

2017 Annual Report

Changing Lives Locally



United Way
Kingston, Frontenac
Lennox and Addington

www.unitedwaykfla.ca



Eternity Fund

UNITED WAY'S ENDOWMENT FUND

Through bequests and gifts of life insurance, the Eternity Fund provides a reliable stream of income well into the future, ensuring that the tradition of caring in our community continues for tomorrow's residents.

United Way is a vital force, providing support 365 days a year to residents. Whatever challenges face our community now and in the future, our United Way needs to be able to continue to support the most vulnerable people in our community.

In addition to funds raised through the annual campaign, the United Way has a permanent Endowment Fund so donors have the option to invest in the future through bequests, life insurance and other planned gifts.

If you have already made a provision for United Way in your estate plans, please let us know so we can ensure your gift is used as intended.

Audrey & Peter Scholes Memorial Fund

In 2017, the United Way received its largest bequest from long time donors, Audrey and Peter Scholes. The bequest was over \$1.5 million, pushing the United Way's endowment fund to over \$2.3 million.

As per the wishes of Mr. & Mrs. Scholes, the United Way has created the Audrey and Peter Scholes Memorial Fund. The income earned from this fund will support programs that relieve poverty, helping low-income and vulnerable people integrate into the community.

Eternity Fund Supporters

Paul Banfield	Sheila Kingston
Jane Bayly	Katherine & Paul Manley
Donna Bull	Judith Mackenzie
Lynn & Richard Cilles	Tom Mawhinney
Peggy & Ted Davidson	Darryl McDermid
Mike Deschesne	Mariella Morin
Oliver Doyle	John Morse
W. Craig Ferguson	Harry Smith
Margorie Finlay	Mary-Alice Thompson
Ruby Garrow	Robert & Bonnie Thomas
Janny Gaveel-Dorrestijn	Bhavana & Rakesh Varma
Marsha Gormley	David Wanklyn
Charles Gould	George Wattsford
Susan Greaves	

Estates

Estate of Charlotte Abbott	Estate of Helen Mahood
Estate of Emma Clench	Estate of Mary McLean
Estate of Beatrice Cohen	Estate of Katherine Ross Muirhead
Estate of Eleanor Crossman	Estate of Rose Oliver
Estate of Gelindo De Re	Estate of Margaret Reid
Estate of Hughean Ferguson	Estate of Harold Roberts
Estate of Shirley Mactavish	Estate of Brendan Savage
Estate of Esther Mahood	Estate of Alan Richard Travers
	The Audrey and Peter Scholes Memorial Fund

For more information, please visit
www.unitedwaykfla.ca/endowment

Changing Lives Locally



Table of Contents

» ACCOUNTABILITY

Mission, Vision & Values	2
Message from the Board Chair & CEO	3
2017 Board of Directors	4
Accountability	5
Financial Highlights	6
Treasurer's Report	7
Labour Liaison Report	7

» COMMUNITY IMPACT

Community Investment Strategy	8
Investing in Our Community	9
Helping Kids Be All They Can Be	10
Building Strong and Healthy Communities	12
Moving People from Poverty to Possibility	14
Plan to End Youth Homelessness	16
Building Capacity	18

» RESOURCE DEVELOPMENT

Campaign Cabinet & Committees.....	19
2017 Campaign by the Numbers	20

» ENGAGEMENT

2017 Calendar of Events	22
Success By 6 Week	24
United Way Next Gen	24
Day of Caring	24

» ENDOWMENT FUND

Eternity Fund.....	25
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Mission, Vision & Values

MISSION

To build and strengthen our community by bringing people and resources together to facilitate change.

VISION

We see a future where people are self-sufficient in a community where individuals live with hope, dignity and a sense of belonging.

VALUES

We will be known as an organization that:

- Operates with integrity, transparency and accountability to the highest ethical standards to ensure public trust
- Provides leadership in driving social change, partnerships and collaborative innovation
- Respects community wisdom by considering diverse viewpoints
- Harnesses and engages the talents and resources in our community to enhance a philanthropic culture
- Promotes volunteerism through creating awareness and engagement

STRATEGIC DIRECTION 2018 - 2020

The Board of Directors developed the strategic direction for 2018-20. The three pillars can be viewed here www.unitedwayfla.ca/2018_2020



Message from the Board Chair & CEO

The 2017 year was a busy and productive one for the United Way. We continued to build on strengths and areas of growth, while addressing the ongoing challenges that face charities in disruptive times.

This past year, the Board of Directors reviewed and developed the strategic direction for the organization. The process included seeking input from key stakeholders and staff. It builds on the success of the previous strategic direction.

The annual campaign was another success! Thank you to the efforts of the Campaign Cabinet and to thousands of volunteers. A special note of appreciation goes to Pat Murphy, 2017 Campaign Chair, for his high energy, enthusiasm and his reminder that #EveryDollarCounts.

Planned Giving is an area the Board and staff will be focusing on in the coming years, letting our supporters know how they can continue their tradition of giving. The United Way received our largest bequest from Mr. & Mrs. Scholes with a \$1.5 million gift that was invested in our endowment fund. The Board made a decision that all income from the endowment fund will be invested in programs that support people moving from poverty to possibility.

Youth in our region face many challenges and research identified a high rate of homelessness, addictions and mental health. Our United Way has spent the last five years working on the issue of youth homelessness and we are beginning to see positive impact in this area. Today, there are fewer youth who are homeless in shelters, fewer youth homeless on the streets of downtown Kingston and more youth engaged and enrolled in programs delivered by our agencies. A full report can be found on our website at www.unitedwaykfla.ca/youth/.

This year, United Way staff, agency staff and local volunteers developed a new Community Investment Strategy that provides clarity around funding criteria and evaluation processes. This strategy articulates the Board's focus on prevention and addressing root causes, while recognizing the continued need to support some programs that provide intervention and support.

As we look back on another successful year, we would like to thank the thousands of donors, volunteers and funded agencies who made this happen. Your support helps so many people in our community live with hope, dignity and a sense of belonging.

For this we thank you.

