

**"You are at the heart
of everything!"**



2018 Annual Report



United Way
Bruce Grey
Change starts here



Message from Virginia McFarland, Board Chair

It has been my honour to serve this year as the Chair of the Board of the United Way of Bruce Grey (UWBG).

Over the five years that I have had the privilege to contribute as a member of the Board, I have witnessed the deep generosity of the people of Bruce and Grey Counties. The volunteer time and the personal, business and corporate donations from the community have done so much to improve life for people here.

Through the community partner agencies and projects that you have supported, you have touched the lives of many people in many ways. Several agencies that your donations fund have received community grants for a decade or more to sustain programs, including mental health supports, family and children's programs and services, support for victims of violence, youth programs, therapy programs, and access to nutritious food.

Other projects you have funded have helped directly support initiatives to keep the heat on in the winter, provide backpacks and supplies for school-aged children, support newcomers to the region, and provide an online and telephone social and community services directory for people in Bruce-Grey and throughout Ontario. Your donations have also helped people in times of crisis across our region coming together in aid of people who have lost so much.

Bruce-Grey knows how to show local love.

The United Way of Bruce Grey is deeply grateful to you, and all of our donors, for your continued support of community programs through giving to the United Way. We are also grateful to the volunteers who help support programs in our area with their time and their care. Thank you for donating to support our neighbours in the community.

Thank you to the dedicated staff and Executive Director of the United Way of Bruce Grey for your hard work on behalf of the people in the community. Thanks also to the staff of our partner agencies for the projects you delivered and the work you did to serve and support our community.

Finally, thank you to the Board of Directors for your passion and dedication to supporting your community in this way. I am grateful to have had the opportunity to volunteer as board chair in 2018, and I am looking forward to continuing to support the Board under the leadership of past chair and 2019 chair, Nicholas Lovell.

With heartfelt gratitude, thank you.

Virginia McFarland



Virginia McFarland, Chair
United Way Bruce Grey





Message from Francesca Dobbyn, Executive Director, United Way Bruce Grey

The United Way turned 20 in 2018, and what a year we had! I'm going to take a moment to look back at what you, our donors and partners, have accomplished in the past 20 years.

You have supported 46 organizations who have delivered 53 programs over the past 20 years with over \$3 million in grants to support the development of a healthier community.

You have provided \$2.5 million in Utility Assistance, which has helped thousands of households through 4,600 plus files processed. You have also helped us engage with policy discussions, which have resulted in improved customer service rules, lower electricity bills and more wrap around supports for our clients.

2018 kicked off in January with a project funded by a grant from the Ontario government. *Making Grey Bruce Home* was a 14-month regional capacity building project. May Ip and Mokless Hassan designed, implemented and evaluated a rural service delivery model, which supported the social and economic integration of current and anticipated refugees, as well as vulnerable newcomers. As part of the project, we have launched www.newcomersbrucegrey.ca. I encourage you to check it out, especially if you speak a second or third language, and let us know what you think.

In 2019, we anticipate packing our 25,000 backpacks, with you supporting 23,634 already out in the community in the hands of low income children. Saving those low income households over \$1.5 million during the 14 years of the Backpack Program.

We welcomed Sarah Raynsford as our Backpack Student and she rose to the challenge of a 25% increase in the number of backpacks requested. Along with her volunteers, over 2,400 fully stocked backpacks were given out throughout the summer.

The Poverty Task Force continues to carry the voices of those who are struggling to improve their lives. Collaborating with over 52 organizations, the Task Force focused on a variety of supports, such as ensuring more people were able to access government supports through income tax filing. There continues to be an emphasis on healthy food and an understanding of how broad decisions in our community impact those who have the least resources.

We had to say goodbye to Sandra Holyer and Allan Gibbons, staff who launched into their dream jobs. We welcomed Allyson Hibma to the team in November, who got an instant crash course in year-end at a charity.



