in the community. We extend our appreciation and gratitude to the following organizations and individuals for their support of our 2011 campaign events:

- Atlantic Lottery Corporation
- Canada Bread
- Costco
- Easter Seals Newfoundland & Labrador
- Chris Hammond
- Memorial University
- Newfoundland Sales & Marketing (Jones Soda)



ExxonMobil employees accepting the Star of the Way Award for the highest achieving workplace results in the 2011 campaign.



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 2011 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.

2011 final campaign achievement

\$941,809.00

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

Accenture Inc	Costco	HSBC Bank Canada	Pepsi-co (Formerly Frito Lay)
Acklands Grainger Inc.	Deloitte	IBM Canada Ltd.	Pfizer Canada Inc.
Atlantic Lottery Group	Emera/Nova Scotia Power	Imperial Oil Foundation	PPG Canada Inc.
Bayer Inc.	Enterprise Rent-A-Car	Institute of Chartered Accountants of NL	Purolator Courier
BBA Inc.	ESRI Canada	Jameson Bank	RBC
Bell Aliant	Esso	Janssen-Ortho Inc.	RioCan Management Inc.
Bell Canada	ExxonMobil Canada Ltd.	Kraft Canada Inc.	Rogers Communications Inc.
Best Buy	Fabcon Canada Limited	Lifescan Inc.	Scotiabank
BMO Financial Group	Fluor Canada	London Drugs	Stewart McKelvey
Business Development Bank of Canada	Future Shop	Manulife Financial	Suncor Energy
Canada Bread Company	General Electric	Medavie Blue Cross	Sunlife Financial
Canada Post	General Mills	Memorial University of Newfoundland	TD Bank Financial Group
Celestica International Inc.	GlaxoSmithKline Inc.	NAV Canada	Toromont
Chevron Canada Ltd.	Globe and Mail	Newalta	Town Shoes Ltd.
CIBC	Great West Life Assurance Company	Nintendo of Canada Ltd.	Ultramar Ltd.
Citigroup	H.J. Heinz Company of Canada Ltd.	North Atlantic Lining	Vale
City of St. John's	Hershey's Canada	Noseworthy Chapman	Wal-Mart Canada
Convergys	Hewitt Equipment Limited	Pangeo Subsea	Worley Parsons

Government of Canada Workplace Charitable Campaign

Participating Departments:

Agriculture and Agri-Food Canada	Industry Canada
Atlantic Canada Opportunities Agency	National Defense
Canada Border Services Agency	National Research Council
Canada Revenue Agency	Natural Resources Canada
Canadian Food Inspection Agency	Parks Canada
Canadian Heritage	Passport Canada
Citizenship and Immigration Canada	Public Prosecution Service of Canada
Correctional Services Canada	Royal Canadian Mounted Police
Defense Construction Canada	Service Canada
Environment Canada	Transport Canada
Federal Service Retirees	Veterans Affairs Canada
Fisheries and Oceans Canada	Public Works and Government Services Canada
Health Canada	

We would also like to thank members of the following participating unions & labour organizations for their support:

BCTGM	CAPE	CAW	CEIU	CEP	CIU
CMSG	CPAA	CUPW	CUPE	FFAW-CAW	IAFF
IBEW	IUOE	LUMUN	MUNFA	MUNSU	NAPE
PSAC	PIPSC	UCTE	UTEPSAC	UEW	UVAE

Special Thanks to:

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



Employees of Atlantic Lottery presenting their campaign funds to Jason Sheppard, Chair, Community Investment Committee.

Do You Want to Make a Difference?
visit www.nl.unitedway.ca for more information

Give. Volunteer. Act.



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www.unitedwaynl.ca



Spirit Awards

Everyone plays a vital role in helping us achieve our mission, and we thank each and every community partner. Annually at our Campaign Celebration event, we like to recognize all participants, and give extra recognition to those organizations, campaigns, teams and individuals who achieve outstanding results in their United Way Newfoundland & Labrador campaigns. Our Spirit Awards recognize excellence in community giving among the dedicated volunteers, donors, labour and corporate supporters in the community.



2011 Campaign Chair Keith Butler presenting United in The Way Awards to Kimberley Pearce (ExxonMobil) and Kora Duffett (Stewart McKelvey) for their volunteer contributions in the 2011 workplace campaign.



