



2015 Annual General Report
United Way of Bruce Grey



Board Chair: Dave Myette

It has been my honour and privilege to serve as the Chair of the Board of the United Way of Bruce Grey (UWBG) for the past two years.

This time has not been without challenges, which as some say are nothing more than veiled opportunities.

With the financial restructuring behind us, we were able to get the organization on a much firmer fiscal footing. As a result, we are pleased to be able to continue to support our partner agencies in 2016 at an increased level with funds raised in 2015.

The year 2015 will always be defined in my mind as the year of the *Fire Fund*. Francesca and her staff hit the ground running and took on this fundraising endeavour without prompting, hesitation, and personal interest. From the very moment that the news broke that there was a fundraising campaign, the response exceeded anything that could have been imagined. What also couldn't have been imagined was the extent it was challenging, and educational. Had we been able to for see the extent to which it would garner local, and national interest, we would surely have slowed down and done some things differently.

That said, the public support was outstanding. So many people helped and so many people were helped. Through it all we fostered some excellent relationships with people in the insurance industry, the media industry and, last but not least the legal industry.

Fundraising is always challenging and the United Way is not alone in that endeavour. Any agency in the Not for Profit sector understands that these continue to be challenging times and only through adapting, changing and continually reinventing your fundraising strategies can you continue to be successful. I am proud of the work that the UWBG does and continues to do, with new ideas and campaigns, reinventing existing ones, and building new partnerships, and collaborations. It is through this sustained innovative approach that the organization will continue to be successful with you, through you and for you, well into the future.

I would like to thank the members of the Board for their unwavering support through these past two years. I would like to thank our Executive Director, Francesca and her staff, both past and present, for the hard work they do. And I would like to thank the donors, both individual, and organizations, for being so generous with time and funds. For without them none of this would be possible.

I am happy, proud and a little bit relieved to be handing the Chair over to Nick Lovell. Nick has a long history with the UWGB going back to his volunteer days and his time as a summer student with the organization. Nick is well equipped as a legal practitioner and a natural leader to be able to get the best out of the board members and the Executive Director and staff



Executive Director: Francesca Dobbyn



Well, 2015 is in the books, and it is certainly one for the books! For the first time in the organization's history our revenues topped the \$1 million. That truly speaks to the community's belief and support for the United Way.

When we look to the numbers, we invested almost \$950 000 right back out into the community in the form of agency grants, utility assistance, financial literacy programs, backpacks, crisis supports and flow through grants to support community projects.

We partnered significantly with the Community Foundation, supporting a distracted driving poster contest in South Bruce Peninsula (page 6), a breastfeeding support program with the Mother and Child Unit at the GBHS hospital and provided core funding to the Community Voices team of the Poverty Task Force (page 10).

As a non-hockey person, hosting the Montreal Canadiens was seriously out of my comfort zone, but with Bobbie Gillespie with me every step of the way, we had fantastic time. Even the Canadien players commented on how great everything went and how wonderful the community was.

But no reflection on 2015 can go without mentioning the August 10th fire response and fund. Like many others, I woke to the horrifying news and was in the office by 6 am seeking all the information I could. We put coffee on and tried to process what had happened. At 3 pm that afternoon, our PLAN (Post-crisis Long-term Assistance Network) group met to review the situation, what was needed, what was available, who had what in terms of resources etc.

When we realized there were so many families with no insurance, we knew the community would want to support them so we offered to take and receipt donations. What an incredible response. Well over \$300 000 was raised in a matter of weeks. We were able to meet all the needs of the uninsured, we covered the insured deductibles and we covered gaps where the insurance companies did not.

Some members of the community were frustrated at the regulations we had to abide by as a United Way, and we get that, we really really do. And the charitable and not-for-profit sector learned a lot along with us.

I look forward to an exciting 2016, but perhaps a little less crisis.

OK a lot less crisis.

We will continue our advocacy work around poverty and specifically energy poverty. In the meantime, we will fundraise for utilities,, and all the programs in our community, and respond to gaps and community needs as they emerge.





