



United Way of the Lower Mainland

2018/2019 Annual Report

Local love means innovation

Message from the President & CEO



“What would it be like if your entire neighbourhood had a stake in your well-being? Now that’s a community I want to live in.

The musical adage still rings true: We all need somebody to lean on. Knowing at least one person cares about you can make all the difference. But what would it be like if your entire neighbourhood had a stake in your well-being? Now that’s a community I want to live in.

Last year United Way of the Lower Mainland re-imagined its mission. We serve the needs of our local citizens, and so much more. Now we are also igniting the desire in everyone to improve the communities we call home.

Individually, we will always need specialized supports at certain times of life. We need high-quality after-school programs for vulnerable kids, and accessible social services for isolated seniors. That’s why your United Way gifts are supporting these programs, 100% locally.

But people don’t live in programs. They live in communities. That’s why this year, we launched an innovative new way of working. We’ve deployed teams of community-builders in neighbourhoods across the Lower Mainland and Fraser Valley, areas where residents say they want a stronger sense of belonging and connection. The results so far have been encouraging. Flip to page 8 to learn more.

This year your volunteer time and United Way donations made a difference to vulnerable kids and seniors, as well as your own isolated neighbours, hiding in plain sight. This is local love. Thank you.

We also launched United Way’s Social Purpose Institute, where local business leaders learn how to make their companies true engines for societal good. We’re also expanding and enhancing our Population Health initiatives, ensuring more B.C. seniors have access to high-quality community-based supports. And through our Period Promise campaign, we helped bring free menstrual products to students and other people in B.C., tackling period poverty.

Local love means mobilizing citizens to take action. It means collaborating with government and the social services sector, creating lasting change. And all of it is made possible by your gifts.

Thank you.

A handwritten signature in black ink, appearing to read 'Michael McKnight'.

Michael McKnight
President & CEO, United Way of the Lower Mainland

P.S. Have you seen us in your neighbourhood? How are you taking action to show your local love? Share your stories using [#actsoflocallove](#)

How your gifts impacted community

Thanks to your generous donations of time and money over **446,000 lives** were changed in the last year, almost **390,000 meals** were served and over **3000 workshops** were offered.

THANKS TO YOU:



More than
113,000

school-aged kids were able to thrive in after-school programs that included tutoring and homework help as well as social and recreational programs.

These high-quality programs provide healthy, safe, educational activities that improve academic success, increase self-confidence and help kids develop positive relationships and lifestyles.



THANKS TO YOU:



More than
66,000

seniors were able to access services and programs that allowed them to age in place, stay active and socially connected.

These programs combine physical and social activities to help improve vulnerable seniors' quality of life, so they stay independent and healthy, for as long as possible.



THANKS TO YOU:



More than
35,000

locals had the opportunity to benefit from our first neighbourhood projects in Lower Lonsdale and Clayton Heights.

These programs help alleviate the social isolation more and more people experience despite living in densely populated areas. It gives locals a chance to impact their own environment while making connections and developing a sense of community – striving for a safer and more welcoming space for everyone to live in.



Because of your generosity, we can
all be proud of the communities we
call home.

BUILDING COMMUNITIES



Thanks to you, today Reema is confident and happy.



“ I feel happy and comfortable at this place.

Adjusting to a new school – making friends, fitting in, and learning from different teachers – is hard enough for a young child. It was especially difficult for Reema, who, along with her family, escaped the trauma and fear of the Syrian war to settle in Surrey. Thanks to your act of local love, Reema was able to make a life-saving connection at a United Way School's Out Program, which offers a safe and supportive space for new Canadians and refugee children.

Today, nine-year-old Reema is a confident and happy kid who loves dancing, birthday parties, and spending time with her friends. The positive, long-term benefits of after-school programs cannot be understated, for Reema and thousands of other local kids.

Thanks to you, many more children like Reema have the opportunity to attend life-changing after-school programs.