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Blazing the Way AWARD

Recognizing outstanding achievement in their first United Way Campaign

2011 United Way Workplace Campaign

Worley Parsons

Thank you to Worley Parsons and its employees



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Star of the Way AWARD

As the highest achieving campaign

2011 United Way Workplace Campaign

ExxonMobil Canada

Thank you to ExxonMobil Canada and its employees and members of CEP



Star of the Way AWARD

Recognizing the highest increase in dollars raised among workplaces with 1-50 employees

2011 GCWCC Campaign

Canadian Heritage

Thank you to Canadian Heritage and its employees



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Star of the Way AWARD

Recognizing the highest increase in dollars raised among workplaces with 51-150 employees

2011 United Way Workplace Campaign

Future Shop

Thank you to Future Shop and its employees



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Star of the Way AWARD

Recognizing the highest increase in dollars raised among workplaces with 151 or more employees

2011 United Way Workplace Campaign

BMO

Thank you to BMO and its employees



The Workers Way AWARD

Recognizing the involvement and engagement of our labour partners for their participation in the

2011 United Way Workplace Campaign

RBC

Thank you to RBC and its employees



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Shining the Way AWARD

Recognizing the outstanding achievement in the

2011 United Way Workplace Campaign

RBC

Thank you to RBC and its employees



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United in the Way AWARD

Recognizing the significant contribution of a volunteer through time commitment and dedication to the:

2011 United Way Campaign

Kimberley Pearce

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



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United in the Way AWARD

Recognizing the significant contribution of a volunteer through time commitment and dedication to the:

2011 United Way Campaign

Kora Duffett

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



Our Work

The 2011 United Way campaign achieved yet another record in revenue generation, continuing our ability to bring about lasting social change in Newfoundland & Labrador. The campaign revenue exceeded \$940,000 with over 2,300 donors. Our Campaign is the most recognizable of our efforts to engage our local communities in social change, and brings together hundreds of volunteers and thousands of donors. The people that support our United Way come from all walks of life, including our business partners, the labour movement, private and public sector employees, community service groups, and groups of all sizes who work together to make our province truly great for everyone.

Our United Way is also involved in the community on various levels. Participating in community dialogues; assisting with capacity building of small, grassroots charities; and connecting charities with potential partners are just a few of the ways that we work to help ensure that the human services sector in our province is vibrant & sustainable.



Members of the 2011 Campaign Team announcing the number of donors that participated in the campaign – exceeding the goal set at the beginning of the year for 10% growth.



After a busy day working hard, the children and families of Burin eagerly await the official opening of Freedom Park. Through the support received during our 2011 campaign, a Community Fund grant of \$20,000 was given to assist with this project. The impact of this Community Fund grant was doubled, as the playground committee was a recipient of a Let Them Be Kids grant that matched all community fundraising dollars.



Investments in Our Community

Donor dollars to our Community Fund allow us to partner with a great variety of organizations and the projects and services they provide. United Way is the largest non governmental funder of the social services sector, and we're proud of the variety of organizations that we have been able to support.

Through the generous support of donors in our 2011 campaign, this year we have been able to provide individual and group counselling services to those that need help; we have helped build community playgrounds in Burin, LaScie, Greens Harbour and Baine Harbour; we've sent kids to camp; and we have helped find employment for individuals with disabilities.

Our 2011 workplace campaigns raised over \$960,000 and we are pleased to invest \$500,000 in donations specified for our Community Fund directly into communities and organizations throughout Newfoundland & Labrador. We are proud to support these groups, that are integral parts of communities, both large and small.