	2015	2014	increase
Total Revenue	\$ 1,167,563.00	\$ 828,016.00	41%
Fundraising Expenditures	\$ 123,473.00	\$ 90,427.00	37%
Net Revenue available for Community Investment	\$ 1,044,090.00	\$ 737,589.00	42%
Community Investment Expenditures	\$ 948,741.00	\$ 595,344.00	59%
Excess of Revenue over Expenditures	\$ 95,349.00	\$ 142,245.00	
Fund Balances at Beginning of year	\$ 97,538.00	\$ (44,707.00)	
Fund Balances at the end of the year	\$ 192,887.00	\$ 97,538.00	98%



Remember when the Montreal Canadiens came to town?

The United Way played host to the Montreal Canadien's Alumni team in January. The “Hab-Nots” i.e.: The Sunday Morning Hockey League Players Association (SMHLPA) played a valiant, but futile game against the Canadiens. Backing them up was the Owen Sound Ice Hawks Bantam C Roster (below) and the Attack Novice (bottom left).



Later in the spring the Sunday Morning Hockey League Players Association (SMHLPA) donated the proceeds from their annual Easter hockey tournament to the United Way.

In the Community

Support for Newcomers

The United Way identified that the broader community system of supports was going to be seriously strained as the community rose to the challenge of supporting refugees from Syria and around the world. Connecting with long term partner Bruce Power, the United Way received \$50 000 to support the system that supports the various sponsoring groups throughout Bruce and Grey.



The first activity was to task Community Connection, our 211 service provider, with the creation of a Directory of Services.



Other funds have been provided to support the Adult Learning Centre with English as a Second Language co-ordination, community information and meetings, and possible employment supports (matching grant pending).



South Bruce Peninsula Safe Communities Committee

Utilizing a grant from the Community Foundation Grey Bruce, we ran a 'distracted driving poster contest' with the high school students at Peninsula Shores District School. After an agonizing evening of judging, Cayley Krieg's poster was the winner!

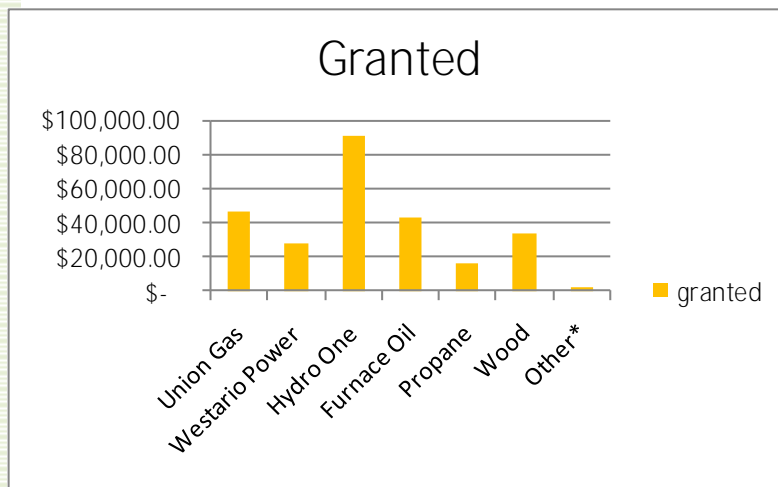
Photo: Terry Bell (chair), Sarah Bennett (3rd place) Shenley George (2nd place), Cayley Krieg, Mayor Janice Jackson, Bruce Peninsula OPP Detachment Commander Wayne Thompson



2013-14 Granted: \$201 183.59

2014-15 Granted: \$260 579.9

30% increase



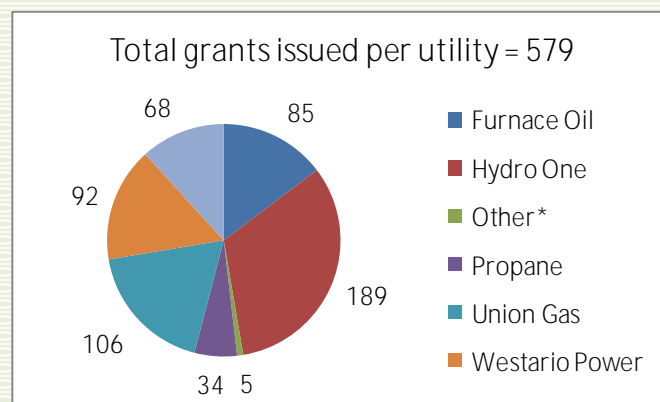
Data represents a 12 month period from July 1st through to June 30th to better represent the issue as it relates to winter heating costs.

