

Stronger *Together*

2022 Annual
Report



United Way
Kingston, Frontenac,
Lennox and Addington



United Way Kingston, Frontenac, Lennox & Addington would like to acknowledge this traditional territory's longer existence and its significance for the Indigenous people who lived and continue to live on Turtle Island.

We are situated on traditional Anishinaabe, Haudenosaunee and the Huron-Wendat land. There are Métis and other non-status First People from many Indigenous Nations present in our community today. This acknowledgement symbolizes the United Way KFL&A's first step, of many, along this path toward Indigenous reconciliation, in a respectful manner.



Table of Contents

Mission, Values, Strategic Direction.....	4
CEO Report.....	7
Board Chair Report.....	8
Board of Directors	9
Equity Diversity Inclusion and Indigenization	10
Accountability	12
Treasurer’s Report	14
Financial Highlights.....	15
Fiscal Responsibility	16
Labour Report.....	19
Donation Drives	20
Major Events	22
Community Collaboration Projects.....	24
Community Impact	28
Helping Kids Be All They Can Be	32
Building Strong and Healthy Communities	35
Moving People from Poverty to Possibility	36
Mental Health	39
Homelessness	40
Campaign Chair Message	43
Campaign Cabinet	44
Campaign by the Numbers	46
Get Involved.....	48
Women United.....	48
Retirees United	49
Leadership Giving	52
Eternity Fund.....	54
Emergency Assistance Fund.....	56



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

The United Way KFL&A Board of Directors periodically reviews its strategic direction with community consultations. The Board has conducted community consultations and meetings with key informants. This input will inform and update the strategic direction of the United Way.

The United Way KFL&A understands that the needs in the community are more complex and have changed significantly. As a result it is critical that a renewed strategic direction be created to serve the region.

The KFL&A community has continued to be a caring and giving community. This United Way ranks in the top two of all United Ways across Canada in revenue per market million and is among the Top 100 rated charities in Canada.

During the pandemic, the United Way was able to secure funds that helped support a rapidly changing social services landscape. The United Way continues to work with partners to ensure that all community members have an opportunity to live with hope, dignity, and a sense of belonging.

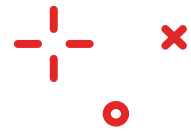
“As a community, we are seeing more people who need food and secure housing, and who are often facing mental health and addiction challenges. For us to have a strong, vibrant community, we need to support each other and ensure that everyone’s basic needs are met. As the effects of the pandemic continue, we need to act at a local level to support individuals who are vulnerable. They need our support – every donation makes an impact.”

- **Jane Lapointe,**
2022 United Way KFL&A
Campaign Chair

United



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



President & CEO Report

It's been just over 24 years since I arrived in Kingston as the new executive director of the United Way of Kingston, Frontenac, Lennox & Addington. I was specifically recruited to help this United Way reach its potential. I never imagined I would be here more than a few months, maybe a year. Like Mary Poppins, I would swoop in, fix a few things, find my umbrella and fly away! Boy, was I wrong!

What I didn't count on was how much I would love this community – that I would fall in love with the people who faithfully come together year after year in a common cause. I didn't realize that I would find lifelong friends, make this my home, and learn so much from our awesome frontline agencies, and from our volunteers, staff and supporters. Kingston really is home now, and I am so grateful to have had the opportunity to lead this incredible organization.

Our United Way is recognized across the country for its transparency, accountability, fundraising acumen, collaboration, and innovation. And it's all because of you.

From the bottom of my heart, I'd like to thank every one of you for your support, advice, guidance, and amazing hard work. It has been a privilege to work with you.

In September 2023 I will leave you in good hands and at the top of our game. We have a thoughtful, strategic, wise Board of Directors, a wonderful, fun, dedicated Campaign Cabinet, trusted and collaborative community partners and frontline agencies, creative and hardworking volunteers, and, the glue behind it all, an amazing hardworking, passionate staff team. I look forward to seeing this United Way go to the next level!

It's been an honour and a privilege.

Thank you!



Bhavana Varma
President & CEO

Board Chair Report

As our community continues to recover from the lasting impacts of the global pandemic, we are seeing greater needs in our community, and recognize that our most vulnerable members require higher levels of care. During these difficult times, we've witnessed several projects/initiatives become a reality, reminding us that necessity is the mother of invention.

2022 saw the grand opening of the Community Food Redistribution Warehouse (CFRW) set up to centralize and coordinate food reclamation, collection, and distribution. The same year, the Portable OutReach Care Hub (PORCH) was launched, providing health and social service supports for vulnerable individuals

Our United Way continued our Equity, Diversity, Inclusion, and Indigenization (EDII) journey, and the Board of Directors reviewed resources and frameworks to support this work.

Through conversations, and with the guidance of the EDII Roundtable, we have identified four key areas of focus: Organizational and Culture Practices, Capacity Building, Data Collection, and Resource Allocation.

This annual report provides you with the highlights of the year, as well as a quick review of the past year. As I look back at all that has been accomplished, I am grateful for the generosity of donors and the countless hours of hard work by volunteers, frontline agencies, and the many partners who collaborated in so many crucial ways.

Looking ahead to 2023, our United Way will be updating its strategic direction. Through extensive community consultations, we will set the direction for our United Way for the next three years, understanding that local needs are complex and have changed significantly.

I would like to thank our Board of Directors for their dedication, and our amazing staff team for all the work that they do behind the scenes.

I would also like to pause and give a special thank you to Bhavana for her 32 years of service to the United Way movement. She has provided unparalleled leadership for our community for 24 of those 32 years and I can confidently say that KFL&A is a better place today than it was 24 years ago, thanks to Bhavana.