79%

of parents say out-of-school programs have benefitted their child's performance in school.



Thanks to your act of local love, Kathleen now feels safe and connected.

After her husband died, Kathleen found herself alone and lonely. Isolated in her Burnaby apartment, she worried about her health and well-being. Thanks to your act of local love, that's changed.

Now Kathleen takes part in free recreational arts and crafts activities at a United Way Active Aging Program*. But Kathleen benefits from so much more than just the activities.

She has connected with fellow program participants, Dorothy and Sharon, who have become

essential to her life. When 66-year-old Kathleen was being "demovicted" – her apartment being torn down and redeveloped – her friend, Dorothy helped her find a new home, supporting her through the move. Knowing that someone is in her corner made the world of difference - helping Kathleen maintain her dignity, self-confidence and independence.

Everyone can benefit from an act of local love. Thanks to you many more seniors like Kathleen will now have that opportunity.



“My husband passed away and I didn't have much to do. It's nice to come here. I feel welcome and the people are nice.”

75%

of those who participate in community-based seniors programs say they find companionship there.



*Active Aging Programs are supported in partnership between the Active Aging Research Team, United Way of the Lower Mainland and British Columbia's Ministry of Health.

You keep Lower Lonsdale youth pulling for success.



“They feel safe and cared about. It’s a good structure for them, they are fit by the end of the season and they are proud of that.”

- HEATHER, CO-COACH

Take a walk along Spirit Trail near Bewicke Park in Lower Lonsdale around 6 PM most week nights and you’ll probably see Kaylana and her friends, ages 5-14, out training on the water. They’re the Lil’ Geese or k’émk’emay, part of the Squamish Nation’s North Vancouver Canoe Club youth squad.

This innovative war canoeing program for children and youth not only promotes a healthy lifestyle, fostering physical and emotional strength, it also teaches a powerful component of First Nations culture to the next generation. For Pacific

Coast peoples like the Squamish, canoes are both art and identity. War-canoe races take place across the Pacific Northwest, but participating is expensive.

This year United Way launched Local Love Funds in select communities, powered by donors like you. Thanks to your gifts, that you’ve made possible through community projects, youth and crew at the North Vancouver Canoe Club have accessed Local Love Funds to get to attend more races – honing their skills and connections in the process.

Our partnership with the Lil’ Geese was possible because United Way was deeply embedded in the Lower Lonsdale community. Your gifts and our new ways of working are creating opportunities for more diverse local residents, including local Indigenous girls. This year we launched two community projects in Lower Lonsdale and Clayton Heights and eight more are planned to launch in the coming year. You made this all possible.

#actsoflocallove

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

WORKING TOGETHER



You mobilized to provide free menstrual products across BC



When you're vulnerable or living in poverty, access to menstrual products can be challenging. Period Promise mobilized local citizens to be a part of the solution. During the campaign supporters rallied to organize a collection drive or donate menstrual products.

Local unions played a key leadership role in the campaign. These longtime United Way partners led donation drives and spoke out against menstrual

stigma. Leaders also encouraged organizations to commit to providing free menstrual products in their own washrooms. The community response was overwhelming.

Under a ministerial order that was issued Friday, April 5, 2019, all B.C. public schools will be required to provide free menstrual products for students in school washrooms by the end of 2019. You helped make this happen. Thank you.

“Students should never have to miss school, extracurricular, sports or social activities because they can't afford or don't have access to menstrual products. This is a common-sense step forward that is, frankly, long overdue. We look forward to working with school districts and communities to make sure students get the access they need with no stigma and no barriers.

– EDUCATION MINISTER ROB FLEMING

Over

500,000

menstrual products were donated through United Way's Period Promise campaign.