Total grants issued in 2014-2015: 579

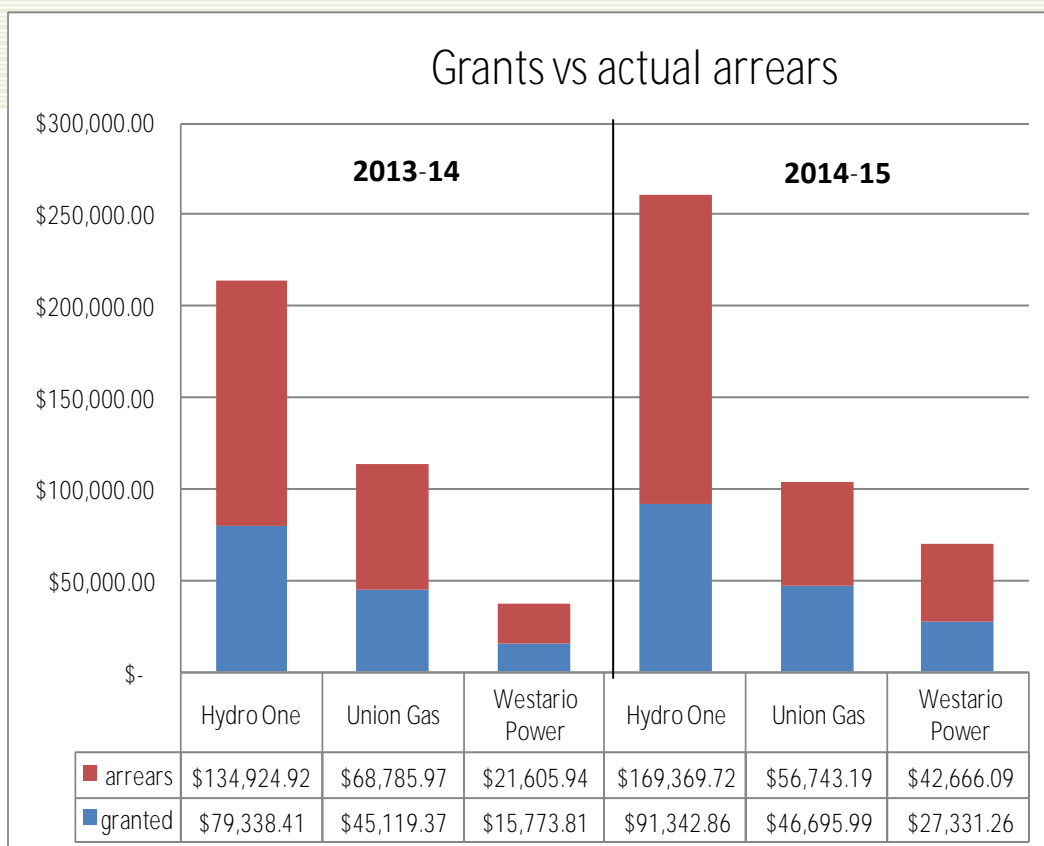
Total grants issued in 2013-2014: 449

Previously the United Way was reporting on a

Need can quickly exhaust the funding available.

