



2018

Annual Report



United Way
Kingston, Frontenac,
Lennox and Addington



“ There’s need across so many sections of society and it is wonderful that United Way KFLA touches on lives across economic, social and cultural boundaries. ”
-Seeing is Believing
tour participant



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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

Engage Our Community

- Facilitate community collaboration to address root causes, focus on prevention and provide intervention and support for vulnerable populations
- Intentionally engage diverse groups in all that we do
- Expand partnerships with the community and agencies

Communicate The Impact

- Be a leader in understanding and communicating the social issues impacting our community
- Increase awareness through targeted communication strategies
- Maintain and protect our brand and reputation

Invest In The Future

- Align and implement fundraising strategy to include multiple channels and diversification
- Leverage technology
- Sustain, growth, retain and develop human resources (staff, volunteers, donors, board)

“ I give to the United Way because every person in Kingston and Frontenac deserves a chance for a great future. ”
-Donor

Board Chair and CEO Report

2018 was another busy and productive year for the United Way.

The annual campaign was a great success thanks to the efforts of the Campaign Cabinet, our Campaign Chair Fred Godbille and the thousands of volunteers involved! A record amount was raised. Additionally, we received a large amount from the Kingston Pen Tours and some grants, taking our total revenue to close to \$5 million.

We are delighted to be named one of Canada's Top 100 Charities, a reflection of our priority and focus on transparency and accountability.

Four years ago, our Board identified key risks and the Board has been working on developing and implementing risk mitigation plans. As part of the process for reviewing risk, the Board is focused on 3 key areas: Revenue, Succession Planning and Brand management. This report highlights work to date in these areas and we will continue to develop them further in 2019.

Youth Homelessness has been a key focus for the past five years and we are pleased to see the efforts of our collective impact work moving the needle. We see more youth in shelters, housing and programs, and fewer on the streets and inadequately housed. Youth Homelessness continues to be a critical issue for us to address. We are also researching areas including mental health, vulnerability in girls and women in our community, issues faced by youth in rural areas, and ways to support youth who identify as indigenous.

All of this is possible thanks to the ongoing financial support we receive through the Kingston Pen Tours and our invaluable partnerships with the City of Kingston, the Correctional Service of Canada and the St. Lawrence Parks Commission.

We are always looking for ways to improve and grow, in order to better support the residents of Kingston, Frontenac, Lennox & Addington. We continue to work with our three affinity groups: Next Gen, Retirees and Women United. Each group brings members of our community together who want to make an impact locally. In 2018 we saw great growth and engagement with all three initiatives.

Our United Way KFL&A is working closely with the United Way of Canada and our neighbouring United Ways to find ways to enhance our efficiency and effectiveness. We know there are challenges that continue to face charities and we are looking for ways to adapt and grow as a movement. We're committed to igniting the desire in everyone to improve this community we call home; it's all about building connections and supporting each other.

As we look back on another successful year, we would like to take the time 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.



Mike Ryan
Chair Board of Directors



Bhavana Varma
President & CEO

2018 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
Mike Ryan



Past Chair
Jody DiRocco



Vice Chair
Daren Dougall



Treasurer
Matthew Van Nest



Director
Richard Allen



Director
Peter Clarke



Director
Fred Godbille



Director
Joan Jardin



Director
Patrick Legresley



Director
Patrick Murphy



Director
Leanne O'Mara



Director
Stephen Peck



Director
Allen Prowse



Director
Michelle Wilson



President & CEO
Bhavana Varma

“ A healthy community contributes to a healthy life. United Way maintains the healthy community. ”
-Donor

Staff Team

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

Accountability

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

- Our financial statements are audited by an independent auditor and are available online at: www.unitedwaykfla.ca/financial-statements/

Effective, Efficient and Accountable

- 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 Staff and CEO Salaries

- Our latest Canada Revenue Agency annual T3010 registered charity disclosure is available at: <http://bit.ly/2018T3010>
- 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/2018T3010>

2018 Fundraising Cost Ratio

84%

Funds invested directly into programs

13%

Fundraising costs

3%

Related administrative costs



\$4,696,930

Total revenue, including annual campaign

\$636,583

Fundraising costs

\$119,498

Related administrative costs



In November 2018 our United Way was named to the MoneySense Charity 100 listing based mainly on two major criteria; financial efficiency and transparency. Our United Way was delighted to get high marks in both of these categories. For more information about the process and scoring, you can visit <https://www.moneysense.ca/save/financial-planning/canadas-top-rated-charities-2019-overview/>

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.

Where the Money Was Spent



45%
Partner Agency Funding

22%
Youth Homelessness

10%
Donor Designations to Other Charities

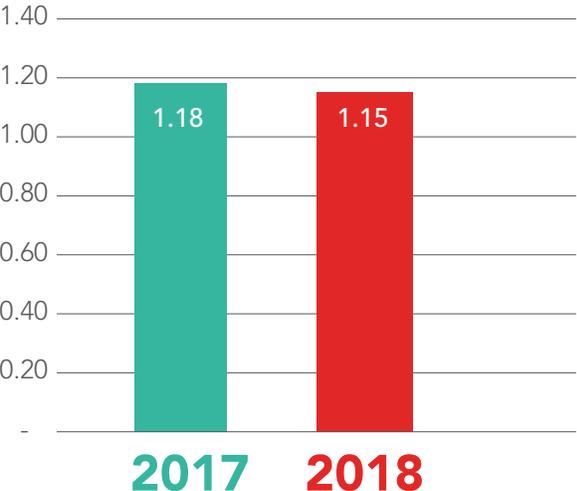
9%
Distributions and Community Programs & Services

7%
Grants

7%
Community Impact Initiatives

In 2018 your contributions helped us to build a stronger social support network. This network of services provides a foundation for our entire community and allows people to live with hope, dignity and a sense of belonging

Financial Liquidity



Our United Way takes the financial stewardship of donor dollars seriously. We continuously monitor assets against our current (short-term) liabilities to ensure the ratio remains above 1.0. This provides us with a quick analysis as to how easily we can meet short-term financial liabilities. In 2018, our ratio was above 1.0, at 1.15.