You eased isolation amongst seniors because you volunteered



"I saw an ad for volunteer drivers through United Way's Better at Home program. I thought to myself, 'Driving for seniors is definitely something I could do'." For Linda, working with a part of our population that tends to be hidden away from our day-to-day discourse was important. "Some of these seniors I was connecting with – you would never realize how vulnerable they are. Seeing me was sometimes the only conversation they'd have that day."

Whether you contribute your time or money – or both! - your generosity shows local seniors someone cares about them. Thank you for making programs like the province-wide Better at Home program stronger which allows older adults to live at home longer.

“Volunteering with Better at Home highlighted for me the importance of empowering older adults and the important role they play within our community. They've given so much their entire lives and now they need help back. We cannot just shove them aside. - LINDA

You're making a lasting change in the lives of future generations

We can't always give as much as we'd like, but planned giving is a way to leave a legacy for generations. And when it comes to planned giving, United Way donors are as creative as they are generous.

The Geraldine Biely estate decided that apart from donating over \$700,000 directly to United Way, a generous interim payment, to also donate the proceeds from Pierre-Auguste Renoir's 1910 oil on canvas, Paysage et maison, Cagnes (est. \$100,000 – 150,000). The artwork sold for the incredible price of \$217,250. Proceeds will benefit United Way's countless program recipients in our local communities – and for that we are so grateful.



From bequests in wills, to gifts of insurance, securities, and even treasured paintings – your planned gifts are like works of art. Their impact resonates for years to come. Thank you.

You helped level the playing field for former foster kids



“It offers me a lot of optimism that I do have support available.

- ASHLEY

When most young people begin post-secondary education, family is there to lend a hand. But it's often a different story for former foster kids. Many young people who have been in government care can struggle to make academics their focus. Often, they must work part- or full-time while in school, take semesters off, or even use food banks for groceries. That's why the Youth Futures Education Fund (YFEF) was established,

making funds available to students for basic living expenses like food, rent, transportation or childcare.

Powered by your donations, United Way of the Lower Mainland is one of the Founding Funders of the Youth Futures Education Fund. You are the partner that makes it all possible. Thank you for giving former youth in care, brighter futures.

NUMBER OF YFEF
RECIPIENTS SINCE
INCEPTION:

2015/16
108
students

2016/17
283
students

2017/18
361
students

You're making a difference for Abbotsford youth



When federal funding for the gang-prevention program *In It Together* was set to expire, United Way invested \$100,000 to help keep the program open for local youth. The program is operated by Archway Community Services, formerly Abbotsford Community Services. The investments in *In It Together* were made possible by the generosity of you, our United Way donors.

“My son started to get involved in gangs. He continued to sneak out and would get into fights. To get him out of these circumstances, *In It Together* helped me out the most. If *In It Together* hadn't been there, I might have given up. Now I am seeing positive changes in him such as increased respect and lowered aggression. He's also trying hard to connect to his younger brother and I. There is a good possibility that had [this program] not have been there for him, my son would not be alive today. - MOTHER OF A CLIENT

427

youth participants
(ages 12 – 30)
have received support

54%

decrease in total
risk scores after
20 months

Over 95%

engagement rate
(participants become involved
and stay involved long term)

Your dollars go further with our Campaign Associates program

Every year, local organizations and unions generously sponsor or loan employees to help United Way fundraise. Not only did our 27 Campaign Associates save United Way a significant amount of administrative cost, making your dollars go further, they also raised an average of \$500,000 each! In turn, Campaign Associates receive 16 weeks of professional development and 9 credits towards their Fundraising Certificate from BCIT. What's more, they see the impact of your gifts firsthand, becoming incredible community champions in the process.

“I’m so grateful for the skills I learned through the CA program, and the insight I gained into creating a better community for everyone.

-MEREDITH, SPONSORED BY PROSPERA CREDIT UNION



You’ve helped secure a \$1M grant to ensure businesses maximize their good in community



When it comes to maximizing the power of businesses for social good, we’re listening. As citizens and customers, you want to support businesses that make your communities stronger. As corporate leaders, you want to give to United Way, while refining the unique and inherent social value your company can bring to the world. That’s why, with your support, we launched the Social Purpose Institute at United Way.