Francesca Dobbyn, Executive Director
United Way Bruce Grey



I am humbled by you, and all of our donors, for your generosity in supporting all of the work that is happening to improve lives and restore hope in Bruce-Grey.

Thank you.

Francesca Dobbyn



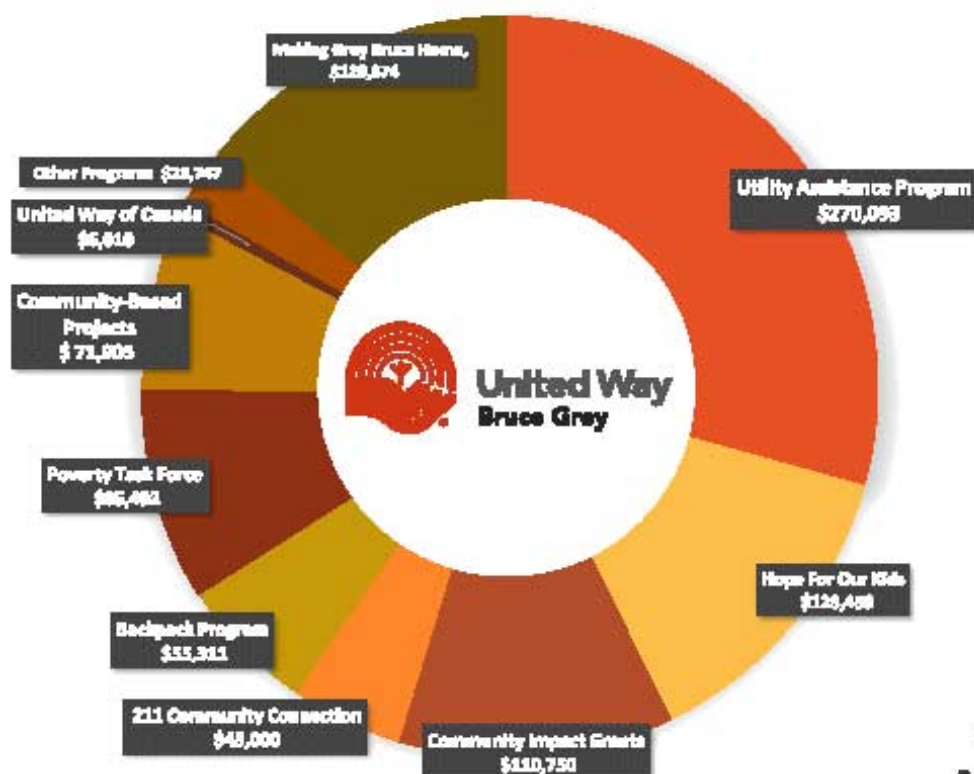
Financial Analysis

2018 Financials	2018	2017
Total revenue	\$ 1,281,634	\$ 1,161,183
Fundraising expenditures	\$ 118,649	\$ 97,233
Net revenue for community impact	\$ 1,162,985	\$ 1,063,950
Community impact expenditures	\$ 1,124,040	\$ 1,021,400
Excess revenue over expenditures	\$ 38,945	\$ 42,548
Fund balances at beginning of year	\$ 153,630	\$ 111,082
Fund balances at end of year	\$ 192,575	\$ 153,630



Community Impact - United in Helping Others

Every donation stays in Bruce-Grey working hard to make a healthier and stronger community. In addition to our front line programs, we support community initiatives that address various issues in our community. When possible, we partner with other funders to leverage new dollars and new investments in the region.



The cost of fundraising in 2018 was 9%.



2018 Funded Partner Agencies



* Free Information Service – 24/7. Call 211 or www.211ontario.ca.
16,138 individuals in Bruce-Grey contacted 211 to find the right community, social, health and government services.