“As kids, we can't always control what happens to us, but when you decide you're ready, there are people who want to help.”
Trevor, homeless at age 17



Jody DiRocco
CHAIR, BOARD OF DIRECTORS



Bhavana Varma
PRESIDENT & CEO

2017 Board of Directors

United Way of Kingston, Frontenac, Lennox & Addington is governed by its Board of Directors, a diverse group of community leaders and key decision makers who provide vision, strategic leadership, advocacy, accountability, and stewardship.



CHAIR
Jody DiRocco



PAST CHAIR
Caroline Davis



VICE CHAIR
Mike Ryan



TREASURER
Matthew Van Nest



DIRECTOR
Richard Allen



DIRECTOR
Daren Dougall



DIRECTOR
Joan Jardin



DIRECTOR
Patrick Legresley



DIRECTOR
Patrick Murphy



DIRECTOR
Susan Nicholson



DIRECTOR
Stephen Peck



DIRECTOR
Allen Prowse



DIRECTOR
Christina Thomson



PRESIDENT & CEO
Bhavana Varma

STAFF TEAM

For more information about the United Way KFLA staff team visit:
www.unitedwaykfla.ca/about-us/united-way-team/

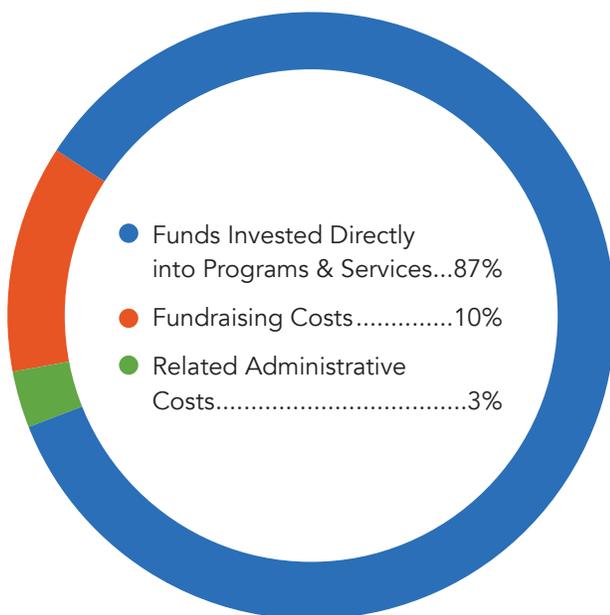
COMMITMENT TO COMMUNITY

United Way raises funds and invests them locally for maximum impact. We are able to accomplish this thanks to generous donors, partners, and supporters.

We take our accountability to the community very seriously. We strive to make our reports to the community transparent and easily understood.



We have been recognized for accountability, and transparency in financial reporting having received a 4-star rating by Charity Intelligence Canada.



EFFECTIVE, EFFICIENT AND ACCOUNTABLE

- We comply with United Way of Canada's Transparency, Accountability and Financial Reporting standards.
- We actively solicit in-kind donations, sponsorships, pro-bono services and the support of volunteers to keep expenses as low as possible. This ensures that as much as possible of every dollar goes directly to the community.
- Every year, thousands of volunteers come together to raise funds for services that benefit their family, friends and neighbours.

ANNUAL REGISTERED CHARITY DISCLOSURE AND CEO SALARY

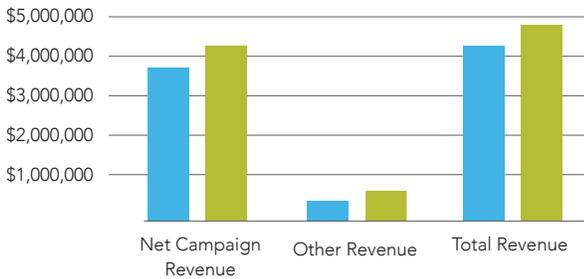
- Our latest Canada Revenue Agency annual T3010 registered charity disclosure is available at the link below.
- The Compensation Committee periodically benchmarks CEO salaries of not-for-profit organizations within the region. We regularly review the compensation levels of our staff to ensure they are within reasonable rates for the level of skill, knowledge and experience required for the role.
- Compensation levels of the 10 highest paid staff for all charities are available at the CRA website, under Charities Listings. For a quick view of our compensation levels please visit <http://bit.ly/CRA-quickview-2017>

Financial Highlights

We provide financial statements in alignment with Canadian accounting standards for not-for-profit organizations and United Way Canada – Centraide Canada’s Transparency and Accountability Financial Standards.