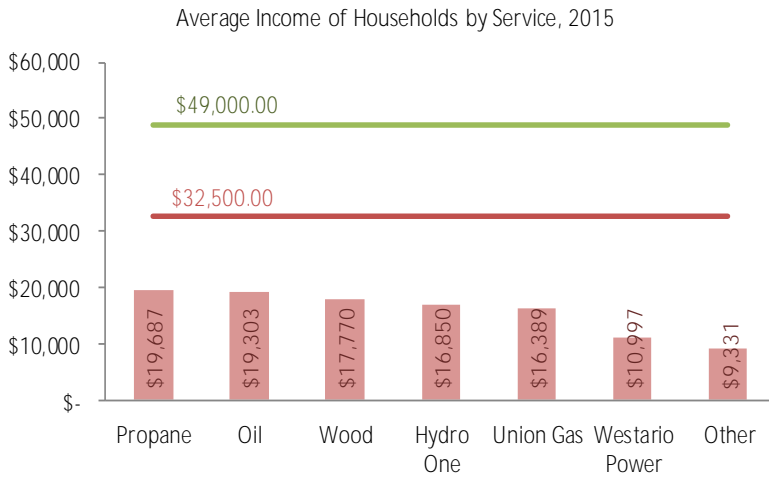


There are no funds for Union Gas until September 2015, and no funds for Westario Power until January 2016.



For most of the oil, propane and wood clients, there are no arrears due to the COD (cash on delivery) of the billing practices of the involved companies.

For electricity and natural gas getting behind can lead to disconnection and loss of service. Other than a wood stove, all sources of heat require electricity to operate.

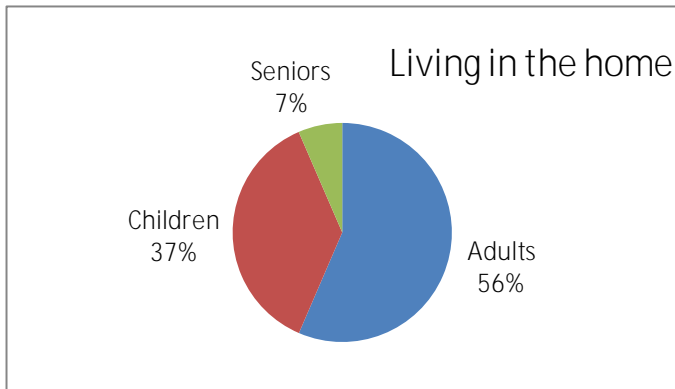


The average income of the households is well below the provincial average (green line) and well below even the LICO range (red line) that stipulates eligibility for the program.

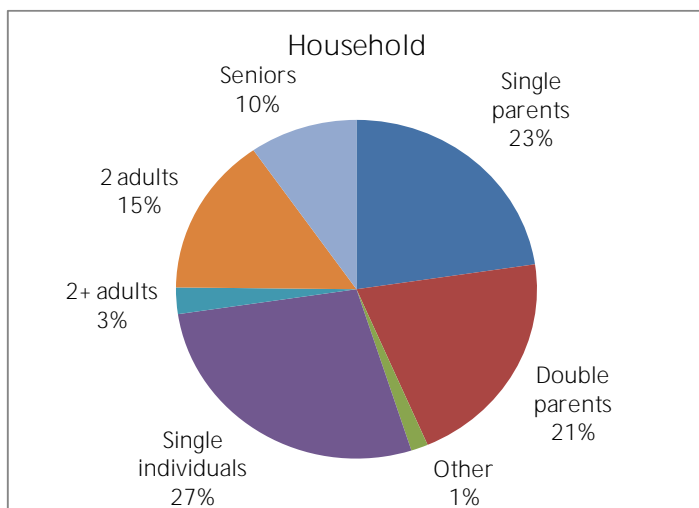
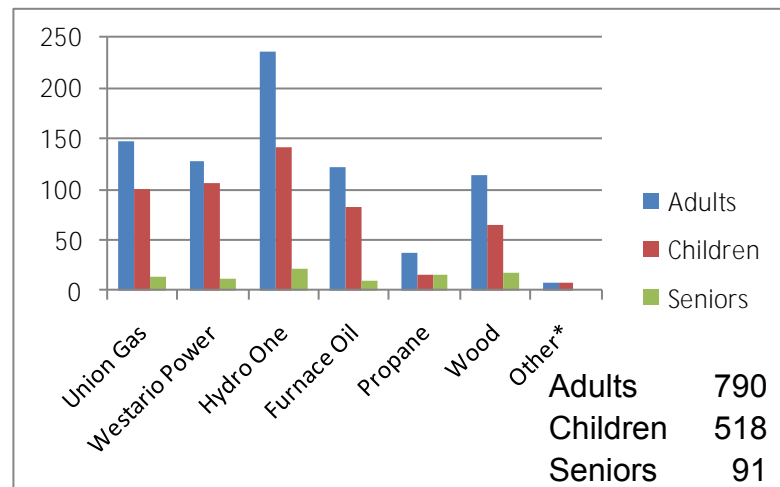
The over all average income is just over \$16 000 per year