Revenue by Source

72%

Net Campaign Revenue

20%

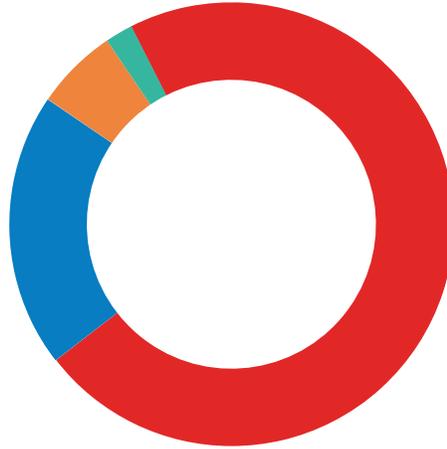
Kingston Penitentiary Tours

6%

Homelessness Partnering
Strategy Grant

2%

Investment Income
and Other Revenue



Funding Distribution by Impact Area

26%

Helping Kids Be All They Can Be

31%

Moving People From Poverty
to Possibility

43%

Building Strong and
Healthy Communities



United Way funding supports a network of agencies that provide vital programs to thousands of people in the region. These programs provide families, individuals, children and youth with support when they need it the most.

To view our financial statements visit:
www.unitedwaykfla.ca/financial-statements/



“ Supporting the United Way allows me to help others in need. In particular, youth and children so they can be all they can be. ”
-Donor

Treasurer's Report

As the Treasurer of the United Way of KFL&A, I am pleased once again to share a few financial highlights for 2018.

MoneySense reviews charities and allocates points based on the percentage of funds spent on administration as well as percentage of funds spent on fundraising. Our United Way was delighted to get high marks in both of these categories, a testament to our focus on sound financial stewardship and accountability.

Kingston Penitentiary Tours contributed significantly to our revenue, with funds to be invested into youth programs through our Ending Youth Homelessness initiative. Funds received in 2016 and 2017 resulted in a surplus in 2017, which was set aside in a Youth Homelessness Reserve Fund and invested in 2018. The planned deficit is balanced by the in-year surplus in 2017.

The United Way received funds from United Ways of Ontario, which the Board of Directors directed towards enhancing our digital capacity. This was a one-time investment of approximately \$39,000. Our goal is to keep our fundraising cost ratio between 15 and 20% and we continue to successfully meet this goal, while contributing to our ability to meet the changing landscape of philanthropic giving.

The Investment Committee of our United Way worked with Fred Benford at CIBC Wood Gundy to ensure our investments were in alignment with our Investment Policy. This protected the United Way from significant losses due to market conditions. Our audited financial statements reflect year-end unrealized losses. We were pleased to see the markets rebound significantly in early 2019.

I'd like to thank the Finance & Audit and Investment Committees and the staff of the United Way for their guidance and support. Their contribution helps our United Way steward funds responsibly, while looking ahead into future trends and opportunities.



Matthew Van Nest

Treasurer

Community Impact

United Way strategically invests in programs and initiatives that focus on underlying causes to create lasting change. We research and understand the social issues in our community, working with agencies, donors, volunteers and partners to fund evidence-based programs and address the root causes of issues.

The Community Investment Strategy provides a framework for volunteers and the United Way Board of Directors, helping them in their decisions to invest in programs and initiatives that have the maximum impact.

Approach

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

Meeting immediate needs through funded programs:

We fund community programs that provide intervention, support and prevention, and are based on an evidence-based framework, with program evaluation and outcome measurement at an individual level.

Funded programs facilitate positive change at the individual level. These programs meet people where they are by providing interventions and supports, crisis management, meeting basic needs and addressing barriers as they arise.

Preventative programs address the issue before symptoms appear. They identify early risk factors and attempt to reduce the likelihood of negative social, behavioural, economic and health outcomes.

“Donations to the United Way allow me, in a small way, to repay the kindness I received as a child.”
-Donor

Changing Lives Locally



Geographic Distribution

Client Numbers

Kingston	43,818
Frontenac	3,865
Lennox & Addington	5,083

Addressing Root Causes through collective impact

We invest in collective impact initiatives that focus on identifying an issue through research, addressing root causes of this issue, pilot programs to confirm a collective theory of change and systemic and policy changes to address the issues identified and evaluation at a community scale.

Collective impact facilitates positive community-wide outcomes through research, and by engaging key stakeholders, including frontline agencies, private sector, the community at large, all levels of government and, most importantly, people with lived experience.

For the full Community Investment Strategy report visit:
www.unitedwaykfla.ca/CIstrategy

Community Investment by the Numbers

Helping Kids Be All They Can Be	19,932 Clients Served	8 Agencies	14 Programs
Building Strong and Healthy Communities	7,849 Clients Served	24 Agencies	31 Programs
Moving People From Poverty to Possibility	25,542 Clients Served	10 Agencies	19 Programs
Total	53,323 Clients Served	42 Agencies	64 Programs

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

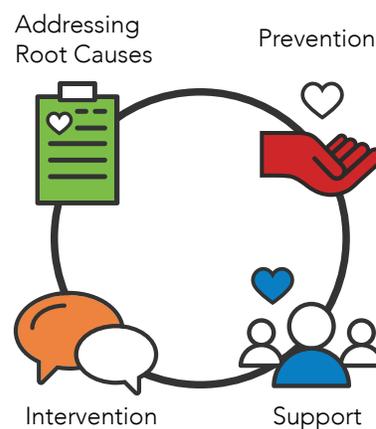
Four Pillars of Community Investment

Addressing Root Causes: using analysis and research to identify the issue, system-wide approaches 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.



