



United Way of the Lower Mainland
2016/2017 Annual Report

You made amazing things possible

We all want to live in a healthy caring inclusive community.
Every day our donors bring us closer to this vision.

Thanks to you, this year vulnerable kids got a better start in life, struggling families received vital supports, and at-risk seniors found their spark again. Where would these people be today without you? Thankfully we'll never know, because you said yes to building their better tomorrows. Thank you.



Message from the President & CEO

This year was remarkable. Thanks to your generosity, together we made a positive difference in 400,000 people's lives.

Because of donors, corporate and government support, we were able to introduce a new grant to help seniors stay healthy and connected to their communities. Thanks to your investments and partnerships across the United Way movement, bc211.ca — a vital directory of social services — has expanded across the province. And now we look forward to enhancing our reach and community impact by proudly joining with United Way Fraser Valley.

All of this means your investments are changing more lives, every day. None of the work we do would be possible without you. Thank you!

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael McKnight', written in a cursive style.

Michael McKnight
President & CEO
United Way of the Lower Mainland

How we work

Long-term change takes time, partners and funding. None of the work we do would be possible without the generosity of our donors.

Researching to understand community needs and plan for the future



Investing in programs and services with measureable results

Collaborating to bring stakeholders together

Advocating to help people understand the issues

Tracking your gifts in community.

Your donation is the mentor for the child who needs one, the meals at the community kitchen up the street, and the accessible activity that keeps seniors lively. We help kids be all they can be, move families from poverty to possibility, and help seniors live in healthy communities.



All that kids can be
40,000 children were helped to get the best start in life.

The early years set the path for life-long learning and behaviours. This year 4,700 mentors set inspiring examples to kids in 3,300 after-school programs.



Poverty to possibility
1.4 million meals and snacks served to kids, families and seniors.

Poverty is a complex issue, but tackling food insecurity goes a long way. United Way invested in 22 agencies that helped 74,000 families get the food they need.



Strong communities
58,000 seniors helped to stay connected to their communities.

Loneliness can be as dangerous as smoking. United Way ensures seniors' well-being by building strong communities for all. Seniors socialized with 3,000 volunteers in 121 programs.

Working together

Your gifts come to life through United Way's collaborative approach. We partner with donors, social service agencies, unions, and universities to make our collective impact even greater.

- 189 agencies
- 10,000+ volunteers
- 37,000+ donors
- 8 school districts and 9 post-secondary institutions including 2 universities
- 574 employee giving campaigns
- 200+ local unions
- 3 levels of government including provincial, regional and 26 municipalities



Campaign Associates save donor dollars and raise millions!

Every year, local organizations and unions generously sponsor or loan employees to help United Way fund raise. Not only do Campaign Associates save United Way administrative costs, they also each raise an average of \$500,000 each! Campaign Associates in turn receive 16 weeks of professional development, accredited by BCIT.

"I was pleasantly surprised by the number of skills I developed including relationship management, teamwork, organization, account management, account analytics and comfort with presentations and public speaking," said Erin, a City of Surrey employee and 2016 Campaign Associate. Through this unique professional experience Campaign Associates learn about the depth and breadth of United Way supported programs in their own backyards, becoming life-long community ambassadors for programs that change people's lives.



How the Philanthropists' Circle doubles your impact

Since 2009, a group of dedicated community leaders have committed to matching funds, inspiring philanthropy across all giving levels at a time of urgent need in our community. Known as the Philanthropists' Circle, these donors match gifts when a donor gives 15% more to United Way than the previous year, or when a donor gives to United Way for the first time.

Through the Philanthropists' Circle, donors see the number of lives impacted by their gift doubled! Our thanks to the Philanthropists' Circle and all those donors who increased or made a first-time gift this year, for helping even more people get the support and services they need.



You're giving families a lift

Thanks to you and a special partnership with TransLink, donor-supported programs in our community are now even more accessible. Donated Compass Cards are being converted into transit passes to help children, families and seniors in need get to jobs, medical appointments and programs you support through United Way partner agencies. Compass card donation kiosks are located at Broadway City-Hall, Vancouver City Centre and Waterfront stations on the Canada Line, and at Granville and Stadium stations on the Expo Line.