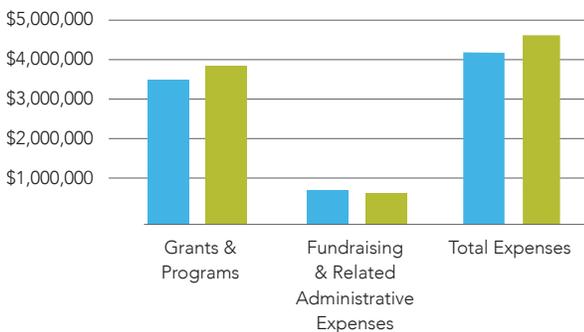
TOTAL REVENUE

● 2016 vs ● 2017



TOTAL EXPENSES

● 2016 vs ● 2017



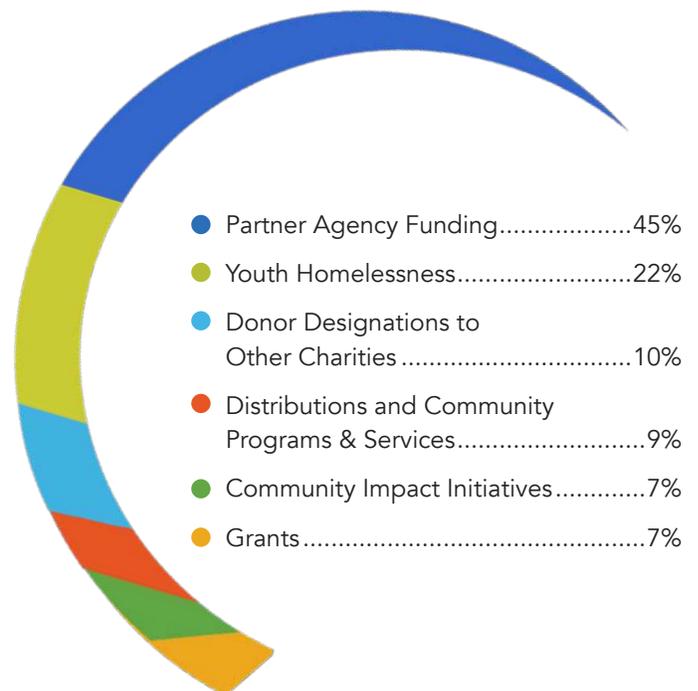
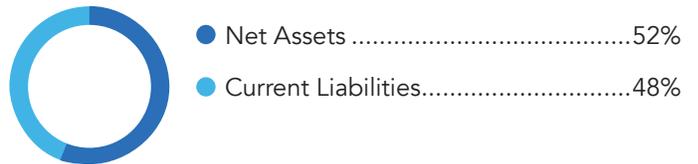
IN 2017, DISBURSEMENTS TO THE COMMUNITY WERE AS FOLLOWS: >>>

A full copy of our audited financial statements is available at: www.unitedwaykfla.ca/financial-statements/

ASSETS



LIABILITIES & NET ASSETS



Reports: Treasurer & Labour Liaison



Matthew Van Nest
TREASURER

As Treasurer of the United Way, I am pleased to share a few of the significant financial highlights of 2017.

We received the largest single bequest in our history in the amount of \$1.5M, allowing the establishment of the Audrey & Peter Scholes Memorial Fund.

The Kingston Penitentiary Tours had another successful year resulting in the contribution of \$800,000 towards programs to reduce youth homelessness. We would like to extend our thanks to Correctional Services Canada, St. Lawrence Parks Commission, and the City of Kingston for their support and generosity.

An Investment Committee was formed to provide oversight of our growing endowment fund and general operational investments. The Investment Policy was finalized with valuable input from committee members, staff and our advisors at CIBC Wood Gundy.

As a result of significant investments and some advance payments on multi-year commitments our United Way had a higher than usual cash position at the end of 2017 and plans to invest these funds in early 2018.

Our United Way continues to operate efficiently keeping the fundraising and related administrative ratio as low as 13%.

I'd like to thank the Finance and Investment Committees and the staff of the United Way for their guidance and support this past year.

Matthew Van Nest
Treasurer



Joan Jardin
BOARD LABOUR LIAISON

It has been a pleasure to work with the other United Way Board Directors. We have dealt with many issues that positively affect our community and the direction of our United Way. I continue to be impressed by how each Director collaborates to prioritize the needs and dignity of people.

Yours in solidarity,

Joan Jardin
District Officer, Ontario Secondary School Teachers' Federation (OSSTF) Limestone District 27
Second Vice President, Kingston & District Labour Council
United Way Board Member

For a full copy of the 2017 Labour Report:
www.unitedwaykfla.ca/programs/labour



Community Impact



COMMUNITY INVESTMENT STRATEGY

In 2017 United Way developed a Community Investment Strategy, with input from agencies, volunteers, staff and the Board of Directors. This strategy provides guidance to volunteers and agencies. It includes guiding principles, emphasizes the focus on prevention and addressing root causes, and outlines agency and program criteria used for evaluation of funding requests.

A copy of the Community Investment Strategy can be found at <http://www.unitedwaykfla.ca/CommunityInvestment>

APPROACH

The United Way KFL&A invests in the community in two ways:

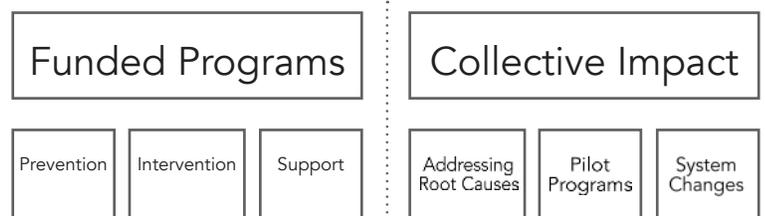
Meeting Immediate Needs through funded programs

United Way funds agency programs that provide intervention, support and prevention. Agencies use an evidence-based framework with program evaluation and outcome measurement through a logic model. Outcomes are measured at an individual level.

Addressing Root Causes through collective impact

United Way invests in collective impact initiatives that focus on identifying an issue through research, addressing root causes of this issue, developing pilot programs to confirm a collective theory of change and system and implementing policy changes to address the issues identified. Outcomes are measured and evaluated at a community scale.

Community Impact



Investing in Our Community

FUNDING BY THE NUMBERS

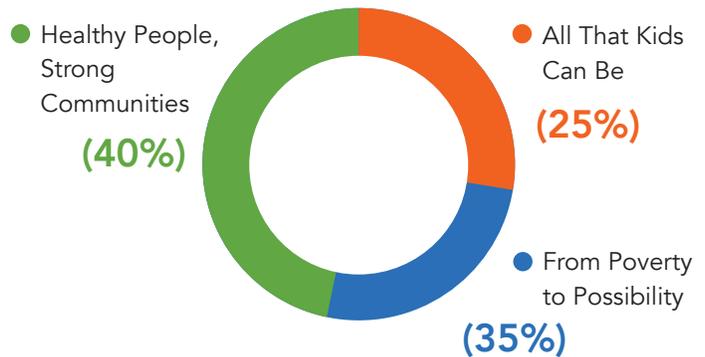
All That Kids Can Be	20,852 Clients Served	8 Agencies	17 Programs
Healthy People, Strong Communities	11,152 Clients Served	19 Agencies	31 Programs
From Poverty to Possibility	26,554 Clients Served	14 Agencies	25 Programs
TOTAL	58,558 Clients Served	41 Agencies	73 Programs

For a complete listing of funded agencies visit: www.unitedwaykfla.ca/funding/

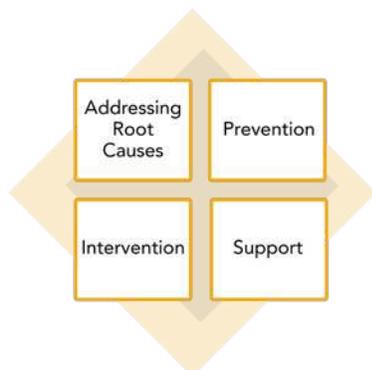
BREAKDOWN BY FOCUS AREA

Volunteers and professional staff annually review agency applications and recommend funding to our Board of Directors. We are grateful to all our volunteers who spend hours reviewing applications and visiting agencies.