Since establishing in 1998, the United Way of Bruce Grey has

processed \$1.3 million in utility support for the community



37% of those benefiting from this program are children



Of the applicants to the program:

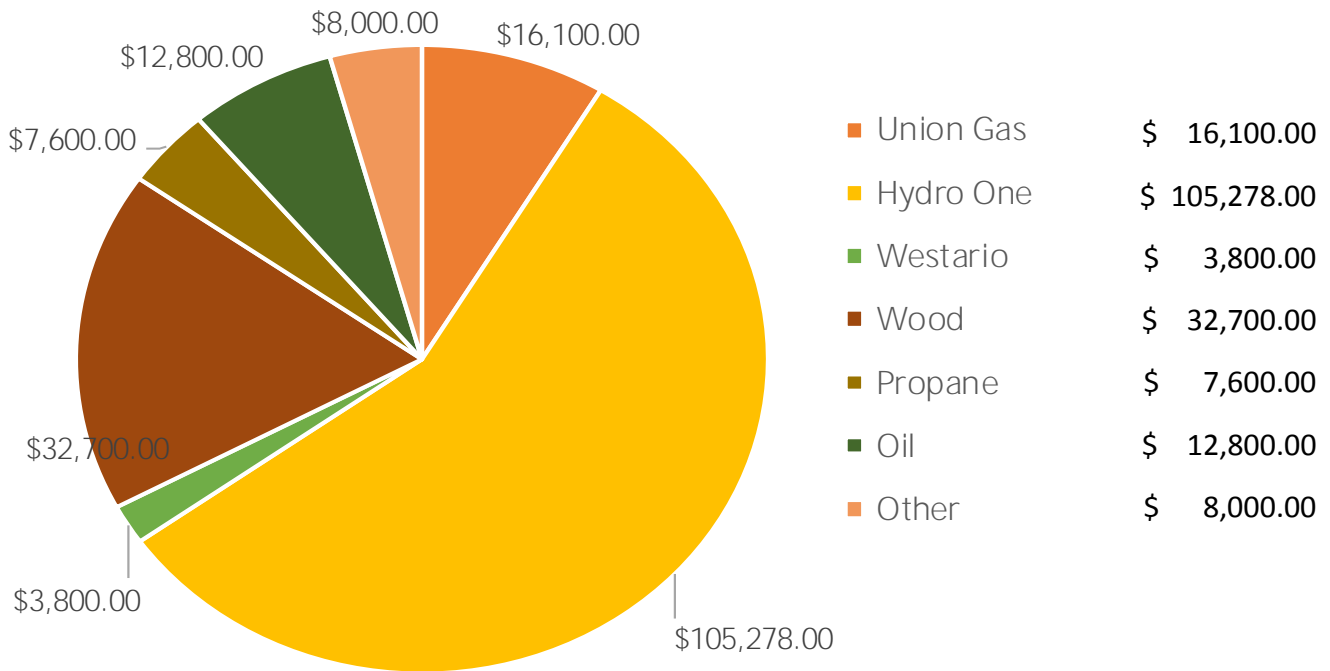
- ♥ 44% are parents, 23% being single parents.
- ♥ 10% are seniors, some of whom are raising grandchildren
- ♥ 45% are adults either living on their own or with others
- ♥ 1% are a combination: a mix of adults and seniors or multigenerational households