Mary Rae
Chair, Board of Directors



Belonging

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, accountability and stewardship.



Chair
Mary C. Rae



Vice Chair
Antje McNeely



Vice Chair
Kevin Snedden



Past Chair
Patrick Murphy



Treasurer
Patrick Legresley



Director
Richard Allen



Director
Jessica Bayne Hogan



Director
Krishna Burra



Director
Peter Clarke



Director
Daren Dougall



Director
Steve Garrison



Director
Scott Harris



Director
Jane Lapointe



Director
Leanne O'Mara



Director
Brian O'Neill



Director
Michelle Wilson



President & CEO
Bhavana Varma



Staff Team

For more information about the United Way KFL&A staff team visit:
www.unitedwaykfla.ca/stafteam/



Equity Diversity Inclusion and Indigenization (EDII)

The issues faced as a community can only be addressed when all in our community feel welcome and live with hope, dignity and a sense of belonging. United Way believes inclusion increases trust, understanding, respect and collaboration.

Goal

United Way KFL&A will demonstrate its ongoing commitment to represent the diverse nature of our communities, promoting and practising inclusion in all things we do.

We will:

- Increase and grow diversity on committees, volunteer groups, board of directors and staff
- Fund, steward and build the capacity of organizations that have inclusion and diversity as a core part of their mandate
- Support and educate agencies and community to grow their EDII capacity through workshops, training, sharing resources
- Ensure the voices of communities are heard, their cultures respected
- Work with organized Labour, businesses, organizations, agencies to promote the value of our diverse communities

Through conversations and with the guidance of the Equity Diversity Inclusion and Indigenization Roundtable, the United Way identified four key areas of focus. Below are updates on each area.

1. Organizational Culture and Practices

The United Way staff team has been working on EDII related initiatives, building a focus on equity and inclusion in all operational and departmental plans. This includes recruitment of volunteers committees with an EDII and adapting recruiting practices, using learnings from workplaces that have been successful in this area. Employees have built EDII into their activities and plans, demonstrating the commitment of employees to make all feel welcome and valued equally.

2. Capacity Building

The EDII Roundtable encouraged United Way to look at building capacity within its funded agencies. With the guidance of an Agency Advisory Committee, an environmental scan was conducted by a consultant to learn more about where agencies were in their journey, and what resources they needed.

United Way worked with consultants to develop roadmaps and created communities of practice to provide guidance and resources for shared learning. Meetings and workshops continue to help United Way and its partner agencies learn together in a safe space. EDII is now one of the focus areas for the funding review process, with questions built into the application process. This provides a baseline against which agencies can track their own progress.

3. Data Collection

Collection of social identity data provides agencies with opportunities to understand the people they are serving and provides them with information to adapt and improve the experience of program users. With input from agencies and the EDII Roundtable, United Way brought in a consultant to work on a pilot with six agencies. The learnings from this pilot project will help all of us learn about the opportunities and challenges in collecting social identity data.

4. Resource Allocation (granting)

United Way KFL&A has increased the diversity of volunteers who make funding decisions and recommendations. Work continues in this area, building in opportunities for grants for agencies working with diverse populations

Anti-racism

As we learn about increasing incidents of racism in the community, United Way has been working with community members to create a community-led Anti-Racism Working Group. This group includes members who are Black, Indigenous and People of Colour who will draw attention to some of the issues faced by them along with potential solutions or suggestions for changes in policy or systems. A second step has been to create and coordinate an Anti-Racism Task Group made up of leaders of local institutions to make change happen.

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 5 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 low. This ensures that as much as possible of every dollar goes directly to the community.

Annual Registered Charity Disclosure, Staff and CEO Salaries

The Compensation Committee periodically benchmarks CEO salaries of not for profit organizations within the region. They regularly review the compensation levels of 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.

Risk Management

To view risk management plans visit www.unitedwaykfla.ca/riskmanagement

For the Year Ending 2022

87.9% Funds invested directly into programs and services

10.1% Fundraising costs

2.0% Related Administrative costs

* Canada Revenue Agency's benchmark for fundraising and administrative cost ratio is 35%



\$5,925,504
Total revenue

\$599,837
Fundraising costs

\$117,744
Related Administrative costs



Top 100 *Rated Charities*

United Way KFL&A has been recognized for accountability and transparency in financial reporting, having received **a 5 star rating by Charity Intelligence Canada, and is rated as one of the top 100 charities in Canada.**

Treasurer's Report

I am pleased to report that 2022 was another very successful year for the Kingston, Frontenac, Lennox and Addington United Way. Many of us are seeing life return to normal post-pandemic; however, the pressures have worsened for many of the most vulnerable members of our community. The United Way KFL&A prepared for a year where we needed to maximize investment into the community to deal with these pressures.

As they do every year, members of the Finance & Audit Committee went through a detailed budget process for 2022. They recommended a planned in-year deficit of \$1.8M to the Board of Directors, in order to maintain the funding necessary to support critical local programs. Thanks to several years of disciplined financial management, we had the financial resources to invest over \$6.5M into programs, at a time when it was needed the most.

United Way continues to partner with government to address critical issues. Over the past three years, the federal government contributed significant additional dollars through the Reaching Home Program.

These funds were invested into the community to continue the important work of reducing homelessness. The current year will represent the final year of additional funding from the Reaching Home Program to help offset the impact of the COVID-19 pandemic. Funding levels from this program will return to pre-pandemic levels by 2024.