A social purpose business is a company whose enduring reason for being is to create a better world. A company with a true social purpose is an engine for good, creating social benefits by the very act of conducting business. Social purpose isn’t a business trend. It’s a business must.

We’re proud to share that the Government of Canada is supporting our innovative social purpose hub, with four years of funding worth over \$1-million! All because of you.

“This funding will accelerate growth at the Social Purpose Institute at United Way, so more corporate partners can find and implement a social purpose model. It will strengthen the communities we all serve, and the business landscape as a whole.

– MARY ELLEN SCHAAFSMA, DIRECTOR OF SOCIAL PURPOSE INSTITUTE

Sponsors 2018–2019

This incredible group of organizations have taken the opportunity to elevate their brand, engage with audiences in a meaningful way, and reinforce their position as leaders in social change by developing innovative partnerships through United Way events, programs and initiatives this past year.*

United Way Public Policy Institute

Vancity
UBC Robson Square

United Way GenNext Program

Coast Capital Savings
PwC

United Way Tech Grind

IT/IQ Tech Recruiters

United Way Pathfinders Dinner

PwC

Labour Appreciation Night

Pacific Blue Cross

United Way Community Spirit Awards

BCAA
Bell
Clark Wilson
IBEW 213
United Steelworkers (USW) District 3

In-Kind

British Columbia Institute of Technology
Rackforce
Xerox Canada Ltd

*To qualify for recognition, sponsors have entered into a formal agreement and provided a minimum combined sponsorship value of \$5,000.

John DeLucchi

Recipient of the President's Award

Long-time community supporter, **John DeLucchi**, has been recognized with the 2018 Joseph and Rosalie Segal United Way Community Vision Award. He received the tribute surrounded by family and friends at United Way of the Lower Mainland's Pathfinders Dinner, an annual recognition event for major gift donors.

The Community Vision Award recognizes individuals or families who have shown outstanding commitment to the betterment of the community through their leadership and support of United Way. John was a long-time member of United Way's Board of Directors, serving as a member 2010-2018.

As a donor and a community champion, his long-standing support and generosity has ensured United Way is able to address important issues in our community – issues like seniors' isolation, youth education and child vulnerability. His commitment to building strong, inclusive and vibrant spaces is one that he shares with others, believing that the more we take notice of issues in our own communities and focus our efforts on improvement, the better the places where we live, work and play will be.



Along with his support of United Way, John contributes his time, talent and treasure to numerous other charities and causes, making him a true pillar of our community. "John's long-time generosity to United Way and the Lower Mainland is inspiring," said Michael McKnight, President & CEO, United Way of the Lower Mainland. "His commitment to our community is an example for all and why he has been chosen as this year's Joseph and Rosalie United Way Community Vision Award recipient."

Michael McKnight (L), John DeLucchi, and Sonia Deol at the annual Pathfinders dinner in 2018.

Board of Directors 2018–2019

Our Board of Directors is a group of dedicated leaders in their professions and in our community. They volunteer their time to help govern United Way with a mix of knowledge, insight and passion.

BOARD OFFICERS

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Board Chair
President & CEO
Central 1

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

Jim Belsheim
Vice Chair
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Jerry Lampert
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Directing Business Representative
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CUPE Local 402
City of Surrey

Mauro Manzi
Community Leader

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Vice President
British Columbia
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Pauline Hadley-Beauregard
Partner, Strategic Clarity
Crux Clarity

Handol Kim
General Manager
Quadrant AI Business Unit
D-Wave Systems

Owen Rowley
Sales Director
SAP Canada

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

Dan Howe
Vice President Marketing
Loyalty and Digital Strategies
Save On Foods

Stephen Kukucha
Partner
PacBridge Partners

Barb Schimnowsky
Search Practice Lead
Watson Inc.
(Fraser Valley)