Poverty Funded Agencies

Guiding Committee
Bruce Grey Poverty
Task Force

- CMHA*—Brunch Program
- CMHA*—Fresh Roots Café
- CMHA*—Garden Program
- CMHA*—ID Clinic
- Durham & District Food Bank
- Meeting Place, The—Food Bank
- Safe 'n Sound Homelessness Initiative—Lunch Program

Community Funded Agencies

Guiding Committee
Grey Bruce Healthy
Communities

- CMHA*—Men's Program
- Meeting Place, The—Community Programming
- Pegasus Riding Association Nurturing Challenged Equestrians (PRANCE)
- Safe 'n Sound—Community Programming
- St. John Ambulance—First Aid Training
- Victim Services Bruce Grey Perth
- Women's House Serving Bruce & Grey—Shelter & Outreach Counselling

Children Funded Agencies

Guiding Committee
Grey Bruce Children's
Alliance

- Big Brothers Big Sisters, Owen Sound—Summer Camp & Volunteer Recruitment
- Big Sound (El Sistema Grey Bruce)—After School Music
- Bruce Grey Child & Family Services—Hope for Our Kids
- CMHA*—Friends & Neighbours (FAN) Club
- CMHA*—Let's Talk
- Grey Bruce Eat & Learn
- Keystone Child Youth & Family Services—Residence
- Meeting Place, The—Children & Youth Programming
- Owen Sound Library—Teen Advisory Group (TAG)
- South Grey Bruce Youth Literacy—Tutoring
- Women's House Serving Bruce & Grey—Child Witness Program



Restoring hope. Changing lives.

Together, we are united in helping others and building a strong community where everyone matters.

Moving People From Poverty to Possibility



By supporting individuals and families living in poverty with programs that help meet basic needs and create opportunities for a better life.

- 5** Community Partner Agencies
- 8** Funded Agency Programs
- 1** Frontline Program
- 1** Guiding Community Committee

Focus Area

- Financial Security
- Food Security
- Housing Security

Building Strong and Inclusive Communities



By filling service gaps to ensure every individual and family across our region has the chance to participate and thrive in their community.

- 7** Community Partner Agencies
- 8** Funded Agency Programs
- 1** Frontline Program
- 1** Guiding Community Committee

Focus Area

- Connecting to Supports
- Personal Well-being & Safety
- Community Engagement

Helping Kids Be All They Can Be



By ensuring children and youth have the skills and opportunities they need to reach their full potential and become successful adults.

- 10** Community Partner Agencies
- 12** Funded Agency Programs
- 1** Frontline Program
- 1** Guiding Community Committee

Focus Area

- Community Involvement
- Emotional & Physical Well-being
- Engagement in Learning



What You Made Possible in 2018

Your support helped to ensure the delivery of vital, life changing programs that address our three priority areas.

You helped move people out of poverty



683 adults & 385 kids
in 478 homes received
urgent utility assistance.



184 adults & 109 kids
received monthly
emergency food supplies.



22,700 healthy meals
were served to hungry
adults & children.

You helped build strong communities



1,190 individuals in
financial stress received
objective advice.



199 women & 169 kids
received counselling after
experiencing abuse.



90 individuals received
help from therapeutic
horseback riding.

You helped kids reach their full potential



15,819 kids received a
nutritious meal or snack
every school day.



2,456 kids received a
backpack filled with
school supplies.



801 kids received winter
outerwear and a snowsuit
or coat to keep warm.



Frontline Programs

The United Way Bruce Grey is unique in that we offer specific frontline services to our clients. These include our popular Backpack Program, Utility Assistance and Financial Literacy Counselling. All three programs have a positive impact on clients living with financial insecurity.

Backpack Program

The United Way's Backpack Program provides low income children and youth with a backpack and school supplies needed to start the year off on the right foot. Referrals to this program are received through 211 and through various community and social organizations.

In 2018, we saw a 17% increase in need for backpacks and thanks to your generous support, we were able to distribute 2,456 backpacks right across Bruce and Grey Counties. To date, a total of 23,634 backpacks have been given to children in need. Thank you for making this happen!