For a full listing of our Panel Volunteers visit: www.unitedwaykfla.ca/CRPvolunteers



FOUR PILLARS OF COMMUNITY INVESTMENT



Addressing Root Causes: using analysis and research to identify the issue, with system-wide approaches to correct or eliminate root causes.

Prevention: programs and efforts help clients avoid future problems, promoting healthy functioning.

Intervention: purposeful actions taken to reduce symptoms, alleviate and resolve problems and improve the wellbeing of clients.

Support: assistance to people in distress through programs that provide material, emotional support and a sense of belonging.

Helping Kids

Be All They Can Be

Our goal is to ensure children and youth are valued and supported, with opportunities and resources to help them reach their fullest potential.

WE FOCUS ON

- Engagement in learning
- Connectedness and community involvement
- Emotional and physical wellbeing

WHAT WE KNOW

- Children are better able to learn when they are not hungry
- High school graduation often breaks the cycle of poverty
- Early intervention programs help the development of resilience and healthy coping skills and can prevent crisis
- The #1 reason youth are homeless is due to family conflict, followed by addictions and mental health issues
- Mentored children are twice as likely to believe that school is fun and that doing well academically is important

RESEARCH

- 6,000 girls and young women in KFL&A are likely to experience sexual abuse in their lifetime
- 73% of female youth and 58% of male youth report significant mental health concerns including depression and anxiety. LGBTQS+ youth are 3 times as likely to experience anxiety or depression
- 16% of the youth in the East region meet the criteria for a substance use problem
- 1 out of 3 Ontario girls in grades 6 to 10 report feeling depressed each week



2,117

Were supported in becoming resilient and self-confident

15,273

Had help getting ready to learn and graduating high school

3,462

Were supported in developing empathy and positive relationships

» WE HELP BY INVESTING IN

17 HIGH IMPACT PROGRAMS
DELIVERED BY 8 AGENCIES

20,852

CHILDREN AND YOUTH ACCESSED
PROGRAMS TO REACH THEIR
HIGHEST POTENTIAL

REBEKAH'S STORY

Second Chances

I was diagnosed with anorexia in April of this year, and in June I was pulled out of school and put on bed rest for a slow heartbeat. I guess it had to take me being this close to being hospitalized to realize that I deserve so much better than this, that I'm sick of being controlled by this stranger in my head and playing it off like it's nothing new. I've been in recovery since the beginning of the summer. It pains me to know that I will always have a memory of facing this deadly disease, but it pains me more to know that other people in my community suffer alongside me.

And that's where Girls Inc. comes in. Imagine being able to look at someone and decipher whether or not they suffer from a mental illness?

We technically have this power and could use it every day, but we don't. We don't see the people around us dropping hints because they're too scared to face their problems or not want to approach anyone.

I grew up with frequent visits from Girls Inc. at my school and they always talked about self-esteem and how everyone should love and respect themselves. That right there could prevent a mental illness.

Some people are given second chances in certain situations, whereas others are not. And we have a way to hand out second chances.



Building Strong and Healthy Communities

Our goal is to help people connect to supports they need, have positive mental health, and increase personal safety.

12

COMMUNITY IMPACT

WE FOCUS ON

- Connection
- Physical & mental wellbeing
- Safety

WHAT WE KNOW

- Having programs in their neighbourhood helps to reduce social isolation for people living in poverty
- Supportive relationships and connections help people build self-sufficiency, resiliency, and decisions to make healthy choices
- Supporting people with hearing or visual disabilities increases their ability to live independently and lead productive, healthy lives

RESEARCH

- Family service agencies report that there has been a 400% increase in self-referrals for help with stress and aggressive behavior since 2008
- 40% of the Government Assisted Refugees are children under the age of 6 years
- 41.7% of Ontarian's with disabilities have severe or very severe disabilities and the proportion with severe or very severe disabilities increases with age



6,382

Individuals and families had help with physical or mental health challenges

4,135

Individuals and families were supported and helped to access community services

635

Individuals and families were safe from violence, abuse, and neglect

» WE HELP BY INVESTING IN

31 HIGH IMPACT PROGRAMS
DELIVERED BY 19 AGENCIES

11,152

INDIVIDUALS AND FAMILIES WERE HELPED BY
PROGRAMS AND INITIATIVES SUPPORTING
PERSONAL WELLBEING AND SAFETY

FRED'S STORY

A New Outlook

Fred had near-perfect vision, but in October of 2011, he suddenly found it difficult to see. "I had no idea what was happening," he says. He visited his optometrist, thinking it was time for his first pair of glasses. Instead he learned he was legally blind.

A lifelong firefighter, Fred suddenly couldn't do his job. With help from CNIB, he found another job, advocating for disabled firefighters.

Two and a half years later, Fred says he's able to get on with his life in large part thanks to CNIB. He credits the agency's vision specialist, with giving him the confidence to leave home, and a technology consultant, who helped him find a computer.

Because Fred still has some vision, he can benefit from some of the new technology. "There's an app that scans objects and tells you what colour they are," he says. "I can use it to help me colour coordinate my clothes."

Dressing sharply is important to Fred these days, as a Client Ambassador for CNIB and the United Way. "I can't read anymore, so my speeches are all from memory," he says.

"As much as my independence has been limited, CNIB has given it back to me," he says. "That's a credit to CNIB and United Way."



Moving People from Poverty to Possibility

Our goal is to help people by reducing the impact of poverty and improving access to shelter and affordable housing.