Community Fund Recipients

Acreman Elementary School (Green's Harbour, NL) - \$7,500
Playground Project
Association For New Canadians - \$6,075
Supporting Refugee Children in the Classroom & Community
Autism Society of Newfoundland & Labrador - \$23,540
Whole Family Support Initiative
Baine Harbour Recreation Committee - \$22,585
Cory Kenway Memorial Park
Bishop Abraham School - \$3,000
Spring Board to Literacy II
Boys and Girls Club of St. John's - \$5,000
After School Snack & Future Chefs Programs
Canadian Diabetes Association, NL - \$9,900
Healthy Active & Older program
Choices for Youth - \$16,560
Recreational Wellness Program
Church Lads Brigade - \$4,000
CLB Summer Camp Program
R.E.A.L. Program - \$5,000
Recreational Subsidies
Community Sector Council NL (Gander office) - \$9,900
Volunteer Matchmaker Program
Community Youth Network, Isles of Notre Dame - \$9,950
Generations United Together Program
Donald C Jamieson Community Committee (Burin, NL) - \$20,000
Community Playground/Freedom Park
Eating Disorder Foundation NL - \$10,000
Provincial Family Support & Education Group
Family Life Bureau - \$20,000
Individual & Family Counselling
Festival 500 Corporation - \$10,000
Seniors Concerts in the Afternoon
For the Love of Learning - \$9,500
Creative Writing & Journalism Program
Habitat for Humanity NL - \$23,113.63
Capital Project/Building Purchase
Harbour Grace Community Youth Network (SPLASH Centre)
Recreation Program - \$4,564.73 / Youth Employment Program - \$2,170
Healing Expressions - \$15,000
Art Mentorship Program
Jimmy Pratt Memorial Outreach Centre - \$6,400
Community Inclusion Program
John Howard Society of NL - \$2,000
Read to Ride Program
Junior Achievement NL - \$5,000
Economics for Success Program
Kids Help Phone - \$10,000
Enhancing Mental Health Counselling in NL

Kidsport NL - \$5,000
Kidsport Programs
LaScie Playground Committee - \$12,000
Community Playground Project
Learning Disabilities Assn. of NL - \$9,950
LD Awareness & Outreach Project
Life Unlimited for Older Adults (Springdale, NL) \$5,000
My Story....My Life Project
Lion Max Simms Memorial Camp - \$7,500
Lion Len Small Memorial Trailway accessibility upgrades
Longside Club - \$2,500
Recreational Programs & Services
Morris Academy - \$7,500
Outdoor Education Centre
NL Laubach Literacy Council - \$14,408.15
Summer Reading For Fun Program
NL Search & Rescue Association(Rovers) - \$9,800
Volunteer Searcher Tracking System
NL Sexual Health Centre - \$11,600
Camp Eclipse: OUT in the Woods
Pouch Cove Lions Club - \$7,500
Kiddie Park Project
Public Legal Information Society NL - \$20,000
The Seniors Companion Project

Refugee & Immigration Advisory Council - \$9,942.09
Communications Strategies for RIAC
Roots of Empathy - \$11,060
Coordinator Training throughout NL
Seniors Resource Centre - \$9,900
Seniors Mental Health Project
Single Parent Association NL
Operational Funding - \$7,500 / Food & Clothing Outlet - \$10,000
Stella Burry Community Services - \$15,000
Stella's Circle Food Buying Club
The Gathering Place - \$10,000
Meal Program
The Pottle Centre - \$6,600
Education & Promotion Programs
Vera Perlin Society - \$14,656
Career Education & Exploration Program
Victorian Order of Nurses, St. John's Branch
SMART In Home Exercise Program - \$9,500
Foot Care Clinic Program - \$9,500
Wabana Boys & Girls Club (Bell Island, NL) - \$7,500
Adventure Camp 2012
Youth 2000 Centre (Grand Falls CYN) - \$5,325
Back to School Program

**Proceeds from the 2011 United Way Campaign Community Fund designations.
Does not include DONOR CHOICE gifts directed to specific charities by individual donors.*



Representatives of the recipients of Community Fund grants (from the proceeds of the 2011 campaign) celebrating the investments being made in their organizations and their communities.



Lakeshore Healing Garden Central Northeast Health Foundation James Paton Memorial Hospital, Gander, NL



The mission of the Central Northeast Health Foundation is to enhance the quality of life in the communities they serve through the provision of innovative equipment, tools and technologies that promote the best possible health and wellness.

This innovation is evident through the new Lakeshore Healing Garden being developed at the James Paton Memorial Hospital in Gander. Until this project began, there was no developed, safe outdoor space for the patients, families and visitors being served at the hospital. The intention of the Garden is to create a beautiful space that reinforces the belief of the hospital in “patient-centred care” – care for the entire mind and body.

United Way of Newfoundland & Labrador invested \$15,000 through a Community Fund grant in the building of the Lakeshore Healing Garden. The overall goal of the Garden is to provide a wide variety of sights, sounds, colors, textures and smells, with United Way funding provided through donations designated to our Community Fund used to support the inclusion of a water feature and a small foot bridge within the Garden. This prominent feature of the garden is a trickling pond which runs from the higher elevations to the lower portion of the Garden, and the footbridge will allow visitors to walk over the brook.