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

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

19,932
children and youth
accessed programs
to reach their
highest potential

3,173 were supported in becoming resilient and self-confident

15,824 had help getting ready to learn and graduating high school

935 were supported in developing empathy and positive relationships

14 high-impact programs that provide interventions, supports and prevention

The Issue



1 out of 3

Ontario girls in grades 6 to 10 report feeling **depressed** each week

73% of female youth



58% of male youth

report significant **mental health concerns** including **depression** and **anxiety**



1 in 10

children in Kingston live in **food insecure** households

1 in 5 girls

will become victims of **childhood sexual violence**



students living in low-income areas of Kingston are

twice as likely

to drop out of school



Your Local Love Changed Their Life

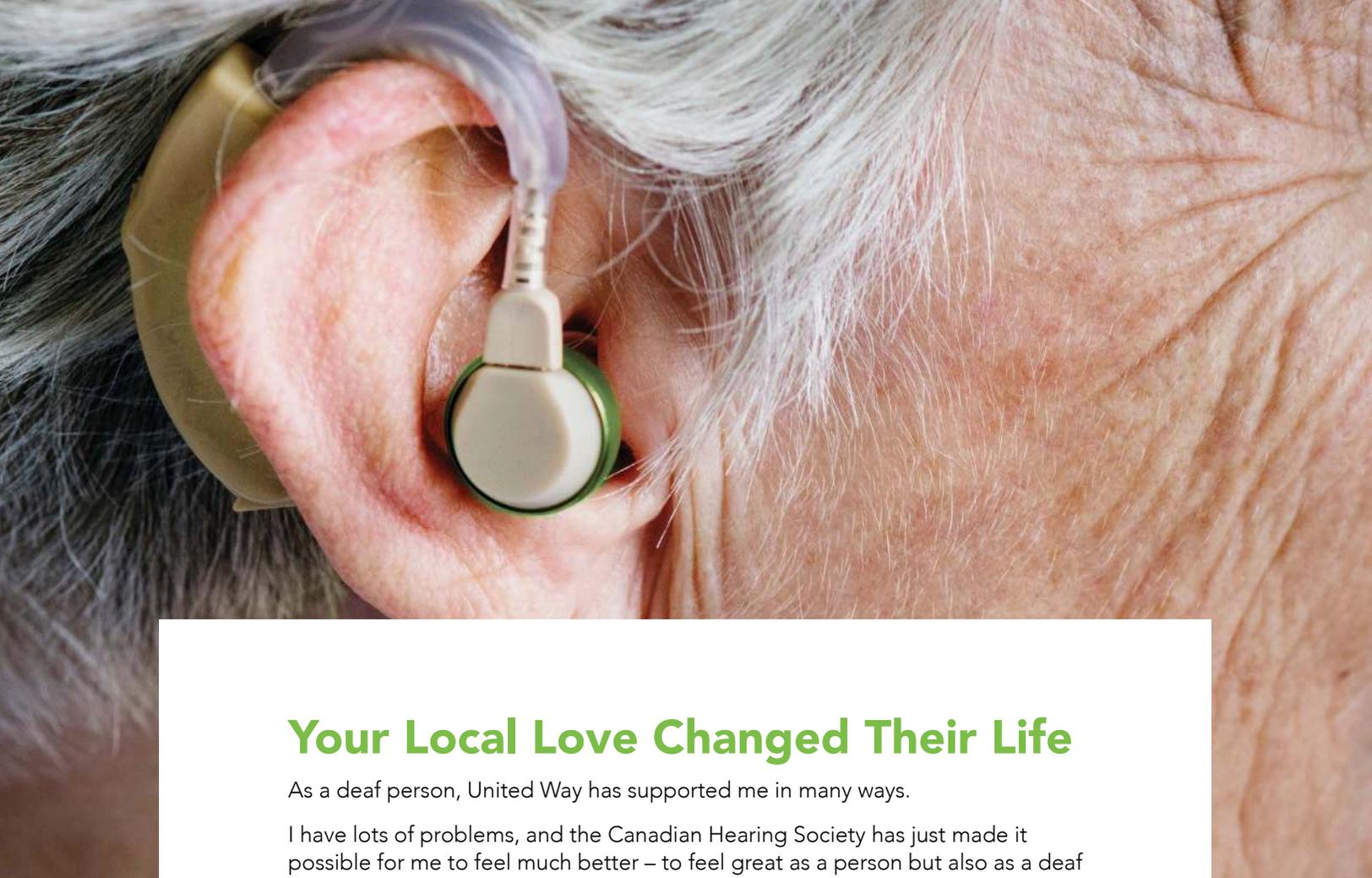
I grew up in Kingston with friends that I went to public school with and I participated in sports and dance. Our family always took little vacations somewhere, and life seemed pretty “normal” to me. Transitioning into high school was difficult, I fought a lot with my parents and it took a toll on my mental health and my relationships with friends too. I begged to switch schools, but my parents suggested I just make new friends. I did, I made friends with the kids at the smoking pit, they accepted me right away. I got curious about everything my new friends were doing. I tried smoking, then smoking pot and before I knew it I became a person I never wanted to be. I started sneaking around and eventually got kicked out of my parents’ house. I started staying with friends and then with my grandparents, but I kept hanging out with the same people.