The United Way KFL&A continues to keep its fundraising cost ratio as low as possible, while understanding that we need to invest in fundraising efforts to grow revenues. Our fundraising cost ratio and related administrative expenses were 12.1% in 2022.

Financial markets were extremely volatile in 2022 as interest rates rose. The financial investments held by the United Way reflected this market volatility. We recognized an unrealized loss on investments of approximately \$500,000 in 2022. Early returns in 2023 are encouraging; though we expect volatility and uncertainty will be an ongoing theme in the financial markets.

I would like to extend my gratitude to the members of the United Way KFL&A community who continue to support our efforts. Without volunteer time and donors' funds, the important work in our community would not be possible. I would also like to thank United Way KFL&A staff for their efforts, guidance, and support. They are an amazing team that ensures funds are stewarded responsibly so we can help the most vulnerable community members live with hope, dignity, and a sense of belonging.



Patrick Legresley
Treasurer



Collaboration

Financial Highlights

Audited financial statements are provided in alignment with Canadian Accounting Standards for not-for-profits and United Way Centraide Canada's Transparency, Accountability and Financial Reporting guidelines.

Where the Money was Spent

42%

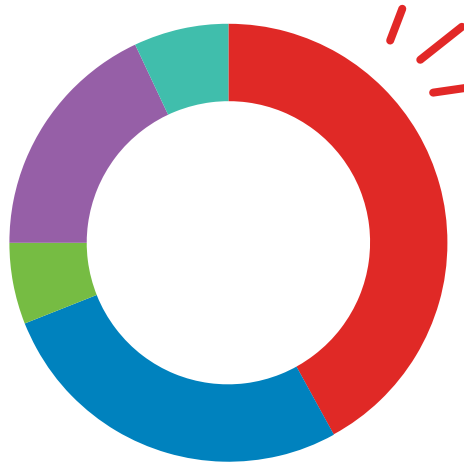
Partner Agency Funding

27%

Reaching Home Grants

6%

Donor Designations to other Charities



18%

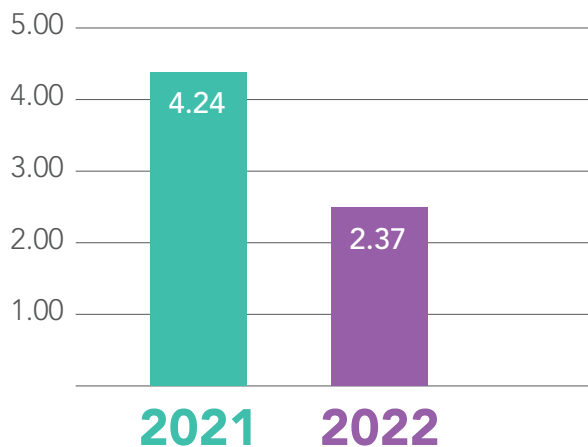
Community Impact Initiatives and EDII

7%

Grants

In 2022, your contributions helped us to build a stronger social support network. This network of services provides the foundation to the entire community and allows people to live with hope, dignity and a sense of belonging To view our financial statements visit: www.unitedwaykfla.ca/financial-statements/

Financial Liquidity



United Way takes the financial stewardship of donor dollars seriously. We continuously monitor the assets of the organization against our current (short term) liabilities to ensure this ratio remains above 1.0. This provides us with a quick analysis as to how easily we can meet short-term financial liabilities. In 2022 this ratio was well above 1.0, at 2.37.



Fiscal Responsibility

To be fiscally responsible and to ensure the smooth operation of the United Way KFL&A, reserves are held for various purposes. A contingency reserve is held to ensure legal commitments can be achieved in the unlikely event of dissolution. Additionally, a Reserve for Agency Funding allows the ability to continue funding agencies for a period of time, if faced with a funding crisis.

52%

Endowments

32%

Agency Reserve

9%

Invested in Facilities



6%

Contingency Reserve

1%

Invested in Capital Assets





Seniors were able to participate in programming and access **services that connected them to their community**, thanks to your support



Labour Report

As the representative of Labour on the United Way Board of Directors, I would like to extend congratulations to all who do the work of the United Way in our community for another successful year, particularly given how the Covid -19 pandemic presented unique fundraising and operational challenges. We are fortunate to have a dedicated United Way staff, and so many committed workplace volunteers and coordinators. We are extremely grateful to have the excellent administrative support of Douglas Nesbitt, who, in his role as Labour Community Services Manager, is a great asset to both the Kingston and District Labour Council and the United Way.

The United Way, and the Kingston and District Labour Council (which has approximately 10,000 affiliated members), have a long history of working together to assist, and be a voice for, those in need in the KFL&A region. Our shared goals have strengthened our partnership over the years.

The Covid-19 pandemic created many challenges for workers, many of whom were expected to provide front-line services without adequate safety measures put in place. In so many ways, the pandemic cast light on the many inequities in our society that affect workers and marginalized people in our community. The Kingston and District Labour Council and United Way are committed to advocating to those in positions of power that they must do a better job addressing the inequities faced by so many people in the United Way KFL&A area.

Labour Council continues to work with United Way to seek assistance from government and agencies in order to help people live with respect and dignity.



Steve Garrison
Labour Representative

Donation Drives

United Way KFL&A works closely with partners on donation drives throughout the year. These drives fill gaps in the community as donations are collected by United Way, community partners and individuals and then distributed to agencies for community members. Learn more about these donation drives below.