Utility Assistance Program

July 1st to December 31st

First 6 months of the winter of 2015/16

\$186 300 total funds, resources provided



Seniors

35

Number of applications

Avg income

Union Gas 41 \$ 19,100.00

Hydro One 91 \$ 17,400.00

Adults

Westario 10 \$ 12,600.00

313

Wood 55 \$ 18,400.00

Propane 15 \$ 15,400.00

Oil 26 \$ 16,000.00

Children

Other 13 \$ 15,000.00

230



The Bruce Grey Poverty Task Force facilitates community partnerships to advocate for poverty reduction and elimination.

We work together with key community stakeholders and networks to eliminate poverty and enhance our common understanding of poverty-related issues through solution-based research, knowledge development and information sharing.

The Bruce Grey Poverty Task Force is made up of 5 sector-based Action Groups: **Income Security Food Security, Housing, Transportation** and the **Bridges Action Group**. These sub-groups of the Poverty Task Force dig deeper into the root causes



FORUM

Tackling precarious work issue crucial to closing inequality gap

Many people, including Ontario's out-of-work, have been spending our unpaid "ghost" and "zombie" pay.

While some companies would prefer that they don't pay out, they don't want to pay out. It's not that they don't want to pay out, it's that they don't want to pay out. It's not that they don't want to pay out, it's that they don't want to pay out.

Paul, the author of the article, explains that the problem is not just about pay, but about the inequality gap. He notes that the gap is widening, and that it is crucial to tackle precarious work issues to close it.

Heat is a necessity, not a privilege

April 11, 15

Christine Bennett
Reporter

While the province's energy regulator is working on a plan to reduce the cost of electricity, it's not clear if it will be enough to help the families that are struggling to pay their bills.

Heat is a necessity, not a privilege. For many families, the cost of heating is a major financial burden. The province's energy regulator is working on a plan to reduce the cost of electricity, but it's not clear if it will be enough to help the families that are struggling to pay their bills.

15 for '15 Holiday Wish List

Bruce Grey POVERTY TASK FORCE

- We wish for a fair wage. Living from paycheck to paycheck is not a sustainable way to live.
- We wish to have a job that pays well. A job that pays well is essential for a decent standard of living.
- We wish for a safe and sound home. A safe and sound home is a basic need for all.
- We wish to have a good education. A good education is the key to a better future.
- We wish for a good healthcare system. A good healthcare system is essential for a healthy life.
- We wish to have a good retirement plan. A good retirement plan is essential for a secure future.
- We wish for a good social safety net. A good social safety net is essential for a decent standard of living.
- We wish to have a good environment. A good environment is essential for a healthy life.
- We wish for a good transportation system. A good transportation system is essential for a decent standard of living.
- We wish to have a good quality of life. A good quality of life is essential for a decent standard of living.

What does it cost to live in Bruce Grey?

Category	Cost
Bachelor*	\$568
1-bedroom*	\$712
2-bedroom*	\$847
To afford the apartment, a household must earn at least:	
Per year	\$22,956
Per week	\$439
Per hour, 40 hr/week	\$11.05
To afford the apartment, a household must earn at least:	
Per year	\$28,236
Per week	\$544
Per hour, 40 hr/week	\$13.75
To afford the apartment, a household must earn at least:	
Per year	\$34,440
Per week	\$660
Per hour, 40 hr/week	\$16.56
Bill Wage (average)	\$22,000/year
OW Pension (average)	\$12,500/year
OW Pension (single)	\$7,500/year
OW Pension (single + 1 child)	\$12,500/year

*Source: Canada Mortgage and Housing Corporation



August 10th Fire

In the early hours of August 10th, arson fires devastated an Owen Sound neighbourhood.

Dawn revealed the devastation. Exhausted fire fighters, police and EMS looked upon the scene with disbelief.