I met a guy and we hit it off. I tried harder substances and spent the summer living with him and his dad who sold drugs. I didn’t care because nobody else in my life seemed to care, but that year school was a real struggle. I was connected with a counsellor from Youth Diversion, a United Way funded agency. I was struggling and making bad choices, but he let me know I wasn’t alone and although I continued to spiral, I had support. I was expelled from school just before graduation for obvious reasons and I was lost. But because of programs like Youth Diversion, and other United Way supported agencies, I am able to share my story that fortunately has a happy ending.

Today I am a strong 23-year-old women who has finished high school, graduated from an education assistant program and gone back to school to take a child and youth worker program.

Thank You,

Alexis



Your Local Love Changed Their Life

As a deaf person, United Way has supported me in many ways.

I have lots of problems, and the Canadian Hearing Society has just made it possible for me to feel much better – to feel great as a person but also as a deaf person. Deaf people have very specific needs and very specific supports that they need. Getting counseling with a person who is not deaf and who doesn't use sign language is very difficult, but here, I can receive counseling through a person who is either deaf or understands deaf people. They really understand me and my needs.

Through their programs I received support for my mental health needs and I've received technical devices that I need like an alarm clock and hearing aid batteries.

I always feel welcome at the Canadian Hearing Society. The staff are friendly and they understand me, and I think I've developed my identity as a deaf person through their assistance. I am now proud of who I am as a deaf person.

I would say thank you to United Way because these services and supports help me in a way that I can't even completely explain. They help me access services, to break down barriers, they help me to even understand what the barriers are. That's really helpful because it makes me and other deaf people feel better. We no longer see the barriers as a problem but as something that can be brought down and that gives us more confidence that we can do things. It's not a situation where we can't, it's a situation where we can.

Thank You,

Bill

Building Strong and Healthy Communities

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

We Focus On

- Connection
- Physical & mental wellbeing
- Safety

7,849
people were helped
by programs and
initiatives supporting
personal wellbeing
and safety

2,488 had help with physical
or mental health challenges

448 were safe from violence,
abuse and neglect

4,013 were supported and helped
to access community services

The Issue



1 in 2
adults will experience
a mental health crisis
by age 40



1 in 5 Canadians
over 15 years old have
one or more disabilities
that limit them in their
daily activities

62% of older adults
with vision loss report they
seldom leave their homes
for recreation or leisure



Kingston and Area has the
second highest
rate of sexual offences against
youth reported to the police
in Canada

31 high-impact
programs that provide
interventions and
supports

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

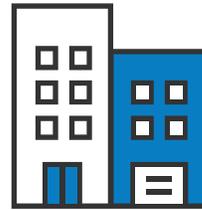
25,542
people were helped
by programs and
initiatives in meeting
their basic needs and
moving them out
of poverty

2,228 had access to emergency shelter, affordable housing, and resources to support financial security and sustainable employment

20,219 had access to affordable and nutritious food

3,095 had access to resources to lessen the impact of poverty

The Issue



0.6%

Kingston rental vacancy in 2018, the lowest in Ontario



42% of people experiencing homelessness in Kingston are children and youth



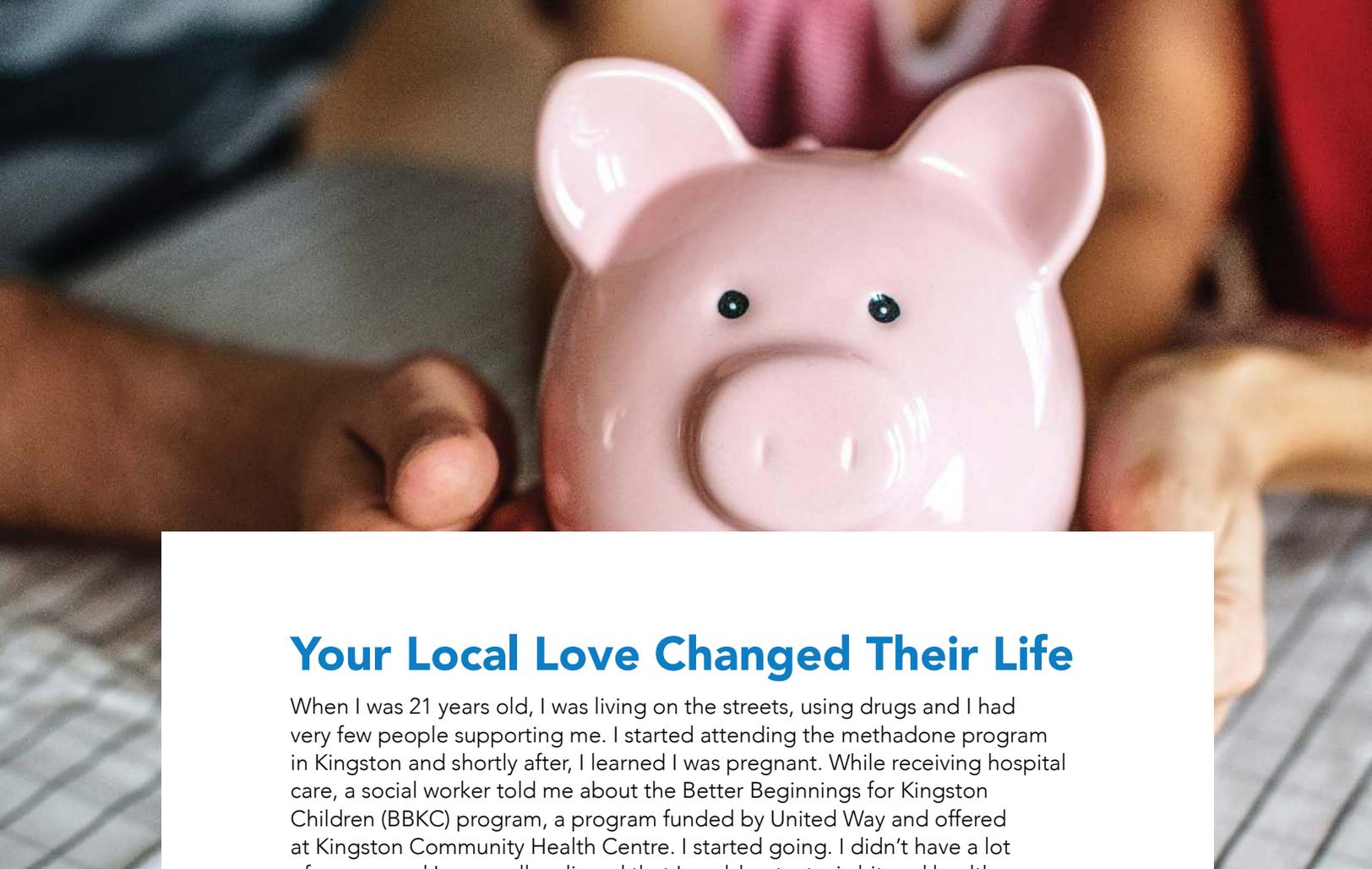
17,895 people in Kingston are living below the poverty line