"For kids who struggle in life, you want to do whatever little thing you can to help them. And it might be as easy as a backpack of school supplies. It might be as easy as a lunchbox. It allows students to associate a fresh start with the new school year."
- Retired elementary school principal

Learn more at www.unitedwaykfla.ca/backpackprogram

In 2021, **1,700** children and youth received supplies and backpacks

In 2022 **1,400** children and youth received supplies and backpacks

Backpack Campaign

Going back to school comes with lots of excitement and anticipation; it can also be an anxious and stressful time for many families as they do their best to set their young students up for success.

United Way coordinates the Backpack Program across the KFL&A region, securing donations from individuals, businesses, and workplaces. The program distributes backpacks and school supplies to ensure that families and children have all they need for the school year ahead.

Coats for Community

As temperatures drop and winter approaches, coats and warm clothing become a necessity. Many community members rely on donated items to keep them warm. United Way KFL&A works with local community partners to collect donations and distribute these through agencies that serve the most vulnerable.

"Winter coats can be costly. If you are living on a fixed income or in poverty, then it is nearly impossible to buy a new coat. When our community generously donates coats to United Way, then we know that we will have some warm coats to hand out this winter to our clients" - Kingston Interval House

Learn more at www.unitedwaykfla.ca/coatsforcommunity



Over, **1,100** items were collected during the 2021 Winter Clothing Drive

Over, **1,300** items were collected and distributed during the Coats for Community Drive in 2022



Tampon Tuesday

United Way KFL&A partners with local businesses and workplaces for this annual collection drive in the region. Menstrual hygiene products are among the most requested items at local food banks, shelters and agencies, but the least donated.

In an effort to fill this gap, United Way KFL&A asks workplaces, families, neighbourhoods and individuals to donate products that are then distributed to agencies throughout the community.

“Resolve sees many people who struggle to make ends meet month to month. Tampon Tuesday has enabled us to both have access to free menstrual products while at the agency, and for women to take home with them. We have heard stories of how women make do when they cannot afford these products, and love the opportunity to offer women health and dignity through Tampon Tuesday.”
- Resolve Counselling Services

Learn more at www.unitedwaykfla.ca/tampontuesday/

Over **128,000** hygiene products were collected and distributed in 2021

Over **134,000** hygiene products were collected and distributed in 2022



2022

January /February



United Way staff and community participate in Pink Shirt Day spreading kindness

First non-profit appreciation week recognizes charities across the province

City Hall lights up red for 211 Day, increasing awareness of 24/7 referral service



Day of Caring returns with a record number of volunteers and projects



First in-person Leadership reception held since 2019, hosted by United Way Honourary Patron Brit Smith

May/June



Women United hosts event focusing on local issues faced by women



The Portable OutReach Care Hub (PORCH) launches providing mobile care to the most vulnerable

September/ October



In person campaign events make an enthusiastic return with workplaces hosting - food trucks, BBQ's, chili cook offs, roller skating parties, pies in the face, polar plunges, haunted houses, bake sales, treat trolleys, pancake breakfasts, auctions, paint nights, yard sales, golf tournaments, concerts and more!

Wheels on the Runway, hosted by the City of Kingston, takes place at Kingston airport



United Way KFL&A recognized as one of Canada's Top 100 charities in 2022



Third annual Tampon Tuesday donation drive runs in KFL&A



The Community Food Redistribution Warehouse opens, providing space for agencies to work collaboratively and collectively

March /April



Annual Workplace Volunteer Awards lunch is held virtually; Jane Lapointe is announced as 2022 Campaign Chair



President and CEO, Bhavana Varma, receives George Hart Award from United Way Centraide Canada

City of Kingston and United Way disburse over \$450,000 through Community Investment Fund



3rd annual Backpack Program collects and distributes supplies to families for school year

July /August



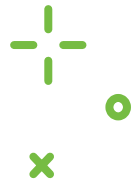
81st annual campaign launches with a goal of \$3.8 million; Leadership Challenge Grants encourage donors to give more



A Great Start for Families Kahwà:tsire Ronwatiyenawá:se Centre opens in KFL&A



November /December



Coats for Community drive collects and distributes items to community members

Community achieves fundraising goal raising over \$3.8 million

Youth Peer Support Program launches providing unique support for youth in KFL&A

Community Collaboration Projects

United Way facilitates collaboration between agencies and all sectors to explore system change and creative ideas to support local services. There has been tremendous innovation and collective work in this area. Here are some details on these projects.



PORCH

In July of 2022, United Way KFL&A and Kingston Community Health Centres announced the launch of the new Portable Outreach Care Hub (PORCH). The retrofitted mobile Recreational Vehicle (RV) seeks to provide mobile health and social service supports for vulnerable individuals in the community seeking wellness services. Since then many individuals have received support from PORCH and the project continues to look for locations and areas to expand services and continue supporting vulnerable community members where they are.

From August to December 2022, PORCH provided services for 140 individuals in the community. Learn more www.unitedwaykfla.ca/newsrelease-porch/

Homelessness Collective Impact Committee

The Homelessness Collective Impact Committee (HCIC) was convened by the United Way KFL&A to design, develop and adapt a system of care to address homelessness in Kingston (and area). The committee is working on priority areas including: short-term solutions for winter months, addressing staff shortages, working on coordinated discharge planning and advocacy and education around stigma

Moving forward, the Committee is working on a plan that will be implemented over the next 5-6 years, looking at other community plans, particularly the recent plan in London, Ontario. Learn more at www.unitedwaykfla.ca/HCIC



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 Kingston at one in three. In five years, that figure returned to the national average in Kingston, thanks to a collective effort by the community.

A plan was developed to identify the root causes of homelessness and intervene on multiple fronts. Based on input from youth, the United Way opted to focus on prevention, providing timely intervention, and building a sustainable network of supportive resources – like One Roof and the Youth Peer Support program listed on this page.