You're helping First Nations kids

Success By 6 BC is a partnership between United Ways of BC, Credit Unions of BC, the provincial government, and Aboriginal and community leaders, focused on ensuring kids 0 to 6 get a good start in life. Through this partnership, your dollars are invested to support the growth and development of children in Aboriginal and First Nations communities. Last year, this included the Xa'xtsa First Nation south of Pemberton, where your support helped open a new early childhood centre in this remote community. The childhood centre is now an important community hub. "If we can do it – a small little village – others can do this," said Xa'xtsa – Douglas First Nation Councillor Oliver Peters.



You helped. Period.

Periods are a fact of life. Feminine hygiene products are expensive, especially for low-income families. This International Women's Day our labour partners thought outside the tampon box and led a drive to collect feminine hygiene products. Over 20,000 pads, tampons and other hygiene products were collected to help women in need, donated by the Brothers and Sisters at the Canadian Labour Congress, BC Federation of Labour, CUPE 402, CUPE 1760, HEU, FPSE, IATSE 891, IBEW 213, MoveUP, ILWU and Unifor, as well as a variety of organizations across the Lower Mainland.

You make grassroots change more effective

Your gifts do more than fund neighbourhood programs and services; they turn frontline staff into community change agents. Every year United Way offers its six-month Public Policy Institute (PPI) program in which mentors like Mike Harcourt, former Premier of British Columbia, train leaders in agencies across B.C. to better understand public policy and how to create social change. Deanna Ogle with the Living Wage for Families Campaign credits the Public Policy Institute for helping her navigate from policy proposal to policy implementation. That means your dollars will amplify Deanna's voice helping even more families.



Debra Doucette Hewson - Recipient of the Joseph and Rosalie Segal United Way Community Vision Award

This year Debra Doucette Hewson, President and Chief Executive Officer at Odium Brown Limited, was recognized with the Joseph and Rosalie Segal United Way Community Vision Award. She received the tribute at United Way of the Lower Mainland's annual recognition event for major gift donors, the United Way's Pathfinders Dinner, presented by PwC.

The Community Vision Award recognizes individuals or families who have shown outstanding commitment to bettering the community through their leadership and support of United Way.

Aside from Ms. Doucette Hewson's generous financial support of United Way, she has also given generously of her time. From 2009 to 2012, she volunteered her time serving as a member of the Board of Directors of United Way of the Lower Mainland and as a member of United Way's Campaign Cabinet. She has also been a Leadership speaker for United Way of the Lower Mainland since 2004, inspiring donors to give to United Way.

"Community is like a big family. It is important for people to see themselves as part of this community, this family and to give back to it," said Debra Doucette Hewson. "I am honoured to be recognized by the Segals and by United Way with this very special award."



Michael McKnight, President & CEO of United Way of the Lower Mainland, Debra Doucette Hewson, winner of the 2017 Joseph and Rosalie Segal United Way Community Vision Award, and Brenda Aynsley, Vice President of Resource Development at United Way of the Lower Mainland.

Debra Doucette Hewson and family at the 2016 United Way Pathfinders Dinner.