Owen Sound Sun Times

15 homes uninhabitable

4 homes damaged

41 people homeless

50+ people affected

The youngest, 13 months

The oldest, over 80



Community agencies responded immediately and provided emergency housing, food, emotional support and help to coordinate a broad community response for those affected.

Upon learning that many families did not have insurance, the United Way started taking donations to support those families. As the fund grew, the mandate was expanded to assist everyone affected with unmet urgent needs, regardless of insurance coverage.

“My husband and I would like to thank you for the donations you made. It has made a dark time in our lives, much brighter. We are overwhelmed with all the consideration and compassion provided. Once again thank you.”

“Your kindness has helped more than you know and has helped the healing process. No words can thank you enough how much I appreciate your kindness and support.”



Funds Raised*	\$ 326,073
Administrative Recovery	\$ 48,911
Distributed	\$ 194,989
Surplus	\$ 82,172

*includes gift cards

Over 50 hand made quilts were donated to the victims



Deductibles	\$ 11,000.00
General Funds	\$ 9,500.00
Support costs	\$ 16,767.38
Insurance	\$ 1,446.41
Moving	\$ 2,888.75
Housing	\$ 5,892.25
Utilities	\$ 4,127.16
Furniture	\$ 18,414.45
List of requests	\$ 78,206.84
Uninsured losses	\$ 25,649.51
ID clinic	\$ 906.95
County repayment	\$ 7,396.00
Gift Cards	\$ 12,270.00
other	\$ 523.62
Total Support Provided	\$ 194,989.32

In 2016, the United Way is hoping to launch a Disaster Fund utilizing the surplus funds from the August 10th fire so we can help more people in the community



2015 Backpack Program

Bruce Grey Child and Family Services	463
Dundalk & Proton Community School	26
Women`s House Serving Bruce & Grey	27
Community Living Walkerton & District	188
Keystone Child, Youth & Family Services	56
Hincks Delcrest Centre	22
Durham Kids & Us	10
M'Wikwedong Native Cultural Resource Centre	40
Saugeen First Nation	242
Golden Town Outreach	55
Hillcrest Elementary School	8
Cape Croker First Nation	76
YMCA	41
	1254

Local agencies review their client lists and send the United Way a bulk request for supplies.

This enables us to plan for the large numbers and have a distribution system to get the backpacks to the children.

The backpacks are assembled and picked up by the agencies, and they distribute them to their clients.

Total requests for 2015* 1930

*Since September, over 100 additional backpacks have been distributed to schools and newcomer families



Girls

948

Boys

982



About 4,800 children in Bruce and Grey counties live in poverty.

In Bruce and Grey the proportion of lone parent, low income families is on the rise. In 2006, 59% of low income families had two parents (couples), compared to 41% that were lone parent families.

In 2011, 46% and 47% were lone parent families for Bruce and Grey respectively. This represents an increase of around 5% to 6% in lone parent families living in poverty for both counties between 2006 and 2011.

In 11 years, 17 007 backpacks have been given out!

Where?

Wherever possible, we try to identify the location of those receiving backpacks.

This list does not add up to the full total because agencies often service all of Bruce and Grey and we cannot clearly pinpoint destination .

242	Saugeen FN	327	Owen Sound
79	Cape Croker		
35	Walkerton	63	Hanover
31	Chesley	63	Meaford
24	Wiarion	32	Dundalk
21	Port Elgin	28	Durham
21	Kincardine	18	Flesherton
14	Mildmay	10	Shallow Lake
9	Tara	8	Holstein
8	Southampton	7	Markdale
7	Paisley	7	Ayton
6	Lucknow	6	Eugenia
6	Allenford	5	Walter's Falls
5	Pike Bay	2	Thornbury
5	Cargill	2	Priceville
4	Sauble Beach	2	Kemble
4	Oliphant	1	Singhampton
4	Hepworth	1	Proton Station
2	Ripley	1	Clavering
1	Tiverton	1	Berkley
1	Teeswater		
1	Neustadt		



Primary

Intermediate

Senior

High School

643

514

285

488





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