To learn more about United Way's work on youth homelessness and all the programs developed and supported through this initiative, visit www.unitedwaykfla.ca/youth

One Roof

In October 2017, One Roof Youth Wellness Hub opened with the support of United Way KFL&A and 27 youth-serving organizations.

The hub provides a space where agencies can provide wraparound services for vulnerable youth – connecting them with the right service at the right time, all under one roof.

After moving into a new space in 2021, services and programs continue to expand and look for new ways to reach youth in the community. Working together in a single location allows young people to build strong and trusting relationships with services and staff. United Way continues to support core services at One Roof through grants to cover the cost of accommodation and staffing.



Youth Peer Support

This community-driven initiative was identified through a special youth mental health committee spearheaded by Kingston Health Sciences Centre and United Way KFL&A. Through conversations with youth, the committee discussed multiple challenges youth often face when they are in crisis, or are discharged from hospital. Youth indicated that having a peer walk with them through this experience would be a tremendous help during the transition.

This community-based program, sponsored by United Way, RBC Foundation and yupi.ca is new for youth in the region. The program works with youth ages 16 - 24 that are referred to the program by agencies. Youth seeking support are matched with trained peers over the age of 18, with lived experience.

Learn more www.unitedwaykfla.ca/newsrelease-peersupport2022/



United Way facilitates collaboration between agencies and all sectors to **explore system change and creative ideas to support local services.**

Integrated Care Hub

The Integrated Care Hub (ICH) opened in 2020 and was introduced during the pandemic to meet the needs of underserved individuals in our community who may experience barriers to care. It provides 23/7 low-barrier and wrap-around services for individuals with immediate needs such as safety, food and rest and longer-term needs such as substance use and mental health.

Since 2020, the ICH has prevented 600 drug poisonings from becoming fatalities.

United Way continues to support the ICH through grants and through funding for both Trellis HIV and Community Care and Kingston Community Health Centre.

Community Safety and Wellbeing Advisory Committee

In collaboration with the City of Kingston, Kingston Police, community partners and residents, the Community Safety and Wellbeing (CSWB) Committee started their work in 2019 after the province of Ontario legislated the creation of community safety and well-being plans through the Safer Ontario Act in 2018. The aim of the plan is to support safe and healthy communities through a community-based approach to address root causes of complex social issues.

United Way KFL&A works with the City to facilitate the CSWB. After a break during the pandemic, meetings resumed in 2022, with work continuing to build off the collective work that was done to respond to critical needs throughout the pandemic.

For more information on the CSWB plan visit www.cityofkingston.ca/resident/community-services/community-safety

Community Food Redistribution Warehouse

Work on developing and designing the Community Food Redistribution Warehouse (CFRW) was started. In March 2022 the warehouse opened. Organizations now use the space to pack food boxes, accept large scale food donations (like hundreds of pounds of potatoes), share food donations to prep meals for local food programs, host events, workshops, and so much more. United Way KFL&A was instrumental in facilitating the creation of the concept and the implementation plan to make it a reality, with the support of agencies, community partners and funding partners.

Learn more www.unitedwaykfla.ca/communityfoodredistributionwarehouse/

A Great Start for Families: Kahwà:tsire Ronwatiyenawá:se Centre

In October of 2022, this much needed community support service centre opened. Designed from the community's request, this initiative is a collaborative pilot initiative between United Way KFL&A, City of Kingston, and Family and Children's Services, focusing on prevention and transformation of the child welfare system, wrapping support and services around families with young children (0-6).

The space continues to grow and expand and change as feedback from the community is given and United Way is proud to be a part of this much needed collaborative service.

Learn more www.unitedwaykfla.ca/agreatstart/

Community Impact

United Way KFL&A funds programs locally. The money raised here stays here.

United Way funding supports a network of agencies that provide vital programs to thousands of people in the region. These programs support local residents, helping them when they need it the most.

54,629
people were
helped in KFL&A
through United Way
funded programs
last year.

Funding Distribution by Impact Area

44%

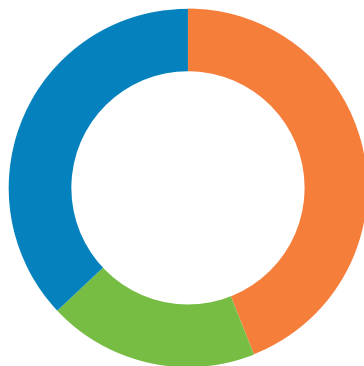
Helping Kids Be
All They Can Be

19%

Building Strong
and Healthy
Communities

37%

Moving People From
Poverty to Possibility



Community Investment By The Numbers

Helping Kids Be All They Can Be

- 6 Agencies
- 12 Programs
- **People served: 24,034**



Building Strong and Healthy Communities

- 15 Agencies
- 27 Programs
- **People served: 10,259**



Moving People From Poverty to Possibility

- 10 Agencies
- 20 Programs
- **People served: 20,336**





Changing Lives Locally

Geographic Distribution

People Served

Kingston & Frontenac	47,705
Lennox & Addington	6,924



Community Investment

United Way researches and learns about the critical social issues in our community, working collaboratively and collectively with agencies, donors, volunteers, and partners. Based on this community knowledge, United Way strategically invests in local programs and initiatives that focus on underlying causes to create lasting change, addressing the root causes of issues that impact people in our region. Additionally, United Way funds programs that support immediate needs, responding to local issues. More than ever, the pandemic has highlighted the importance of prioritizing programs that support the most vulnerable.