The Lakeshore Healing Garden is about more than just visual enjoyment, with goals that will improve the quality of life for all patients, visitors and staff of the hospital. The garden will provide rehabilitation opportunities for patient therapy; it will enhance the mental health of palliative care patients and their families ; and increased opportunities for social interaction and physical activities for everyone.

The Lakeshore Healing Garden is a place for restoration, meditation and sanctuary for all who need it, often during times of crisis or transformation.



One view shows the beauty of the water feature of the Healing Garden that will provide patients, their families and visitors a soothing place to go, just outside the doors of the hospital.

SMART (Seniors Maintaining Active Roles Together) Victorian Order of Nurses, St. John's, NL

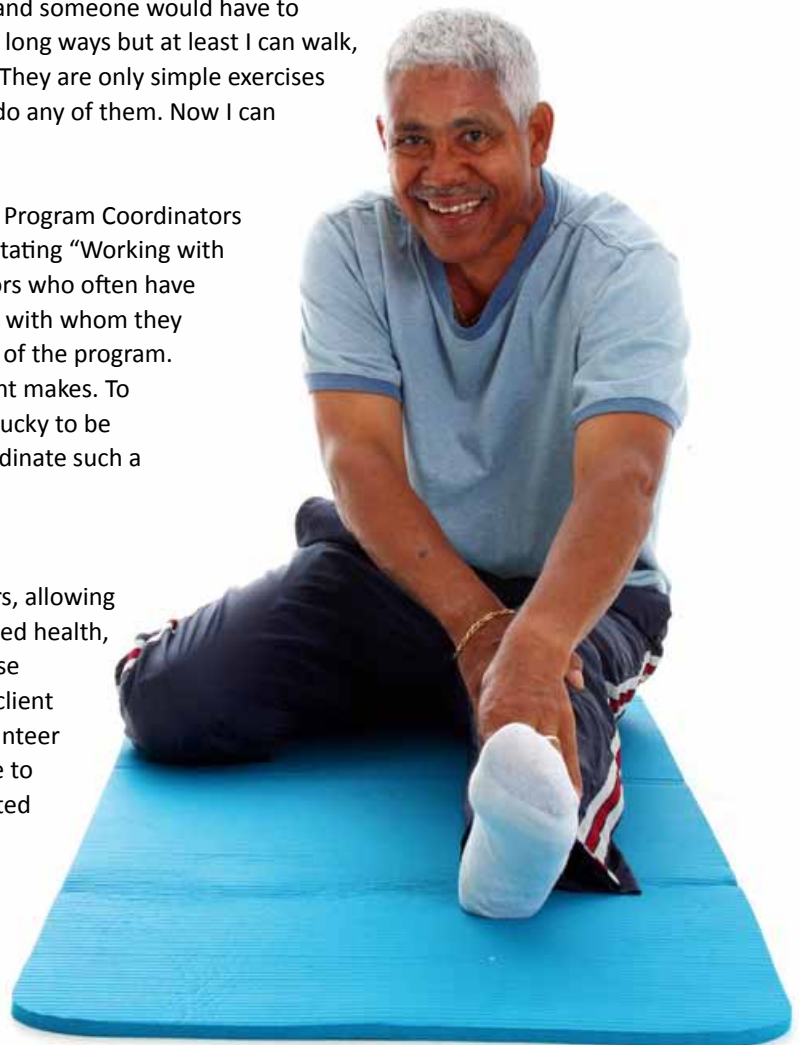
The Victorian Order of Nurses St John's is one of Canada's leading charitable organizations addressing community health and social needs. As a local site, it is solely responsible to secure all funding for service and delivery of their programs. They work to ensure that we are a healthier society through leadership in community-based care; delivery of innovative, comprehensive health and social services; and advocating for the ongoing development of health and social policies related to community health.

One of VON's programs is the SMART In-Home Program. It is a fully accredited program and provides one on one volunteer facilitated exercise visits with seniors in our community. The program helps shift the balance away from a senior's potential frailties, and empowers them to continue to maintain their own health and wellness. The program enhances the mobility and fitness of isolated and homebound seniors. The in-home volunteers are trained to work with seniors to facilitate a set of progressive exercises that helps to overcome compromised mobility and independence and also provides psychosocial support through home visitation.