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President and CEO
ICBC

Kenton Low
Chief Marketing Officer
VanCity

Stephen Von Sychowski
President
Vancouver & District Labour
Council

CAMPAIGN CABINET CHAIR

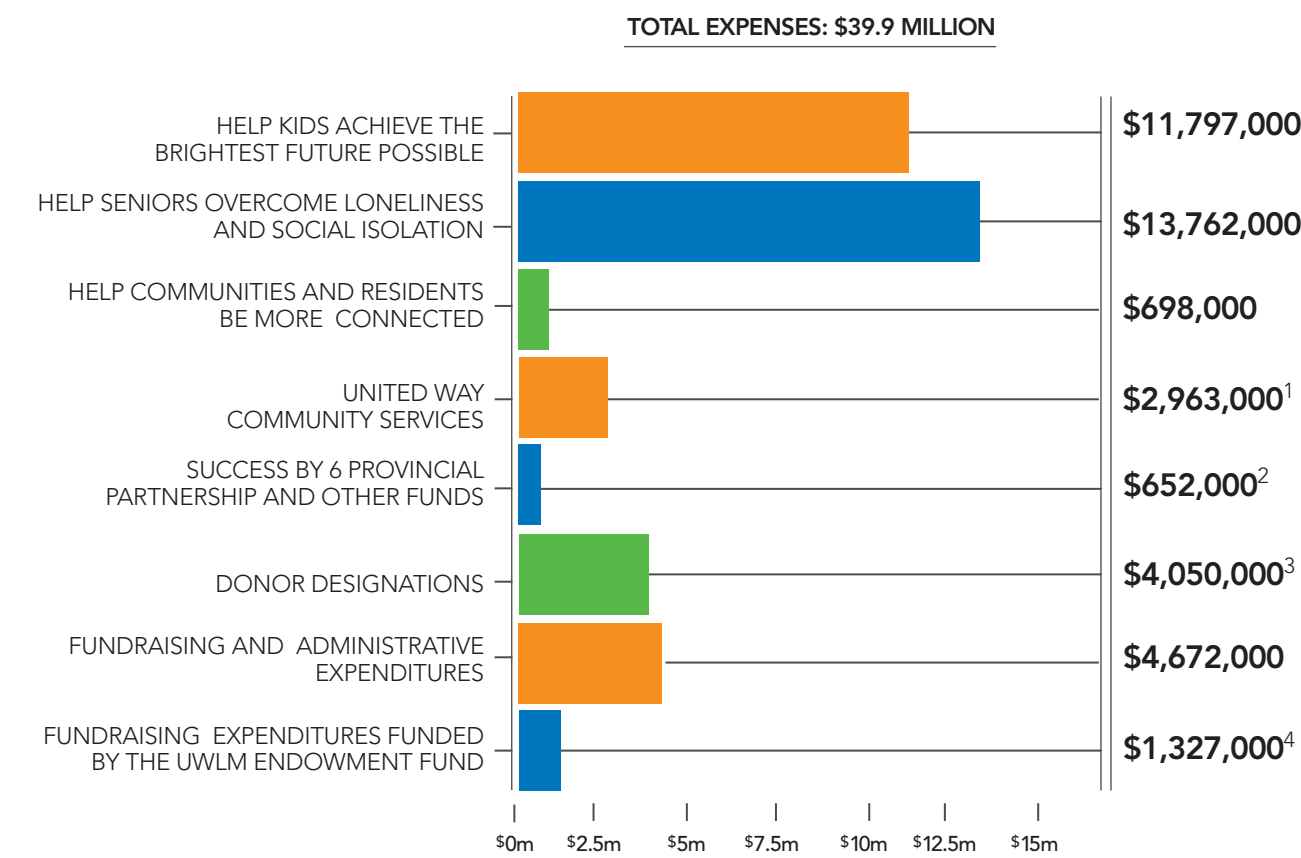
Karen Hamberg
Vice President
Westport Innovations

Financials

You helped raise \$34.2M for kids, seniors and communities.
Thank you!