The Community Investment Strategy provides a framework for volunteers and the Board of Directors, helping them with decisions on investment in to have the maximum impact. It also provides agencies with clarity about the strategy and guidelines used to evaluate and assess all funding applications.

Context

During the Covid-19 pandemic, United Way focused on immediate needs, funding programs to support critical issues that surfaced. United Way increased funding and invested approximately \$6 million a year in programs that were provided by a network of community agencies. These investments were made possible through enhanced fundraising and partnerships with governments and other key decision makers.

The accelerated drug poisoning crisis, increase in homelessness, food insecurity, addictions, and mental health challenges, have all contributed to the need for targeted and enhanced funding to address these complex issues. Agencies working with us on these priority issues have communicated that they need a longer-term commitment to retain staff, and that continuity is important to build trust in the people using their programs.

They also advised us that the complex behaviours they are witnessing require more investments than the partner agency program funding limits allow.

As the United Way continues to focus on serving the most vulnerable, a natural progression is adding a funding stream to provide investments in longer-term solutions to systemic issues identified during the pandemic and are being addressed collaboratively in the community. These investments put funding where it is needed the most and where it can have maximum impact - now and into the future.

Taking agency input into account, United Way volunteers and staff have worked extensively on developing a funding framework. Much of the fund distribution process is not changing – it will continue to be volunteered, using a fair, objective process, and we will continue to fund programs, allowing for some administrative overhead to offset agency operations. The shift will be in the new funding streams for partner agencies, providing multi-year funding through Anchor funding and continuing annual funding through streamlined Program funding.

Volunteer Review Process

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 meeting virtually with agencies.

In 2022, 33 volunteers were involved in the allocations process. They recommended funding to 45 programs and 30 partner agencies

Helping Kids Be All They Can Be

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

United Way focuses on

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

24,034
children and youth
accessed programs
to **reach their
highest potential**

“ A number of children arrive at school without lunches and the Food Sharing program provides for them. It can be very difficult for students to learn and engage while hungry. The program makes sure they have a nutritional lunch, without stigma, helping them have a successful day at school.”

- **Student Nutrition
Program Coordinator,**
Food Sharing Project

The Issues

Here are some examples of the challenges individuals in KFL&A are facing. With your support, agencies and programs can work to address these issues.

300,000 high school students in Canada are at risk of dropping out

60% of illicit drug users in Canada are between 15 and 24

3 in 10 parents and guardians cannot afford for their kids to participate in after-school programs and activities

33% of food bank users in Canada are children representing 400,000 visits each month



The Impact



263 high school students had intense tutoring and mentoring to help them graduate



709 children received subsidies that enabled them to participate in after-school programming



352 children and youth were connected with a positive adult mentor



18,000 nutritious snacks and meals were provided to students at school



520 children and youth received specialized treatment and counselling supports for substance use and addictions issues

The Impact



222 assistive devices were provided to adults and seniors in financial need who have a disability



22,320 people accessed community services by calling 211 or chatting online



378 people accessed affordable and culturally appropriate counselling geared towards sexual assault survivors



273 women and children left violent and abusive relationships by accessing safe emergency shelter



5,077 people, including seniors, accessed community services and supports that increase their sense of connectedness to their community



Building Strong and Healthy Communities

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

United Way focuses on

- Connection
- Physical and mental wellbeing
- Safety

10,259
people were helped
by programs and
initiatives supporting
**personal wellbeing
and safety**

“ Seeing the demand for our services increase year over year, it can be disheartening to watch survivors sit on a waitlist. Since receiving funding to help reduce our waitlist, we have received positive feedback from service users, along with community organizations on how accessible our services are. We are grateful to be able to start this healing work in a timely fashion, thanks to United Way's support. ”

- **Director of Counselling Services**, Sexual Assault Centre

The Issues

Here are some examples of the challenges individuals in KFL&A are facing. With your support, agencies and programs can work to address these issues.

1 in 4 North American women will be sexually assaulted during their lifetime

24% of Canadian seniors feel isolated from others and wish to participate in more social activities

83% of surveyed youth self-identified as having mental health challenges

1.6 million Canadians with disabilities are unable to afford the aids, devices, or prescription medication they need

Moving People from Poverty to Possibility

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

United Way focuses on

- Housing stability
- Food security
- Financial security

20,336
people were helped
by programs and
initiatives in meeting
their basic needs and
**moving them
out of poverty**

“ I have been receiving the Seniors’ Food Box for two years and it is a tremendous help. I live with Type II Diabetes and chronic pain. To go out to the store is a lot. Having the box delivered to my door is the best and it really takes that pressure off both health wise and financially. Thank you to the staff and volunteers involved for all they do in keeping this program running.”

- **Melanie**, Seniors’ Food Box recipient

The Issues

Here are some examples of the challenges individuals in KFL&A are facing. With your support, agencies and programs can work to address these issues.

\$1,099 is the cost of healthy food per month for a family of four in KFL&A

8.9% of food bank users are seniors

1 in 9 households live with food insecurity in the KFL&A area

1 in 7 (or 4.9 million) people in Canada live in poverty



The Impact



160,571

meals were served through food programs, including takeout, food boxes and in-person meals



3,940

food boxes were delivered to low-income seniors



839

children and youth in need received winter boots



982

individuals were provided with work attire and supports to gain employment



1,953

families and children received supports to participate in early years programming

The Impact



3,845 people accessed mental health supports to help them feel better connected to the community



1,284 children and youth were connected with mental health and counselling supports



795 seniors participated in programming that improved their social supports and reduced isolation



995 relationships with family and friends were strengthened and repaired through counselling and support services



112 individuals experiencing homelessness were supported with mental health assessments



Mental Health

Mental health is a key concern for individuals in KFL&A and across Canada. In any given year, 1 in 5 people in Canada will personally experience a mental health challenge or illness. Mental illness directly or indirectly affects all community members at some time either through their own experience, or that of a family member, friend or colleague.