WE FOCUS ON

- Housing stability
- Food security
- Financial security

WHAT WE KNOW

- Finding and maintaining safe, affordable housing are basic needs and require supports to avoid situations and conditions that lead to housing instability
- People need access to nutritious food to meet their basic needs and decrease life disruptions from hunger
- Helping people to become financially stable and offering supports to avoid financial crisis can prevent chronic poverty, precarious housing and food insecurity

RESEARCH

- Kingston has the lowest vacancy rate in the province at 0.7%
- Low-income individuals and families are at a greater risk for food insecurity, diabetes, obesity and other poor health outcomes
- 50% of homeless youth in Kingston are female, compared to 20% nationally
- Two-thirds of minimum wage workers in Canada are women
- 25,655 people in KFLA are living in poverty, below the after-tax low-income measure



3,167

had access to emergency shelter, affordable housing, and resources to support financial security and sustainable employment

18,104

had access to affordable and nutritious food

5,253

Youth were helped through the youth homelessness initiative

» WE HELP BY INVESTING IN

25 HIGH IMPACT PROGRAMS
DELIVERED BY 14 AGENCIES

26,554

PEOPLE WERE HELPED BY PROGRAMS
AND INITIATIVES IN MEETING THEIR BASIC
NEEDS AND MOVING THEM OUT OF POVERTY

JOHN'S STORY

A Home

My name is John Dickson and I wanted to tell you my story so you could learn how you helped change my life.

I'd never really had a home; I'd never really stayed in one place for very long. It wasn't anything I was used to from being a kid.

After years of struggling with housing issues, I moved to Kingston and was able to connect with Home Base Housing, a United Way funded agency which works to help transition many like me out of a life of homelessness. They helped me find a home and a community.

It's pretty cool, actually, the way it worked out. When I got a clock and I put the clock on my wall and the clock ticked, for the first time this ticking clock sounded like home.

It's the best home I've ever had.

Homeless people want homes. They don't need housing, they need homes. And homes are places where there is a neighbourhood, where there is a corner store, where there's gardens and old people and kids and dogs and all the rest of it.

As a United Way donor, I know that your support played a part in helping me go from homeless to having a home I can call my own, in a neighbourhood where I feel a sense of belonging, and for that, I thank you.

John Dickson



Plan to End Youth Homelessness

On any given night, more than 6,000 young Canadians are homeless. Young people account for one in five of the people living in Canada's homeless shelters.

In 2014, in Kingston, this figure was more acute: one in three shelter residents were between the ages of 15 and 24. As a result of community-wide efforts, in 2017, this number declined to one in five.

For five years, United Way of Kingston, Frontenac, Lennox & Addington and local partners have been working collectively to help local youth move beyond their homelessness into safe, productive lives.

It became clear that focusing on prevention and providing timely intervention was key to making the complexities of youth homelessness a treatable, rather than chronic, issue.

And so a vision emerged:

“By 2020, 80 per cent of youths who enter the homelessness system in KFL&A will be housed within 30 days.”

In order to realize our vision, we needed to think disruptively to ensure that every young person in KFL&A has a place to call home. We adopted a collective-impact approach to effect dramatic, community-wide change, focusing on removing barriers that keep young people from accessing safe, suitable, and sustainable housing.

We engaged frontline agencies bringing them together, along with the private sector, all levels of government and the community.

Most importantly, we sought input from young people who had experienced homelessness, or currently were homeless. Through partnerships with school boards, shelters, and agencies, we recruited young people to talk about challenges and potential solutions.

We learned that youth homelessness is different from adult homelessness, and needs to be addressed differently. Many homeless young people “couch surf” with friends or relatives, and are rarely counted among the homeless population.

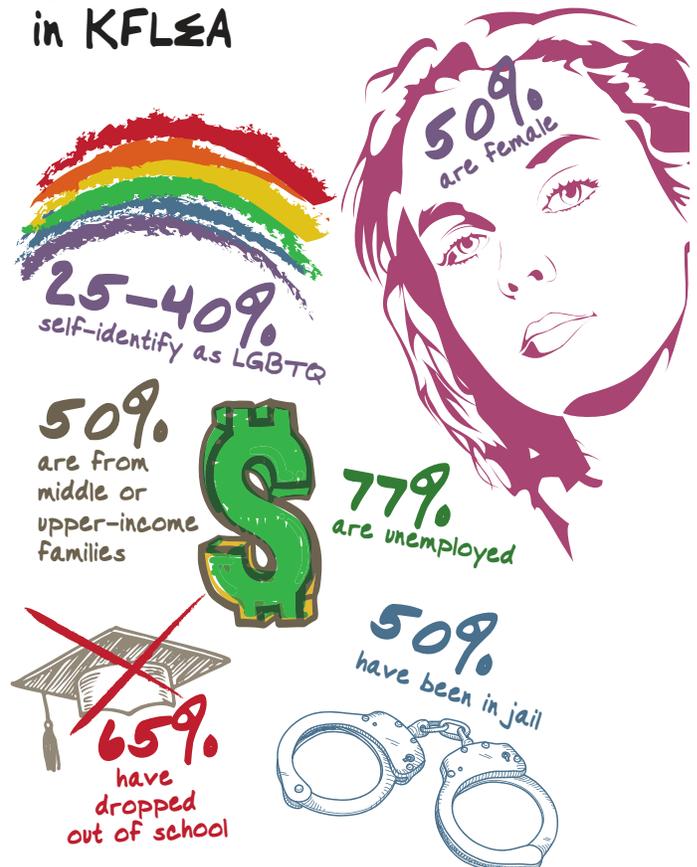
Exploring Root Causes

Listening to young people provided us with insight into root causes:

- Family conflict
- Addictions and mental health
- Education and unemployment

As youth shared their stories, we gained a wealth of information and more accurate picture of youth homelessness in KFL&A. We also learned youth homelessness can be viewed as a temporary condition, rather than a chronic one, and its solutions can include educational components that may not be as effective with older people.

The Face of Youth Homelessness in KFL&A



Focusing Attention Where It's Most Needed

Understanding youth homelessness and its root causes enabled us to focus our attention and efforts on the areas of greatest impact.

- **Homelessness Prevention:** Through education and awareness in schools and the community
- **Integrated System of Care:** Systems and protocols that are easy and convenient for youth to access
- **More Housing Options:** More transitional and affordable housing options, with resources tailored to the needs of youth
- **Regional Options for Rural Youth:** Supports for youth in rural communities

Education and Awareness:

A comprehensive awareness campaign was developed and launched, featuring stories of youth who have experienced homelessness and successfully obtained support. These can be found at: www.unitedwaykfla.ca/youth.