YOUR DOLLARS AT WORK

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



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

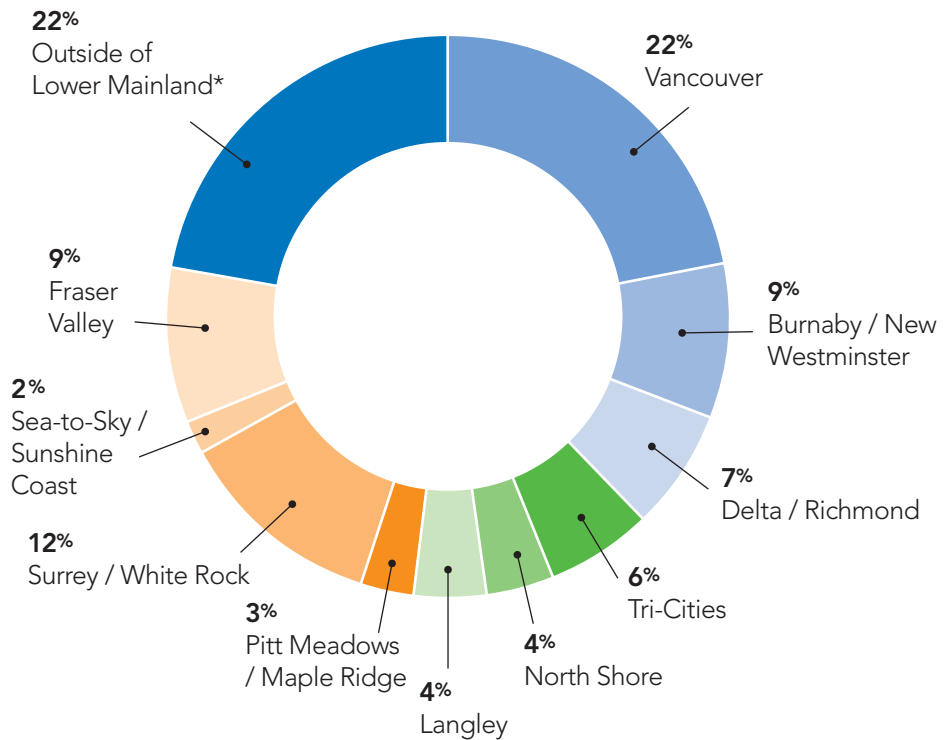
² As managing partners in the Success by 6 Provincial Partnership, we coordinate early childhood development initiatives across the province.