4 million

Canadians are food insecure. The majority of food insecure Canadians are working



19 high-impact programs that provide interventions and supports



Your Local Love Changed Their Life

When I was 21 years old, I was living on the streets, using drugs and I had very few people supporting me. I started attending the methadone program in Kingston and shortly after, I learned I was pregnant. While receiving hospital care, a social worker told me about the Better Beginnings for Kingston Children (BBKC) program, a program funded by United Way and offered at Kingston Community Health Centre. I started going. I didn't have a lot of money and I was really relieved that I could get a taxi chit and healthy food every time I went to group. Without that, I probably would not have been going. I could not afford a lot of food and BBKC was a consistent provider of fresh, healthy food, and I knew it was important to my baby's growth and development. It relieved some of my stress. I signed up for every group available to me, and one on one support with BBKC. During that support, staff helped me apply for housing, disability financing, they answered any questions I had about pregnancy, parenting, and health. I began to feel more confident about myself and that I would be able to be the parent I wanted to be because of their support.

Over the next 3 years my baby and I attended the groups and every parenting group offered. The transportation and food support made this possible. I grew as a person and BBKC helped me find a job. I had grown a lot; I was off methadone, clean and drug free, I had stable housing, stable finances, and I knew about my health and my child's development. I started to volunteer with KCHC, then I joined the BBKC Action Group. I have also given back through the Thrive program by being on the advisory committee and have supported their work to decrease stigma around opioid dependency during pregnancy and while parenting.

I have made a complete turnaround in my life and my family's lives. The transportation and food funded by the United Way helped make all this possible. Without that I wouldn't have been able to come to the groups, get the education and my support would have been limited.

Thank You,

Jaz

Youth Homelessness

On any given night, more than 6,000 Canadian youth are homeless.

Young people account for one in five of the people living in Canada's homeless shelters. In 2013, this number was even higher in the region at one in three.

Over the past five years, that figure has returned to the national average in the region, thanks to a collective effort by the community.

In 2013, our mission began with the vision of reducing the number of young people using the shelter system. However, it became clear that the root causes of homelessness are complex and require intervention on multiple fronts. And that having more youth inside our support system was a good thing.

The United Way opted to focus on prevention, providing timely intervention, and building a sustainable network of supportive resources. This approach has ensured that youth homelessness in our community becomes a treatable option, rather than a chronic one.

A new vision emerged and continues to be the goal:

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

By pursuing this vision, we have made great strides in our community and continue to focus our attention and our efforts on identifying and removing the barriers that keep young people from accessing safe, suitable and sustainable housing, and ensure that every young person in KFL&A has a place to call home.

Root Causes

Listening to young people provided us with insight into how youth homelessness can occur. Youth Council participants helped us identify the primary root causes: family conflict, addictions and mental health and education and unemployment.

Successes to Date

Family Mediation: This worker provides supportive services to address conflict, improve communication and facilitate healthy reunions between youth and their families.

Youth Outreach: Funding is provided for a Youth Outreach Worker, through Addictions & Mental Health Services KFL&A, to provide cognitive therapy and referrals to youth who are homeless with mental health issues.

Intersections: This program is delivered by Youth Diversion and provides intervention, navigation and coordination of services for children and youth under age 18 who are at risk of becoming involved with the justice system.

LGBTQ+ Mental Health: A program that addresses the mental health of gender-diverse youth in a safe place is facilitated by the Canadian Mental Health Association.

Youth Hub in Kingston: One Roof is a partnership between 27 organizations providing a range of services to youth in one convenient location.

L&A Youth Hub – Prince Edward Lennox & Addington Social Services and United Way jointly supported the creation of the L&A Youth Hub in the Memorial Building in Napanee. Twenty-one partner organizations provide a range of services.

Transitional Housing Program: For youth, transitional housing is often an important step toward permanent housing.

It allows youth the time to heal, recover, and develop the skills that will enable them to succeed in living independently.

Education and Awareness Campaign:

Kingston Transit Campaign: Youth homelessness has been featured through Kingston Transit with youth stories appearing on buses throughout the city.

Mental Health Planning Day: Held on March 23, 2018 at the Discovery Centre at Fort Henry. Over 80 participants including youth attended the session bringing a wealth of perspectives to the discussion.

Forums:

Youth Forum: Youth organized the fourth annual Youth Summit, attended by more than 80 youth. They increased awareness through practical, interactive workshops on topics that are important to youth.