The benefits of the program for the participants include a sense of independence and an increase in self-reliance. As client Carol says "I have a little buzzer next to my bed, and when I'd have to get up, even in the night time, I'd ring the buzzer and someone would have to come down and take me to the washroom. I still can't walk a long ways but at least I can walk, get up and I can move because of the VON SMART program. They are only simple exercises but when the VON volunteers first came here I could hardly do any of them. Now I can walk around my house again without my walker."

The program doesn't just benefit the clients, and VON Smart Program Coordinators often see daily rewards in their work, with one Coordinator stating "Working with the VON SMART program is so rewarding. I get to meet seniors who often have very diverse backgrounds and I match them with a volunteer with whom they form a special working relationship for the 12 week duration of the program. Best of all, I get to see the progress each and every participant makes. To say my job is fulfilling is even an understatement. I feel very lucky to be employed with such a great organization and be able to coordinate such a unique program."

Through a Community Fund grant of \$9,500, United Way of Newfoundland & Labrador is investing in the health of seniors, allowing them to stay in their homes longer, and to assist with increased health, mobility and independence. The VON Smart In-Home Exercise program, as an accredited program, is required to complete client referrals, assessments, train volunteers and to complete volunteer to client matching. The expertise and time is demanding due to the complexity of needs with each individual client. The United Way funding will help alleviate the client wait list as well as increase the training opportunities for volunteers.



Provincial Family Support & Education Group Eating Disorder Foundation of Newfoundland & Labrador

Did you know that there are approximately 7,500 people and families that are currently dealing with some form of eating disorder in our Province? Without early treatment, there is upwards of a 20% mortality rate in the long-term prognosis for these individuals. A relatively new organization in our province is hoping that they can help dispel some of the myths of eating disorders, and are working to provide support and treatment information to the individuals and their families.

The Eating Disorder Foundation of Newfoundland & Labrador (EDFNL) is a leadership and advocacy group dedicated to promoting research and providing public support services and information about matters related to eating disorders, including information on available treatment services for individuals and families who experience disordered eating.

United Way has provided funding to expand the Provincial Family Support & Education Group operated by EDFNL. The Eating Disorder Foundation of Newfoundland & Labrador defines family in the broadest sense – anyone who cares for and loves an individual who is living with disordered eating. Families and loved ones are often the power of change for those living with an eating disorder. The United Way Community Fund grant of \$10,000 will provide proper training, education and support for the program and allow it to expand outside the St. John's area. The program will help families better understand how to help their loved one, through groups that are facilitated by a mental health professional and a parent.

EDFNL currently offers family support service sessions to families in the St. John's area, but know that families outside the capital region often feel isolated with regards to education and support services that are available. Concerned families and friends often contact EDFNL hoping to find the assistance they need in their communities, and this expansion will help EDFNL to begin to fill this gap in services. The main objectives of the program is to educate and support families so they have the tools and knowledge to understand the serious illness they are dealing with, and are better equipped to support their loved one toward recovery.

The Foundation is very fortunate to have Patricia Nash as its Program and Outreach Facilitator. Patricia co-facilitates these support groups which, will be expanded into other communities across the province. Patricia has a great understanding of eating disorders from her professional background as a counsellor, as well as her personal family experience when her daughter was diagnosed with anorexia in 2000. Her daughter was hospitalized for several months and spent many years in treatment. Although it was a long and difficult journey her daughter is now in good recovery from her eating disorder. Patricia knows firsthand how important it is for families to receive support. She says "Families are devastated by this illness and feel so helpless and alone. It is often described as watching a loved one commit a slow suicide and there is nothing that we can do to stop it. However, research has shown us that when families are helped and supported, the prognosis for the loved one who is sick gets much better. With the help of United Way we are now able to reach out to many struggling families across Newfoundland and Labrador. On behalf of all these families - who we will now be able to help - a heartfelt thank you. You are truly helping us save lives."



One in five post secondary students in Newfoundland & Labrador live with some form of an eating disorder, with anorexia nervosa being the third most chronic illness in adolescents.



United Way of Newfoundland and Labrador Inc. has completed another successful campaign cycle and we are 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 have been audited by Grant Thornton LLP and are available upon request by contacting the offices of United Way of 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 and 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 almost two thousand individual donors.

Independent Auditor's Report



To the Board of Directors of the United Way of Newfoundland and Labrador Inc.