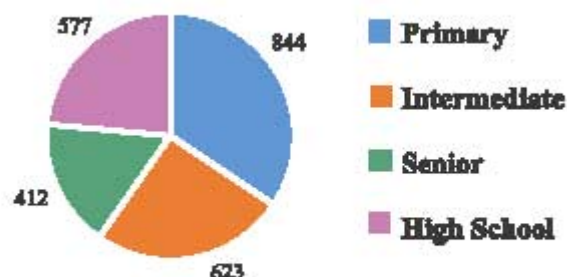
"Thank you for the backpack. It helped me hold all my books and school work. I really appreciate it!"

- Backpack Recipient



Sarah Raynford, 2018 Backpack Coordinator (ps - she's coming back!)

Number Per Grade



Financial Literacy Program

The Financial Literacy Program is a free program that provides compassionate and confidential financial information to help low income people cope. Understanding financial matters, as well as finding additional resources, can significantly improve a household's income and create self-sufficiency.

You, and all of our donors, have ensured this support has been available, resulting in 1,190 people accessing one-to-one meetings, as well as workshops and seminars.





Frontline Programs

Utility Assistance Program

The United Way's Utility Assistance Program provides grants of up to \$600 per utility based on a full assessment of the client's income status and access to additional resources in the community. In 2018, 478 households representing 683 adults and 385 children were assisted with this program.

In addition to the grants, you have supported policy change at the provincial level to ensure a ban on winter disconnections, that customer service rules are fair and equitable, as well as drawing attention to the issue of energy poverty in the province.

Helping with the immediate bills, while changing the broader system, will ensure that going forward, more households will be able to manage their utility bills without needing to access the United Way or other community programs.



Tony Solecki, President of Caframo Fans & Francesca Dobbryn, Executive Director, United Way Bruce Grey

A special thank you goes out to Tony Solecki and Caframo Ltd., Wiarton, who generously donated 100 Caframo EcoFans with a retail value of \$16,000.00 to our Utility Assistance Program.

Thanks to Caframo, our clients, who use wood as their heat source, have a fan that increases the efficiency of the cord wood by 18% or an extra \$100 worth of wood.

This amazing device requires no electricity and generates it's own power from the heat of a wood stove to circulate the heat and reduce fuel usage.

Thank you Caframo! We appreciate your support!



Making Grey Bruce Home Newcomer Project

In 2018, we welcomed Mokless Hassan back to the United Way, along with May Ip to run Making Grey Bruce Home. Funded through a grant from the Ministry of Citizenship and Immigration, Making Grey Bruce Home was a 14-month regional capacity building project. The project would design, implement and evaluate a rural service delivery model, which supports the social and economic integration of current and anticipated refugees, as well as vulnerable newcomers.

As part of the Project, we launched www.newcomersbrucegrey.ca. Please check it out, especially if you speak a second or third language, and let us know what you think.



Mokless Hassan & May Ip, Making Grey Bruce Home



Guiding Committees - Making a Difference Across Bruce-Grey

The United Way believes in evidence based decision making, and participates in a variety of community committees, creating change and opportunities to improve the broader community. There are three key committees that inform the direction and scope of work the United Way undertakes, ensuring a local response to local issues.

Poverty Task Force

The Bruce Grey Poverty Task Force (BGPTF) was created to facilitate community partnerships to advocate for poverty reduction and elimination throughout the two counties. The Task Force works together with key community stakeholders and networks to enhance our common understanding of poverty-related issues.



There are 73 people on the main BGPTF mailing list. The list is comprised of 52 social agencies and community organizations from Bruce County, Grey County and Indigenous organizations. There are also an additional 15 individuals that remain committed to the Task Force.

Healthy Communities

The Healthy Communities Partnership was created to bring together a variety of sectors, such as municipalities, organizations and businesses to work together on creating a healthier community. The Partnership works to bring these sectors together to discuss key health issues affecting our community, and find solutions that work for the various unique communities.



Anchored by the Grey Bruce Health Unit, this committee produces conferences and workshops on relevant topics, and keeps the community informed on emerging health related issues.