Educators' Forum: As a result of input at these forums, a Youth Services Listing was developed to help connect youth with local programs and services.

New initiatives

Youth in Frontenac County: Two new rural youth positions were introduced to identify needs. Initiatives and programs are being developed in the area to start addressing these needs.

“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

Mental Health: Work for this initiative has continued in three areas: 24-hour walk-in for crisis support; post-crisis and peer support; and post-emergency discharge planning.

Strategy for Indigenous Youth: We have started speaking with different groups and individuals to gain insights from Elders to gain a better understanding of the unique needs of Indigenous youth.

Focus on Female Youth: We have a high rate of female homelessness and a high rate of human trafficking, addictions and mental health among women of all ages. United Way's Women United Committee is focusing its attention on these issues and exploring a partnership for a research initiative to identify root causes.

Youth Wellness Hub: The United Way supports opportunities to collaborate through a youth hub to address shelter, coordinated services and potentially a safe space for youth in crisis and emergency needs.

When I was 15, I lived out of my duffel bag. It was very heavy, it contained everything I had. I asked to stay at friends' houses or slept in the backs of office buildings. I found a housing program that also had support for mental health. It felt great to have my own bed and be able to eat breakfast. Now I volunteer helping other youth.

- Brandon,
homeless at age 15

Labour Report

The Kingston and District Labour Council (KDLC) is a proud partner with the Kingston, Frontenac, Lennox and Addington (KFLA) United Way. The KDLC and KFLA United Way each work to prioritize the needs and dignity of people in this region.

Our federal organizations, the Canadian Labour Congress (CLC) and the United Way Centraide Canada (UWCC) share a common vision for healthy and supportive communities. We encourage workers and union leaders to join the United Way movement so that our combined voices, networks and resources can make that vision real. By working together, we build a community of caring while making our communities better

Many union activists contribute to United Way by bringing workers' perspectives and experiences to discussions. The United Way Board, the Campaign Cabinet and committees each value worker input and ensure that seats are dedicated to Labour Representatives.

It has been a pleasure to work with the other United Way Board Directors as we shape the direction of the United Way. I continue to be impressed with the expertise that each Director contributes to discussions and decisions.

The United Way's activities are organized and coordinated by highly dedicated and welcoming United Way staff. Their guidance makes the work go smoothly. Thank you to all of the United Way Staff for your many efforts.

The volunteers from Labour, including union locals, staff and workplace campaigners, have again helped the United Way reach its 2018 goal. They understand that their volunteer efforts help their colleagues and their families. The 2018 KDLC 1st Vice-President, Rej Bruneau, was the Labour Representative on the Campaign Cabinet.

Rej has demonstrated the strong local support from Labour for the United Way and the United Way has been clear about its appreciation of Labour's contributions.

Our labour campaign began on Labour Day 2018. United Way participation in our parade and activities at McBurney Park has always been appreciated and has become a solid partnership. The Labour Day Committee members worked to make the event another great success. Thanks to a fabulous team.

As Director of Labour Community Services (LCS), Ryan Bol added new enthusiasm and ideas to the role. Even though Ryan continues to be a strong supporter of the United Way, he returned to his previous job. Fortunately, we were able to welcome Jeremy Robins as Director of LCS. He has already been a diligent and helpful support for both the KDLC and KFLA United Way.

The Labour Community Advocate Program which informs local labour leaders about United Way agencies will be returning soon. This program assists Labour to be better able to refer colleagues to our many excellent community resources. Unions are encouraged to have members take this course; it increases our capacity to help each other.

As partners, we combine the efforts of more than three million CLC members with all those involved in the United Way. We know that solidarity and strength in numbers can cause great change that will continue to make our citizens feel dignity and involved in our communities.



Joan Jardin

Labour Representative
Board of Directors

2018 Leadership Development Services

United Way strengthens the voluntary sector by providing training and workshops to local volunteers and boards of directors. Our volunteer Leadership Development Services program provides workshops and custom training sessions to nonprofit organizations throughout KFLA.

The Leadership Development Services (LDS) public workshops are designed for board members, staff and volunteers to develop the skills and knowledge needed to become effective and responsible leaders.

7

Public Workshops

4

Custom Workshops

201

Participants

“ The presenter made the atmosphere comfortable so open discussion was easy. He was engaging, enthusiastic and gave great real-life examples. ”
-Workshop Participant

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/

“ I just wanted to let you know that I really appreciate the fact that I can post in your website to find volunteers. ”
- Community Agency

By the Numbers

241

volunteer opportunities

39

local organizations assisted

293

applicants (looking for opportunities)

12,832

Volunteer Centre page views



Campaign Cabinet & Committees



Fred Godbille
2018 Campaign Chair
DuPont Canada

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



Patrick Murphy
Past Campaign Chair
Secura Financial Group



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



Nancy Bradshaw
Commercial
Postmedia Network Inc.



Chris Doucet
Commercial
CIBC



Col. K.A. Gallinger
GCWCC
CFB Kingston



Daren Dougall
Provincial
Children & Youth, Youth Justice Service



Bill Durnford
Chair, Business Development
Ambassador Hotel



Scott Harris
Government
Correctional Service Canada



Prof. Thomas J. Harris
Education
Queen's University



Sergiy Kolosov
Provincial
Ministry of Training, Colleges and Universities



Dennis McAllister
Manufacturing
Invista



Antje McNeely
Government
Chief, Kingston Police



Liza Nelson
Commercial
Postmedia Network Inc.