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 YOUR GIFTS WERE INVESTED

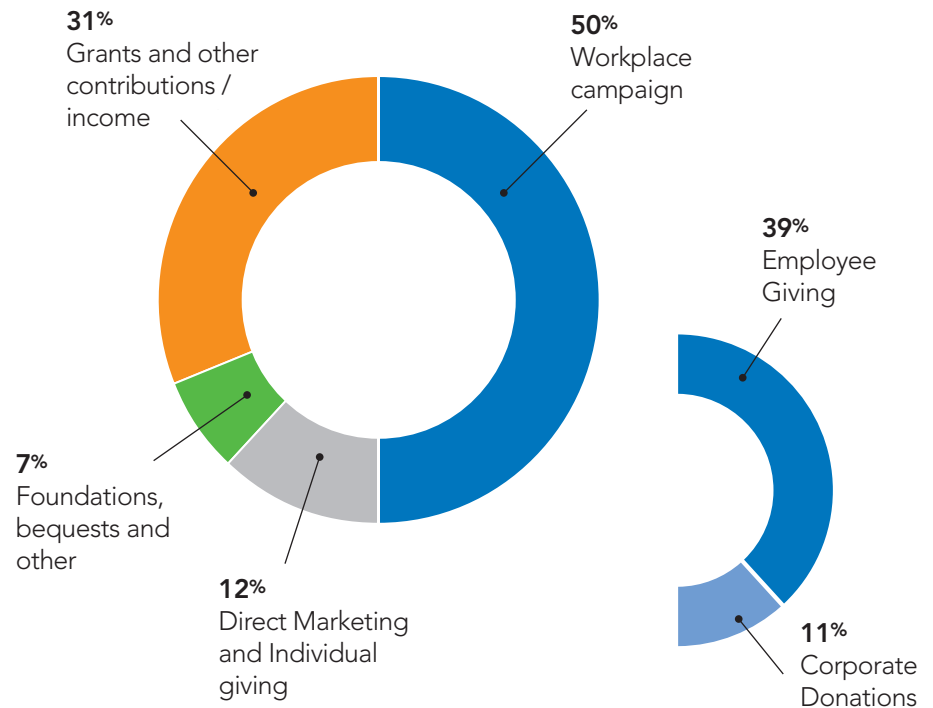
By giving to United Way of the Lower Mainland, you are investing in your own community, where you live, work, learn and play.



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

HOW YOUR GIFTS CAME IN

We use our collective strengths to multiply our impact and maximize your dollars.



**WANT TO
SEE MORE?**

View our Financial Statements in detail online at:
<https://www.uwlm.ca/wp-content/uploads/2019/06/Audited-FS-033119-Final.pdf>

Local love takes a village

Our community-based approach makes our existing United Way programs even more effective meaning your dollars go farther.



At age 13, David Sellar was addicted to methamphetamine. Not because he was forced or pressured by his peers, but because he said he had no structure in his life. He had nowhere to go when the school-bell rang.

Fortunately, David's mom enrolled him in a United Way after-school program that turned his life around. The right connection changed everything. But not all Davids find their way into the right program, at precisely the right time. There are kids like David in our own communities, today. And people don't live in programs – they live in neighbourhoods.

Imagine you are like 13-year-old David, ambling home after dark, tonight. What if you knew

that for every glowing kitchen light you passed on your block, there was someone that cared about you? What if your entire community had a stake in your success? *That's local love.* No one knows a neighbourhood better than the people that live there. That's why, with your help, we're bringing together local residents, businesses and other partners to design truly home-grown solutions to diverse issues facing our communities. When residents play a central role in local projects, community impacts are stronger and support far more people than one program alone.

This year, because of you, United Way deployed community teams across the Lower Mainland and Fraser Valley.

We're working from the ground-up, empowering residents like you to make their neighbourhood the best it can be. When you give to United Way, you are helping us mobilize citizens to foster the sense of belonging and connection we all deserve.

“I wish this type of community building existed when I was younger. It can make all the difference.

- DAVID

Our community-based approach makes our existing United Way programs even more effective meaning your dollars go farther. Where supports for kids and seniors already exist, involvement from the surrounding neighbourhood only makes them stronger.

Our new approach has also helped us identify where and how new services can be developed, for maximum impact. In the Lower Lonsdale area of North Vancouver, for example, we have co-created new after-school programs in this underserved area, alongside people whose input matters most: clients! Kids and families have had their say in the programs they will use, every day. By working with local partners in new ways, your investment allows us to be even more responsive to emerging issues in this community.

David was lucky. David found that one person, and that one program, that helped him create a better life. But David says a whole neighbourhood approach is even better. When programs and services are paired with the passion and actions of local citizens, we can transform our communities.

This is local love in action. This is United Way.



**WANT TO
SEE MORE?**

For more stories about our community-based approach, go to: uwlm.ca/news



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United Way
Lower Mainland
uwlm.ca

4543 Canada Way
Burnaby, B.C. V5G 4T4
P 604.294.8929 | F 604.293.0220
Email: info@uwlm.ca