How United Way helps

United Way is working closely with agencies and programs to respond to this increased need, working collaboratively on ways to help individuals in the region get the support they need.

“ FUSE provides a safe space for me. Throughout my experience with FUSE, I've been able to get more comfortable with communicating with others, and really find and accept myself for who I am. ”

- Participant , FUSE Youth Group

The Issues

Here are some examples of the challenges individuals in KFL&A are facing. With your support, agencies and programs can work to address these issues.

44% of Ontarians said their mental health has deteriorated since the onset of the pandemic

40% of Canadians aged 18-34 say they feel like they're at a breaking point mentally

91% of youth report feeling more disconnected from their community than they did pre-pandemic

Low income Canadians are **3-4** times more likely to report poor to fair mental health

40% of individuals who experience homelessness live with mental illness

30% of Canadian seniors are at risk of becoming socially isolated

Homelessness

The issue of homelessness is a complex one that requires different sectors of a community to come together to find local solutions – funders, service providers, healthcare professionals, community organizations and groups – with the voice of people with lived experience informing and guiding strategy and decisions.

How United Way helps

The goal is to work with agencies and programs from all sectors to collectively focus on prevention, providing timely intervention and building a network of resources.

“ Our residents have complex and evolving needs. Through consultation and collaboration with residents, United Way and partner agencies, we are able to help individuals get the support they need and work towards permanent housing. ”

- Ryandale Transitional House

The Issues

Here are some examples of the challenges individuals in KFL&A are facing. With your support, agencies and programs can work to address these issues.

1 in 5 of the population using shelters are unattached youth between the ages of 16 and 25

Up to **40%** of youth experiencing homelessness in Canada identify as 2SLGBTQIA+

\$1,684 is the average monthly rent for a 1-bedroom apartment in Kingston, 14% increase from last year

25% of people who are unhoused indicate that addiction or substance use was a reason for their most recent housing loss

40% of those experiencing chronic homelessness in Kingston identify as Indigenous; individuals who are Indigenous make up approximately 3.4% of the area population



The Impact



30 youth (and their families) received support from a mediator to resolve conflicts and prevent youth from entering the shelter system



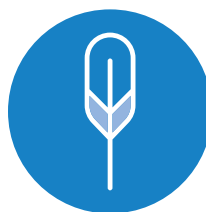
871 households at risk of eviction received supports and legal aid to remain housed



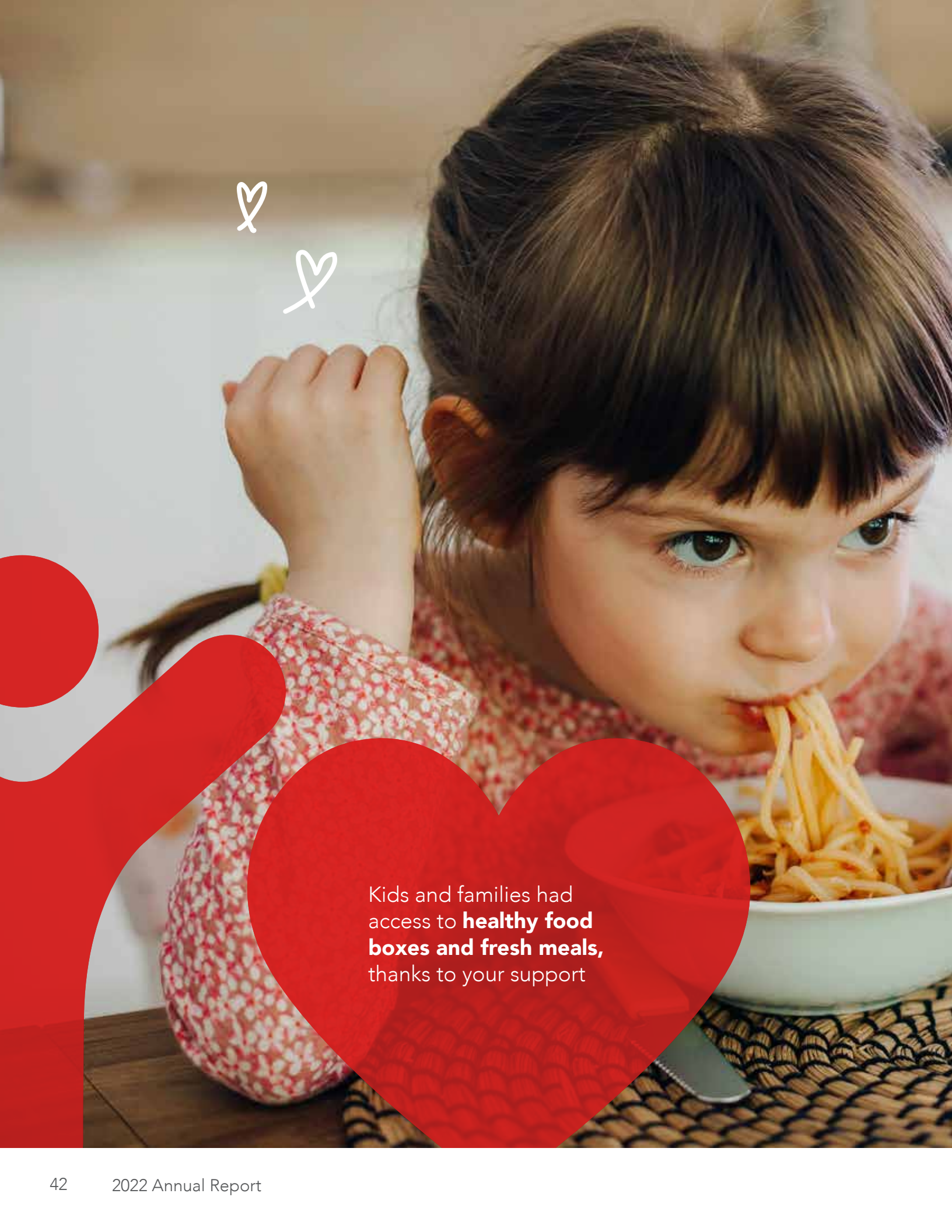
6,675 drop-in rest spaces were used each month