Children's Alliance

Grey Bruce Children's Alliance is a membership organization dedicated to identifying community needs and supporting collective action that improves the well-being of children and youth in Grey Bruce.



Together, with member agencies, they promote fairness in the distribution of resources and local access to services, collect data to identify and publish trends to advocate for better services, and strengthen linkages and integrate planning with other Grey Bruce networks and groups.



211

211, at its most simple, is a phone number that can connect people in the community to services and resources, 24 hours a day, 7 days a week. 211 also helps identify need in the community by tracking the nature of the inquiries, often flagging an emerging need before the rest of the community is aware of its urgency.

In 2018, 16,138 individuals in Bruce-Grey accessed 211 to find the right community, social, health and government services.





Hope for Our Kids Fund

In the spring of 2017, the Bruce Grey Child and Family Services Foundation, commonly known as the “Our Kids Bruce Grey Foundation”, approached the United Way Bruce Grey to ask if our shared focus on vulnerable children and families could become the beginning of a new tradition. As there was already a strong partnership between our two organizations, an agreement was formed. The United Way Bruce Grey would take on a fundraising role to raise funds that would support the most vulnerable children in our community. This fund specifically supports children who are associated with Bruce Grey Child & Family Services, but are not in foster care.

Thanks to your generous support, we were able to provide the necessary funds for the following:

- 801 children received warm winter clothing and boots
- 177 children attended an overnight summer camp or day camp throughout Bruce and Grey Counties.
- 360 families received emergency food supplies worth \$17,925.00



Every child matters!



Board of Directors, Agency Representatives & Staff

2018 Board of Directors

Chair: Virginia McFarland, Health Data Analyst, Grey Bruce Health Unit

Past Chair: Nick Lovell, Lawyer, Middlebro’ & Stevens LLP

Vice Chair: Pler Donadini, Owner, Queens Bar and Grill, Port Elgin

Vice Chair: Anne-Marie Hay, Parliamentary Research Assistant

Treasurer: Richard Schneider, Accountant

Director: Joan Beecroft, Teacher (retired), PFLAG

Director: Jeff Cronin, Labour Representative, Society of Energy Professionals

Director: Jo-Anne Hearn-Petican, Grey Bruce Injured Workers

Director: Mike Rencheck, President and CEO, Bruce Power

Agency Representatives

Sydney Mhener, Bruce Grey Child and Family Services

Dr. George Samz, Bruce Grey Child and Family Services

2018 Staff

Francesca Dobbyn, Executive Director

Allyson Hilbma, Office Manager

Holly Devlin, Financial Literacy Coordinator

Karen Baxter, Utility Assistance Manager

Elliane Preiss, Bookkeeper

Susan Hewitson, Fundraising Coordinator

Jill Umbach, Poverty Task Force Coordinator

Sarah Raynsford, Backpack Coordinator

May Ip, Making Grey Bruce Home

Mokless Hassan, Making Grey Bruce Home

Lisa Roberts, Janitor

Rob Roy, Maintenance

Allan Gibbons, Donor Experience Specialist

Sandra Holyer, Office Manager



Our Mission: To meet unmet needs in Bruce and Grey Counties by mobilizing volunteer and financial resources in the common cause of caring.

Our Mandate: The United Way is an autonomous organization, which builds upon the strength of volunteers and voluntary action by engaging the whole community for the benefit of the whole community.

Governed by a local Board of Directors, along with other volunteers, our donors and staff, we help to build caring communities and respond to a broad range of local unmet human needs.



211 Day - Queen's Park.



1st Annual OPP - Western Region Pull-A-Plane Event in support of United Way Community Programming.



Bear Wheel & Brake #RedRising Owen Sound Attack Coin Can Challenge Kick-Off night.



Allen Gibbons, United Way Bruce Grey, drops off candy on Random Acts of Kindness Day to the Habitat for Humanity build at Neyaashinighning.



**United Way
Bruce Grey**

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