We have audited the accompanying financial statements of the United Way of Newfoundland and Labrador Inc., which comprise the statement of financial position as at March 31, 2012, the statements of revenues, expenditures, general fund balance and cash flows for the year then ended, 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 generally accepted accounting principles, 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 company'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 company'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 is sufficient and appropriate to provide a basis for our qualified audit opinion.

Basis for qualified opinion

In common with many charitable and not-for-profit organizations, the United Way of Newfoundland and Labrador Inc. derives part of its revenue from donations and fundraising activities which are not susceptible to conclusive audit verification. Accordingly, our verification of revenue from these sources was limited to amounts recorded in the records of the Organization and we were not able to determine whether any adjustments might be necessary to revenue, excess of revenue over expenditures, assets and general fund.

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 the United Way of Newfoundland and Labrador Inc. at March 31, 2012 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

St. John's, Newfoundland and Labrador
January 7, 2013
Chartered Accountants



Independent Auditor's Report

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United Way of Newfoundland and Labrador Inc. Statements of Revenue, Expenditures and General Fund Balance

Year Ended March 31	2012	2011
Fundraising revenue		
Campaign (Note 6)	\$ 889,695	\$ 778,855
Pledge gain (loss)	<u>15,412</u>	<u>(10,757)</u>
Net fundraising revenue	905,107	768,098
Other revenue		
Interest	1,762	301
Airport coin box	<u>-</u>	<u>1,037</u>
	906,869	769,436
Expenditures		
Fundraising	<u>144,017</u>	<u>117,415</u>
Total net revenue	762,852	652,021
Community investment (Note 7)	<u>751,651</u>	<u>652,650</u>
Excess (deficiency) of revenue over expenditures	<u>\$ 11,201</u>	<u>\$ (629)</u>
General Fund balance, beginning of year	\$ 824,394	\$ 825,023
Excess (deficiency) of revenue over expenditures	<u>11,201</u>	<u>(629)</u>
General Fund balance, end of year	<u>\$ 835,595</u>	<u>\$ 824,394</u>

*Audited Financial Statements in full for the year ending March 31, 2012 are available upon request by contacting United Way of Newfoundland & Labrador.



Independent Auditor's Report

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United Way of Newfoundland and Labrador Inc. Statement of Financial Position

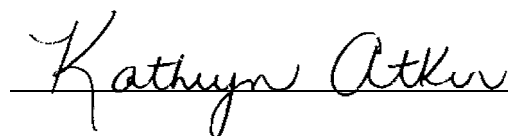
March 31	2012	2011
Assets		
Current		
Cash and cash equivalents	\$ 633,936	\$ 676,570
Pledges receivable (Note 8)	369,976	306,694
Harmonized sales tax receivable	5,901	4,181
Prepays	<u>4,826</u>	<u>4,913</u>
	1,014,639	992,358
Capital assets (Note 9)	<u>1,887</u>	<u>2,696</u>
	<u>\$ 1,016,526</u>	<u>\$ 995,054</u>
Liabilities		
Current		
Payables and accruals	\$ 18,452	\$ 9,857
Deferred campaign designations	<u>162,479</u>	<u>160,803</u>
	180,931	170,660
Fund Balance		
General Fund balance	<u>835,595</u>	<u>824,394</u>
	<u>\$ 1,016,526</u>	<u>\$ 995,054</u>

Commitment (Note 10)

On behalf of the Board



Director



Director

*Audited Financial Statements in full for the year ending March 31, 2012 are available upon request by contacting United Way of Newfoundland & Labrador.



United Way of Newfoundland and Labrador Inc. Statement of Cash Flows

Year Ended March 31	2012	2011
(Decrease) increase in cash and cash equivalents		
Operating		
Excess (deficiency) of revenue over expenditures	\$ 11,201	\$ (629)
Amortization	<u>809</u>	<u>1,155</u>
	12,010	526
Change in non-cash operating working capital (Note 12)	<u>(54,644)</u>	<u>5,348</u>
	<u>(42,634)</u>	<u>5,874</u>
Net (decrease) increase in cash and cash equivalents	(42,634)	5,874
Cash and cash equivalents		
Beginning of year	<u>676,570</u>	<u>670,696</u>
End of year	<u>\$ 633,936</u>	<u>\$ 676,570</u>

*Audited Financial Statements in full for the year ending March 31, 2012 are available upon request by contacting United Way of Newfoundland & Labrador.