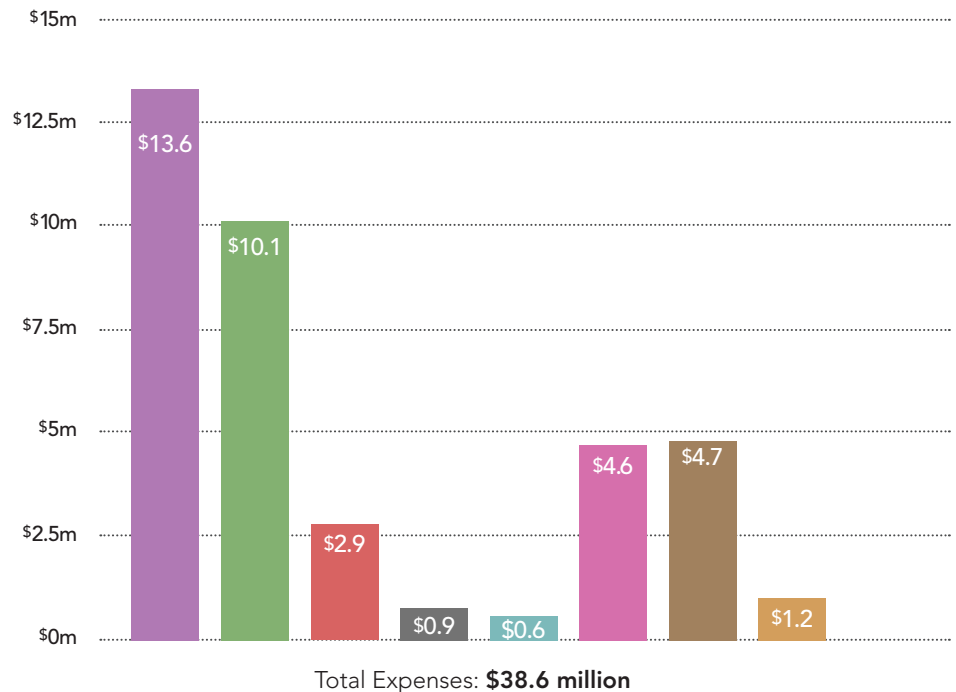


Financials

You helped raise \$37.6 million for kids, families and seniors in the Lower Mainland. Thank you!

Your dollars at work

Your contribution helps us to build a strong social support network. This network of services in turn strengthens our entire community and changes people's lives for the better.



- Building strong communities – \$13,625,000
- All that kids can be – \$10,090,000
- United Way Community Services – \$2,861,000¹
- Success By 6 Provincial Partnership and other funds – \$886,000²
- From poverty to possibility – \$618,000
- Donor designations – \$4,577,000³
- Fundraising and administrative expenditures – \$4,757,000
- Fundraising expenditures funded by the UWLM Endowment Fund – \$1,204,000⁴

¹ Community Services includes social planning, community development, research, advocacy and engagement.

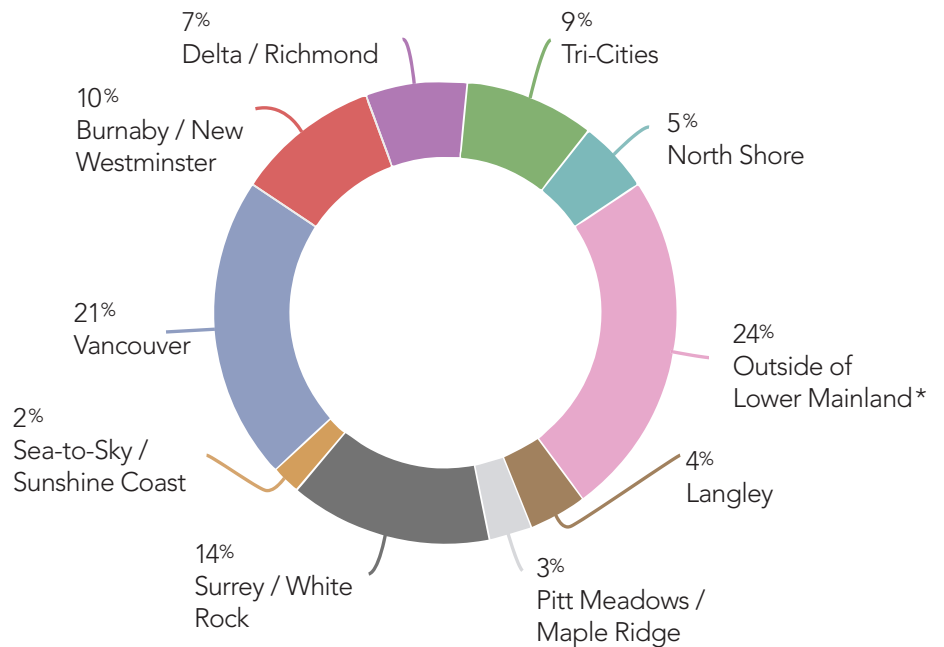
² As managing partners in the Success by 6 Provincial Partnership, we coordinate early childhood development initiatives across the province.