Debra Rantz
Education
Limestone District School Board



Don Seymour
Healthcare



Michelle Wilson
Finance
TD Bank Group



John Sheridan
Chair, Major Gifts
Retired CEO Ballard Power Systems & Corporate Director



Gillian Sadinsky
Leaders Of The Way Co-Chair
In-House Yoga



Patrick Murphy
Leaders Of The Way Co-Chair
Secura Financial Group



Bill Leggett
Leaders Of The Way
Queen's University (Retired)



Marc Varin
Tech United Chair
RBC



2018 Campaign Committees



Elizabeth Brown
Women United



Desirée Kennedy
Women United Co Chair
City of Kingston



Jane Lapointe
Women United
Assante Wealth
Management



Jennifer Lemieux
Women United
RBC Dominion
Securities



Antje McNeely
Women United Co Chair
Chief, Kingston Police



Gillian Sadinsky
Women United
In-House Yoga



Michelle Wilson
Women United
TD Bank Group



Cathy Wilson
Women United
Parsons



Gillian Moren
Next Gen Co-Chair



Mitch Purcell
Next Gen Co-Chair

“ The United Way provides funding & grants for a number of programs I believe in. ”

-Donor



Dr. Jim Parker
Retiree Task
Force Chair



Arlene Aish
Retiree Task Force



Lana Foulds
Retiree Task Force



Marina Lee
Retiree Task Force



Valerie Robb
Retiree Task Force



Tim Salmon
Retiree Task Force

2018 Calendar of Events

Each year, a number of events hosted by United Way, volunteers and workplaces take place in the Kingston, Frontenac, Lennox and Addington area. Some of these events raise funds, some collect donations, some educate and some recognize the wonderful volunteerism that happens in our community each and every year. All of these events are a reflection of local love in KFLA. Here are some highlights of events that took place in the past year.



LDS Workshop



Lieutenant Governor Visit



UW Week at Queen's



211 day



Next Gen Masquerade



Homelessness Day at Queen's Park



Youth Mental Health Planning Day



Workplace Awards



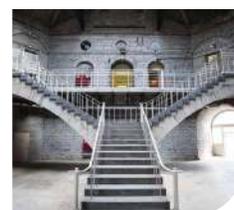
Youth Summit at Memorial Hall



Success By 6 Week



Volunteer Service Awards



Kingston Pen Tours



Leadership Reception



Annual General Meeting



Day of Caring



Agency Lunch



Kingston Pen Tour Cheque Presentation



Seeing is Believing Tour



2018 Sponsored Employees



Good Food Stands



Pickleball United



Labour Day Parade



80s Enuff Rocktember



Fare for Friends



Mayor's BBQ

“ I give to support the amazing programs that change lives ”
-Donor



Campaign Kick-off



Bourgon Grand Opening BBQ



Queen's Science Formal



Gov Fest



Campaign Touchdown

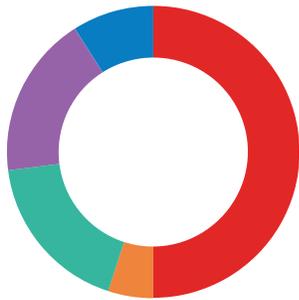


BMO Holiday Giving

2018 Campaign by the Numbers

During the 2018 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 in our community

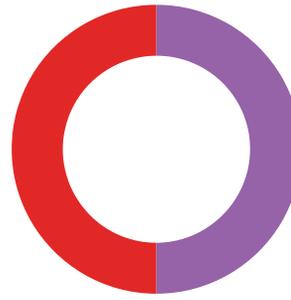
Campaign Revenue by Source



The campaign raises funds from corporations, employees, individuals outside the workplace and events.

- 49%** Employee
- 19%** Corporate
- 18%** Individual
- 9%** Workplace Events
- 5%** Community Events

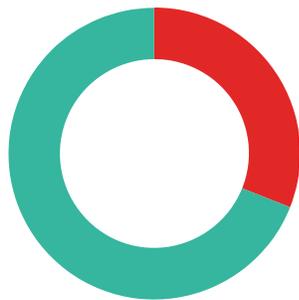
Leadership Giving



Leaders of the Way (\$1,200+) donate through workplace giving as well as directly outside the workplace.

- 50%** Community
- 50%** Workplace

Workplace Revenue



Workplace giving makes up 69% of the overall campaign revenue

- 69%** Workplace
- 31%** Non-Workplace

Workplace Giving

Over 250 local workplace support the United Way with employee campaigns. For a list of participating agencies visit: www.unitedwaykfla.ca/workplaces

Personal Giving



- Giving from people makes up the most significant portion of the campaign.
- \$2,536,890 was raised from employees and individuals.
- Leaders and Major gifts make up 64% of all personal giving.
- Donors giving less than \$500 make up 18% of personal gifts.

- 34%** Major Gifts
- 36%** Other Donors
- 30%** Leaders of the Way

2018 Leadership Giving by Level



Leadership gifts are recognized at different levels of giving. The maximum number of Leadership donors are in the Bronze level.

- 32%** Bronze
\$1,200-2,499
- 25%** Transformational
\$100,000+
- 16%** Silver
\$2,500-4,999
- 11%** Platinum
\$10,000-24,999
- 10%** Gold
\$5,000-9,999
- 6%** Philanthropist
\$25,000+

A list of donors who donate at the leadership level is available at: www.unitedwaykfla.ca/honourroll