- Targeted intervention for youth at risk and youth who are homeless
- Increased awareness of the issue of youth homelessness among students, educators and families
- Reduced stigma associated with youth homelessness among the general public

Forums: Youth spoke about the need to educate their peers and educators on the causes of youth homelessness and what can be done to prevent it.

- United Way Youth Council organizes an annual youth forum
- Local school boards work with United Way to coordinate an annual forum for educators

More Housing Options

The greatest need for homeless youth remains housing. We work closely with partners to transform the homelessness services system and provide more affordable housing options that meet the needs of youth.

Transitional Housing: for youth, transitional housing is often an important step toward permanent housing. With a new six-person transitional home for youth aged 16-19, Kingston now offers supportive housing options for 24 youth, for up to 24 months.

Expanding the Role of Emergency Shelter: since the shelter is often the first point of contact for many homeless youth, it's important that services include, not just beds, but access and referrals to prevention, diversion and housing services.

Pilot Programs and Solutions

Based on what we heard from youth, the steering committee designed pilot programs that have been extremely successful:

Family Mediation: supportive services to address conflict and facilitate healthy reunions between youth and their families.

Youth Outreach: mobile program that provides cognitive therapy and referrals for youth with mental health issues.

Intersections: intervention and coordination of services for children and youth under 18 who are at risk of becoming involved with the justice system.

LGBTQ+ Mental Health: a peer program that addresses the mental health needs of gender-diverse youth, providing safe spaces for LGBTQ+ youth.

Skills Development: The Youth Employment Strategy includes recommendations to address barriers and challenges preventing youth from entering and staying in the workplace.

Hub for Marginalized Youth: One Roof is a new partnership between 20 organizations providing a range of services to homeless youth in one convenient location.

Transitional Life Skills Program: to help youth with intellectual disabilities who are homeless or precariously housed.

System Mapping and Protocol Development:

Closing Gaps in Early Response Services: we coordinate prevention, diversion, and housing-first services to reduce pressures on the system and ensure services are accessible and youth-friendly.

Exploring Policy Changes: we continue to review the system and policies to ensure that changes implemented best meet the needs of youth.

Next Steps

The approach is working. In 2014, one of every three people in KFL&A emergency shelters was under 24. Today, only one in 12 falls into this demographic. We've seen a dramatic drop in the number of people, homeless in downtown Kingston, who were youth.

As United Way and its partners continue to work toward making youth homelessness a treatable condition, they will continue to take their cues from young people. The ever-growing suite of resources will soon include efforts to address homelessness in rural parts, and services for Indigenous youth.

For more information about the youth homelessness initiative and for a 2018 report, please visit:

www.unitedwaykfla.ca/youth

Building Capacity

2017 LEADERSHIP DEVELOPMENT SERVICES

8 Public Workshops

- Board Governance Overview
- Duties and Liabilities of Directors
- Financial Stewardship (2 workshops)
- Introduction to Roles and Responsibilities of a Board (2 workshops)
- Risk Management (2 workshops)
- Total Registrations: 179



LDS Workshop
Financial Stewardship:
Mike Nemec, Shanil Patel



LDS Workshop
Risk Management: Kim Murphy
For the LDS Workshop schedule visit
www.unitedwaykfla.ca/lds

VOLUNTEER CENTRE



The United Way Volunteer Centre matches local not-for-profit organizations with volunteers who lend their skills and expertise to local organizations.

The Volunteer Centre can help residents get started on the road to a fulfilling volunteer experience.
www.unitedwaykfla.ca/volunteer-centre/



@volunteerkfla



/unitedwayvolunteercentre



BY THE NUMBERS

383 Volunteer Opportunities

157 Local Organizations Assisted

11,931 Volunteer Centre Page Views

ONTARIO VOLUNTEER SERVICE AWARDS

Congratulations to United Way's 2017 recipients of the Ontario Volunteer Service Awards.



MPP Sophie Kiwala, presenting the award to (L-R) Laurie Newport, Mattias Leuprecht, Miranda Clark



Amy Yu presented award by MPP Sophie Kiwala

2017 recipients not in photographs: Thalia Danielson, Al Oliveira, Daren Dougall, Angie Tingren-Watkins, Rob Raika



"Big Congrats to @unitedwaykfla @PatMurphySecura and certainly the #kingstoncommunity for the record breaking campaign results."

@CroweDean Consulting

30 Nov. 2017

Campaign Cabinet & Committees



Pat Murphy
2017 CAMPAIGN CHAIR
Secura Financial

The United Way campaign is led by community volunteers. Thanks to their efforts, and the hard work and dedication of over 2,500 volunteers, funds are raised to support our families, friends and neighbours right here in KFL&A.

Campaign Cabinet Members



BGen. Stephen Kelsey
PAST CAMPAIGN CHAIR
CFB Kingston



Shawn Armstrong
GOVERNMENT
Kingston Fire & Rescue



Elizabeth Bardon
HEALTHCARE & AGENCIES
Kingston Health Sciences Centre



Ryan Boehme
MUNICIPAL
Utilities Kingston



Rejean Bruneau
LABOUR LIASON
President Labour Council



Daren Dougall
PROVINCIAL
Children & Youth, Youth Justice Services



Fred Godbille
MANUFACTURING
DuPont Canada



Scott Harris
Correctional Service Canada



Desirée Kennedy
GOVERNMENT
City of Kingston



Col. Andrew Jayne
FEDERAL
CFB Kingston



Sergiy Kolosov
PROVINCIAL
Ministry of Advanced Education and Skills Development



Dennis McAllister
MANUFACTURING
Invista



Liza Nelson
COMMERCIAL
Post Media



Rebecca Prophet
NEXT GEN
KPMG LLP



Rob Raike
NEXT GEN
Bombardier Construction



Debra Rantz
EDUCATION
Limestone District School Board



Don Seymour
HEALTHCARE
Addictions & Mental Health Services FL&A



Michelle Wilson
FINANCE
TD Bank Group

Leadership Giving Committee



Gillian Sadinsky
LEADERSHIP GIFTS
In-House Yoga



Sheila Kingston
Empire Life
(Retired)



Bill Leggett
Queens University
(Retired)



Bill Dunford
Ambassador Hotel & Conference Centre



Carrie Batt
Royal Bank Canada



Debra Lefebvre
Lefebvre and Associates



Roland Billings
Novelis
(Retired)

Retiree Task Force



Jim Parker
CHAIR
Parsons (Retired)



Dr. Arlene Aish
Queen's University
(Retired)



Brian Chenoweth
ALCERECO Inc.