³ Some of our donors ask to split their gift and support United Way as well as other charities in the community.

⁴ Income from the UWLM Endowment Fund helps offset fundraising and administrative expenses.

Where the money was invested

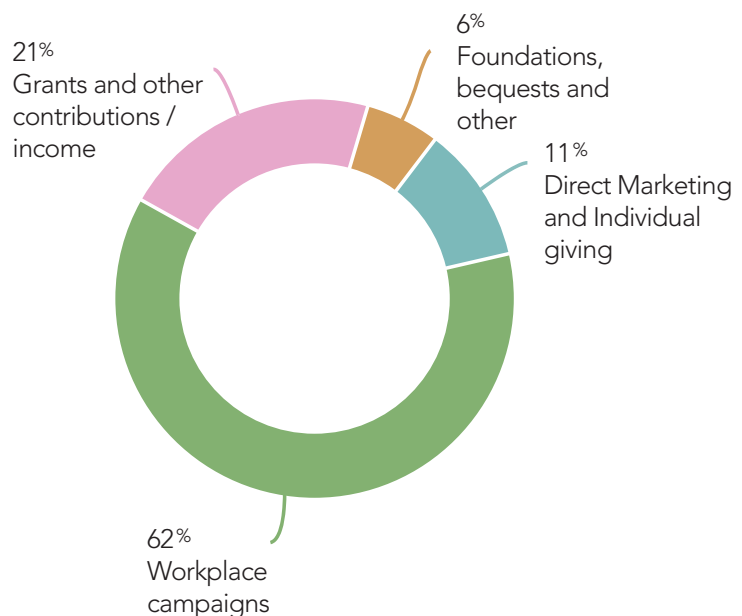
By giving to United Way of the Lower Mainland, you are investing in your own community, where you live, work, learn and play.



*Monies spent in the province outside of the Lower Mainland, Sea-to-Sky corridor and Sunshine Coast, come from provincial government grants for the Better at Home program, and contain no donor dollars.

How the money came in

We use our collective strength to multiply our impact and maximize our donors' dollars.



Board of Directors 2017–2018

This dedicated group of community leaders, CEOs, partners and presidents provide leadership and guidance as volunteer board members to make United Way's vision of a healthy, caring and inclusive community possible.

Board Chair

Mark Blucher
President & CEO
ICBC

Vice Chair

Jim Belsheim
President
Neptune Bulk Terminals
(Canada) Ltd.

Secretary/Treasurer

Rudy Kerklaan
Vice Chairman
Connor, Clark & Lunn
Private Capital Ltd.

Board Members

Helen Blackburn
Chief Strategy and
Innovation Officer
Coast Capital Savings

Gwenne Farrell
Vice President
MoveUP Together

Jeannie Kilby
CUPE Local 402

Sue Paish
President and CEO
Lifelabs Medical Laboratory
Services

George Davison
President
Federation of
Post-Secondary Educators
(FPSE)

Joey Hartman
President,
Vancouver and District
Labour Council

Jerry Lampert
Community Leader

Anna Lilly
Senior Vice-President
and Partner
Fleishman-Hillard Canada

Sheryl Rivers
Sole Proprietor
Rivers Consulting Solutions

John DeLucchi
Managing Partner
BC Region, PwC

Steve Hunt
Director,
District 3
United Steelworkers Union

Mauro Manzi
Senior Vice President
Pacific Region
TD Bank Group

Duncan Sinclair
Vice Chair
Deloitte Canada

Robin Dhir
President
Twin Brook
Developments Ltd.

Heather Johnson
Community Leader
(Fraser Valley)



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Charitable registration number:
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