Volunteers and Staff

We couldn't do it without our many volunteers. They are the heart and soul of United Way of Newfoundland & Labrador, and when it comes to making change happen in our Province, we are able to do this because of the dedicated volunteers that give so generously of their time and talents to our organization.

Volunteers are vital to our operations. They play an important part in keeping our fundraising costs low, making United Way Newfoundland & Labrador a more fiscally efficient charity. We thank each and every volunteer for the time they commit to United Way and to our Province. It's very true: "without you there would be no WAY." THANK YOU!

The volunteers listed below includes the Board of Directors, Campaign Management Team, Community Investment Committee, Marketing Committee, Governance Committee & Audit Committee, and other ad hoc committees set up at various times during the year. These volunteers are supported in their work with a network of community and workplace volunteers. Hundreds of individuals support United Way through volunteering to organize campaigns, special events, hosting dinners, selling tickets and exemplifying the true spirit of philanthropy.

2011/2012 Board of Directors

Suzanne Parks, Chair
Kathryn Atkin, Past Chair
Padraig Mohan, Vice Chair
David Howe, Treasurer
Donna Ball, Director
Don Belanger, Director
Mark Brown, Director

Keith Butler, Chair, 2011 Campaign Management Team
Sharon Duggan, Director
Kimberly Hoskins, Chair, Marketing & Communications Committee
Bill Janes, Chair, Community Investment Committee
Michael Murphy, Director & Labour Representative
Karen White, Director & Labour Representative
Jerry Young, Director



Members of the 2011/2012 Board of Directors at the Annual General Meeting for the Fiscal Year ending March 31, 2011. L-R: Mark Brown, Kathryn Atkin, Padraig Mohan, David Howe & Jerry Young.



2011 Campaign Management Team

Keith Butler, Chair, 2011 Campaign Management Team
Meg O'Neill, Vice-Chair
Bruce Templeton, Past Chair
Lily Abbass, Champion, Government of Canada (GCWCC)
Moya Cahill, Chair, Energy Division
Perry Giles, Chair, Business Division
Sean Munro, Chair, Finance Division
Mark Sexton, Account Executive
Wanda Cuff-Young, Account Executive
Paul Walsh, Account Executive
Greg Moores, Account Executive



Gary Peddle, Board Director with Keith Butler, 2011 Campaign Management Chair at the 2011 Campaign Celebration.

Sub-Committee Volunteers

Al Antle	Stephanie Korab
Penny Blackwood	Ruby Manuel
Ian Chaytor	Leigh Puddester
Hazel Clarke	Sherry Ryan
Victoria Collins	Jason Sheppard
Judy Cook	Mary Shortall
Chris Herridge	Judy Stratton
Ian Hoffman	Amy Wyse
Sharon King	



L-R Tammy Davis, Lisa-Marie Fifield & Patricia McCarthy at the 2012 Campaign Kick Off BBQ.

Staff

Our staff is committed to working in partnership with others to mobilize people and resources to address the root causes of social problems, and to change neighbourhood conditions for the better. We strive to ensure that as much of every dollar as possible goes to the community. We also strive to run a lean and efficient organization – one that is transparent, accountable and effective.

We are committed to supporting a network of agencies that reflect and respond to the needs of our community.

Tammy Davis, Executive Director
Tammy.Davis@nl.unitedway.ca
Direct Line: (709) 753-9888

Lisa-Marie Fifield, Campaign & Communications Coordinator
Lisa-Marie.Fifield@nl.unitedway.ca
Direct Line: (709) 753-8289

Patricia McCarthy, Finance & Administrative Coordinator
Patricia.McCarthy@nl.unitedway.ca
Direct Line: (709) 753-8288

General Office Inquiries & Contact Information

United Way of Newfoundland & Labrador, 39 Pippy Place, Suite 1D, St. John's, NL A1B 3X2
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Website: www.nl.unitedway.ca
Twitter: www.twitter.com/UnitedWayNL
Facebook: www.facebook.com/UnitedWayNL



United Way
Newfoundland
and Labrador
Change starts here.





Katie, a member of the Isle of Notre Dame Community Youth Network has taken music lessons through her CYN as a result of United Way funding.



United Way
Newfoundland
and Labrador
Change starts here.

Give. Volunteer. Act.

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