Lana Foulds
City of Kingston



Sheila Kingston
Empire Life
(Retired)



Marina Lee
Empire Life
(Retired)

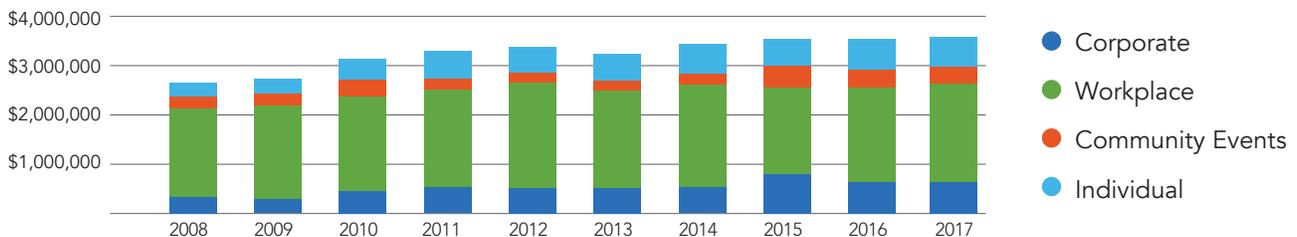
United Way of KFL&A

2017 Campaign by the Numbers

During the 2017 campaign, the community raised \$3.5 million in support of local programs and services. None of this would have been possible without the support of thousands of community volunteers. Money is raised through workplace employee campaigns, special events, corporate giving, and individual giving within our community.

10 YEAR CAMPAIGN HISTORY

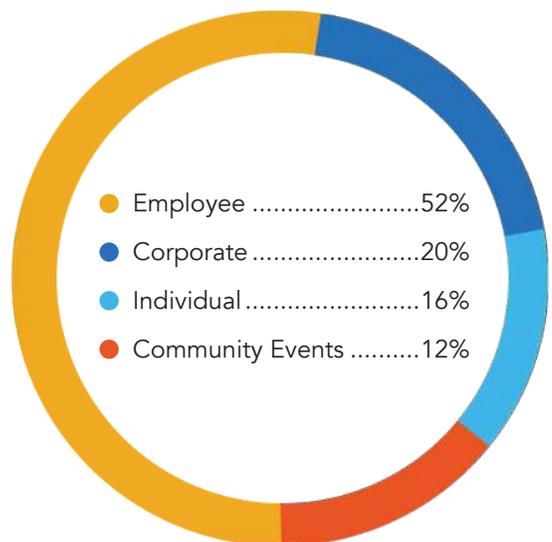
Over the past 10 years our campaign has grown 21% from 2.9 million in 2008 to \$3.5 million in 2017.



For a list of caring corporations and supporting sponsors: www.unitedwaykfla.ca/CaringCorporations



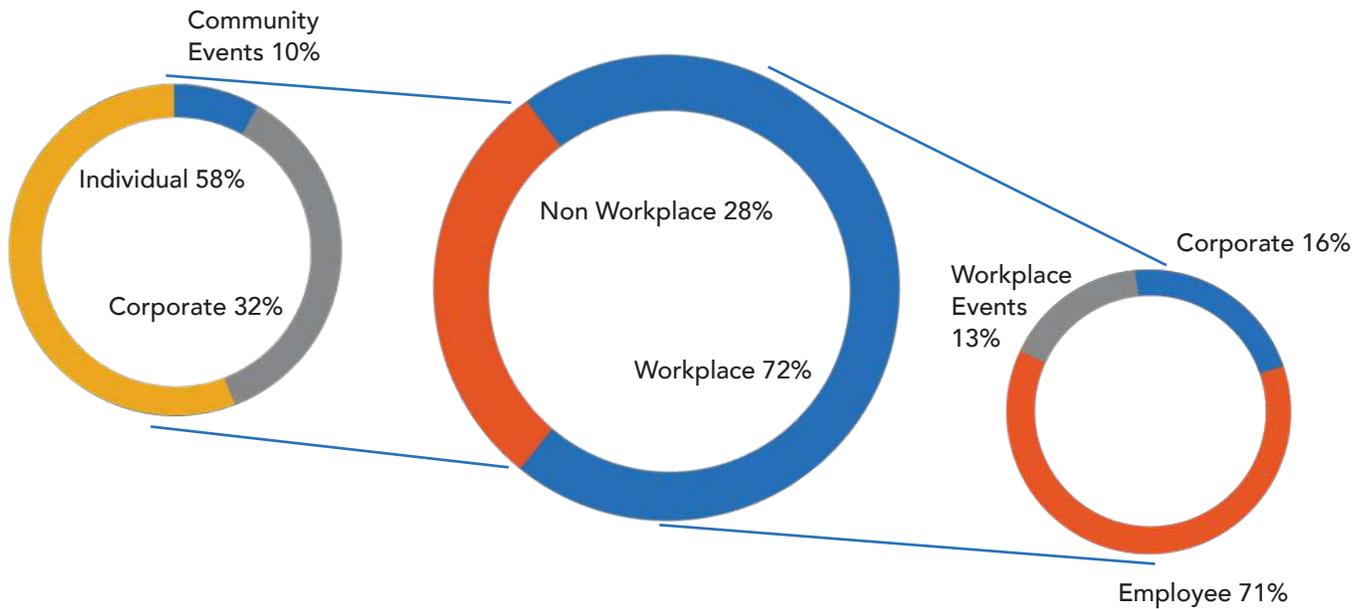
Special thank you to Correctional Service of Canada, St. Lawrence Parks Commission, and the City of Kingston for the contribution of \$800,000 to our community of Kingston, Frontenac, Lennox & Addington. These funds will go towards helping youth in our community live with hope, dignity, and a sense of belonging.