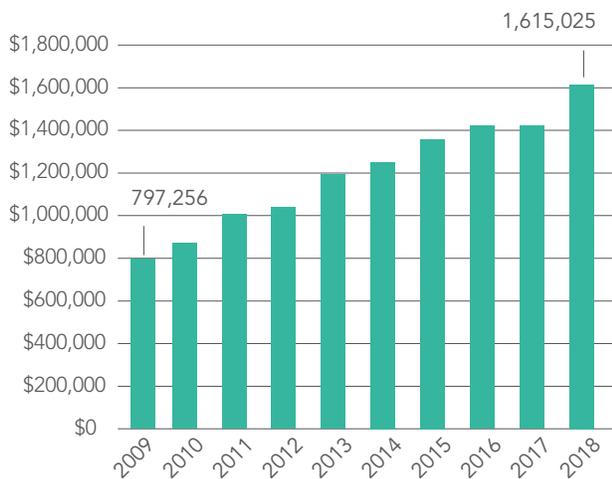
To view the complete list of the 2018 Workplace Volunteer Award Winners visit: www.unitedwaykfla.ca/2018awards

Caring Corporation

Thank you to all the corporations who support the United Way. For a list of corporation donors and sponsors visit: www.unitedwaykfla.ca/caringcorporations

Leadership and Major Gifts

Leaders of the Way are donors who contribute \$1,200 a year or more. In 2018, 492 Leaders of the Way contributed \$1,615,025 or 44% of the total campaign. Over 10 years, Leadership giving has doubled.



United Way 10 Year Campaign History

The annual campaign has grown every year, thanks to the generous support of donors. Over the past 10 years, the campaign grew 18%, from \$3 million in 2009 to over \$3.5 million in 2018.





“ United Way supports many programs & services clear across the age spectrum. ”
-Donor

Letter from the 2018 Campaign Chair

I am grateful to have had the opportunity to be the Campaign Chair for the record-breaking 2018 United Way KFL&A campaign. I am so pleased to be associated with such a generous and united group of people and I would like to thank our local officials, the staff of our very own United Way, the campaign cabinet, Pat Murphy, our 2017 campaign chair, our media partners, and all of our donors and volunteers.

In September of 2018, we announced our goal, but that goal was not just a target to achieve, but a goal to surpass. It was clear that from the onset of the campaign our community was determined to do just that.

After a memorable and record-high Fare For Friends Finale and several workplaces wrapping their campaign earlier than previous years, we found ourselves ahead of last year by about one week. I must say we were both excited and nervous that things might slow down in the later part of the campaign... But the community came through and the energy was high throughout the entire campaign.

As we went around the room during the Touchdown Breakfast, many workplaces revealed that they had in fact exceeded their goals and everyone involved in this campaign should be really proud. As we heard from speakers at both the Kickoff and Touchdown and throughout the campaign, each story was and is a reminder of why we do this and a testament to how united our community has been.

Thank you again everyone for a wonderful campaign and best of luck in 2019!



Fred Godbille
2018 Campaign Chair

Success By 6 Week

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. By investing in young children, their parents and caregivers, we dramatically increase our children's chances for a healthy and successful future

Success By 6 Week heightens public awareness of the importance of early-years development.



5,101

children and caregivers attended in 2018

138 **12**

events new events

For more information about Success by 6 and for a listing of our community members please visit: www.successby6kfla.ca

Women United

336 women gave at the Leadership Level (\$1,200+), individually or with a partner. Collectively they donated

\$957,000



Retiree Taskforce

United Way has been working on a strategy to engage retirees. Through the Condo Canvass and Workplace Retiree campaigns

\$414,381

was raised in 2018, 18% increase over 3 years



Next Gen Initiative

Next Gen encourages people in their twenties and thirties to be a part of the next generation of community leaders. Through events and opportunities, Next Genners invest their time, energy and money in our local community

Events

- Emerging Leaders Breakfast
- Meeting of the Minds
- Masquerade
- Pool Party
- Networking Event



Seeing is Believing Tours

394

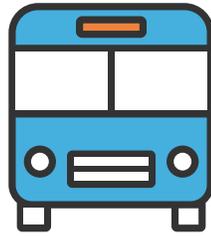
participants total

14

custom tours

4

Public bus tours
(Kingston Transit
& McCoy)



“ The United Way makes our community better, supports needed services and maintains dignity. ”
-Donor

Speakers Bureau

170

presentations

49

speakers



Social Media

Twitter

4,102

Followers in December 2018

Facebook

1,932

Likes in December 2018

Days of Caring

11

custom days of caring

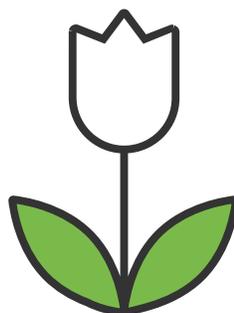
39

projects

over

200

volunteers



“ This event is such a great way for the community to see how many small efforts make a great impact when they come together. ”
- Day of Caring Participant

Eternity Fund

Where there is a will, there is a way...

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
Caroline & Simon Davis	Mariella Morin
Mike Deschesne	John Morse
Oliver Doyle	Mary-Alice Thompson
W. Craig Ferguson	Robert & Bonnie Thomas
Marjorie Finlay	Audrey Scholes
Ruby Garrow	Harry Smith
Janny Gaveel-Dorrestijn	Bhavana & Rakesh Varma
Marsha Gormley	David Wanklyn
Charles Gould	George Wattsford
Susan Greaves	

Eternity Fund Supporters

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

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

“ The United Way gives us the opportunity to make a lasting and meaningful contribution to our community. Through a bequest to the Eternity Fund we can ensure that the many essential services supported by United Way will be delivered in the future. ”
-Katherine & Paul Manley



Emergency Assistance Fund

In 2018 the United Way of KFLA Board of Directors approved the expenditure of funds to support emergency assistance programs to help people in poverty. The expenditure of 3% of the Eternity Fund (as per the United Way KFLA Investment Policy) allows for intervention and support of vulnerable populations by providing urgent dental assistance, winter boots and school supplies for children and access to food for the hungry.

Local Love

Impacting Local Lives.



@unitedwaykfla

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www.unitedwaykfla.ca



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