For a list of 2017 Workplace Award Winners visit: www.unitedwaykfla.ca/2017Awards

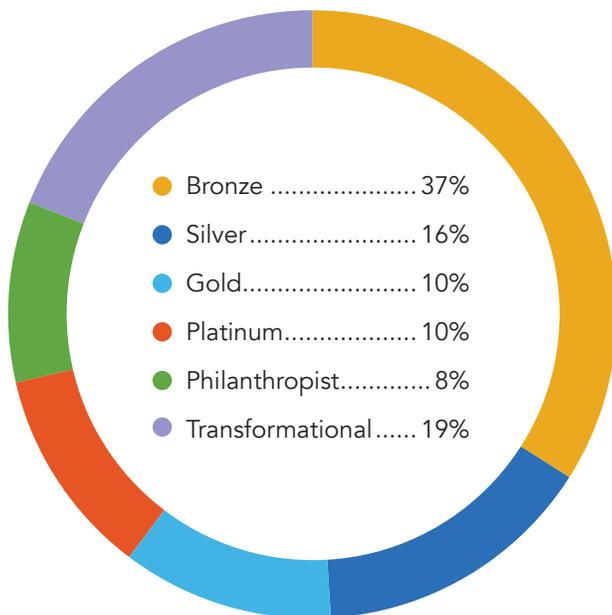
2017 CAMPAIGN

WORKPLACE & NON-WORKPLACE CAMPAIGN

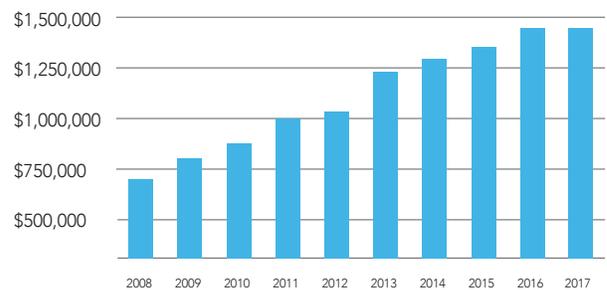


2017 LEADERS OF THE WAY

Leadership Giving By Level



10 YEAR LEADERSHIP GIVING TREND



Gifts from Leaders of the Way (donors who give \$1,200+) are a critical part of our campaign.

Leadership giving has increased annually over the last 10 years and has grown from \$696,000 in 2008 to \$1.4 million in 2017. This is a 104% increase.

For the 2017 Leadership Honour Roll:
www.unitedwaykfla.ca/HonourRoll

Engagement



FEBRUARY



211 Day

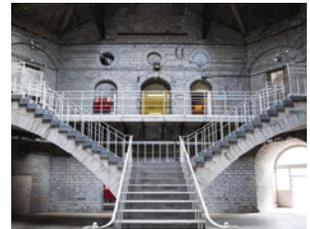


Youth Transitional House Opening

MAY



Next Gen Masquerade



Kingston Pen Tours Start

MARCH



Not For Profit Leadership Program



Success By 6 Week

APRIL



Youth Summit

JUNE



Partner Agency Lunch



Workplace Awards Luncheon



Annual General Meeting

Calendar of Events



Day of Caring



Speakers Bureau Orientation



Campaign Kickoff Breakfast



Rocktober



Peer Learning Workshop



Labour Day Parade



Seeing is Believing Tour



Novelis Neighbor

SEPTEMBER

JULY



Fire & Rescue BBQ



Fire & Rescue Community Day

OCTOBER



Next Gen Networking with Leaders

NOVEMBER



Grant Panel

AUGUST



Sponsored Employee Training



Mayor's BBQ



Empire Life Launch



GovFest



Pickleball United



Fare for Friends



Queen's Sci - Formal



Campaign Touchdown

» SUCCESS BY 6 WEEK

	2014	2015	2016	2017
Number of Events	104	173	167	112
Number of Children	1,607	1,997	1,712	3,989
Number of Adult	996	1,802	959	2,522

WHAT IS SUCCESS BY 6?

Success By 6 is based on the idea that it takes a village to raise a child and that we all have a role to play in ensuring that every child has a chance to succeed early in life. Success By 6 Week heightens public awareness of the importance of early-years development.



6,500

Children and caregivers attended in 2017

112

Events

11

New events

For more information about Success by 6 please visit:

www.successby6kfla.ca

» NEXT GEN INITIATIVE

Next Gen empowers young leaders in their twenties and thirties to get involved in their community and bring about positive change.

Next Gen volunteers organize and run several popular events each year including the Next Gen Masquerade which was a huge success selling out and raising over \$9,000 for local programs.

NEXT GEN WORKPLACE AMBASSADORS

Next Gen Ambassadors are young leaders who work with workplace committees to engage the next generation of leaders. These leaders participate in Next Gen activities, promote events and engagement opportunities within their workplaces.

They provide information about events and network opportunities to their peers and participate in networking and learning opportunities.

In 2017 there were 28 Next Gen Workplace Ambassadors.

For more information about United Way Next Gen visit www.unitedwaykfla.ca/next-gen/



2017 SEEING IS BELIEVING TOURS

- Bus Tours: **4**
(Kingston Transit and McCoy)
- Custom Bus Tours: **11**
- # of Participants: **175**

2017 SPEAKERS BUREAU

- Presentations: **173**
- Speakers: **46**

SOCIAL MEDIA

Twitter

4,020

Followers in December 2017
(3,669 in 2016)

Facebook

1,617

Likes in December 2017
(1,441 in 2016)

DAY OF CARING

Over **200** volunteers from **24** workplaces completed projects at **24** different sites on June 9, 2017.



Give. Volunteer. Act.

www.unitedwaykfla.ca



United Way
Kingston, Frontenac
Lennox and Addington

417 Bagot Street, Kingston, ON K7K 3C1

Tel: 613-542-2674 | Fax: 613-542-1379

uway@unitedwaykfla.ca



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