1,159 individuals accessed housing supports including shelters, counselling and transitional housing



557 Indigenous individuals were connected to or accessed culturally appropriate or specific support services and programming



Kids and families had access to **healthy food boxes and fresh meals**, thanks to your support

2022 Campaign Chair Report

When I was asked to serve as the 2022 United Way Campaign Chair, I was humbled by the opportunity to lead this fundraising effort. I stand in awe of the gifted and dedicated group of individuals who served as our Campaign Cabinet. I stand in awe of the individuals who dug deep and gave as much as they could to help our most vulnerable community members. And I stand in awe of the United Way KFL&A staff team and thousands of generous volunteers who rise to this challenge each year. Our 2022 campaign officially launched on September 9th when we announced the highest goal in our history, \$3,808,000. This goal represented the growing needs we were seeing with more people who need food, secure housing, and who are often facing mental health and addiction challenges. I was overjoyed to see the hard work of our Campaign Cabinet and countless volunteers pay off when we celebrated crossing this goal on November 24th with an incredible achievement of \$3,820,000.

There are so many people who need to be thanked and I plan on continuing to thank each of you in the weeks and months ahead as our paths cross. There are three individuals whose support in the campaign provided a catalyst to people to give generously. They are Julie & Jim Parker who supported the Leadership Grant Challenge - effectively doubling the impact of any new donors at the leadership level; and Jessica Bayne Hogan who added to the challenge by further matching any woman donor new to the leadership giving level. I stand in awe of your vision in understanding how instrumental these Challenge Grants are to our campaign. On behalf of our community,

I thank you. It takes a village to raise a child, and I can confidently say that it takes a community to raise the funds needed to support the most vulnerable.

I would like to thank everyone who joined in this year and gave to our community through the United Way for the first time. And to those who continue to give each year. I hope you can join us again in 2023 by donating or by volunteering your time. As the singer Rick Astley would say, "I'm never going to give you up, I'm never going to let you down". I am proud to say our entire community didn't give up in 2022. I'm looking forward to what 2023 will bring and I can't wait to see how this community will come together as we always do to ensure that each of us can live with hope, dignity, and a sense of belonging.



Jane Lapointe
2022 Campaign Chair

2022 Campaign Cabinet



Jane Lapointe
2022 Campaign Chair
Assante Wealth Mgmt



Daren Dougall
Past Campaign Chair
Ontario Public Service



Christine Bellamy
Finance
RBC



Dara Brachman
Finance
Empire Life



Nancy Bradshaw
Commercial
Post Media (Retired)



Rejean Bruneau
Labour Liason
Kingston & District
Labour Council



Gale Chevalier
First Responders
County of Frontenac



Patrick Deane
Education
Queen's University



David DeSantis
Education
ALCDSB



Chris Doucet
Finance
CIBC



David Fell
Municipal
Utilities Kingston



George Jacob
Manufacturing
DuPont Canada



Col. Sonny Hatton
Government
CFB Kingston



Hollie Kew
Provincial
St. Lawrence Parks
Commission



Sergiy Kolosov
Provincial
Ministry of Training,
Colleges and Universities



Dennis McAllister
Manufacturing
Invista



Krista Wells Pearce
Healthcare & Agencies
Providence Care



Kevin Snedden
GCWCC
Correctional Service



Valerie Robb
Retirees United Chair
Parsons (Retired)



Laurie Ross
Women United Co-Chair
Queen's University



Scott Harris
Leaders of the Way
Immigration Refugees
and Citizenship Canada



**Jessica
Bayne Hogan**
Leaders of the Way



Patrick Murphy
Leaders of the Way
Secura Financial Group



Gillian Sadinsky
Leaders of the Way
In-House Yoga



Jim Parker
Leaders of the Way
Kingston Integrated
Transportation Solutions

Women United



Jessica Bayne Hogan
Co-Chair



Laurie Ross
Co-Chair
Queen's University



Carrie Batt
Women United
RBC



Heather Cole
Women United
Queen's University



Jane Lapointe
Women United
Assante Wealth Mgmt



Antje McNeely
Women United
Kingston Police



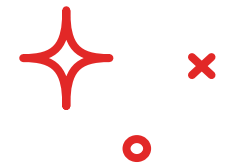
Leanne O'Mara
Women United
Agnew Food Services



Krista Wells Pearce
Women United
Providence Care



Gillian Sadinsky
Women United
In-House Yoga



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.

Retirees United



Valerie Robb
Retirees United Chair
Parsons (Retired)



Arlene Aish
Retirees United



Brian Chenoweth
Retirees United



Marina Lee
Retirees United



Jeff Moore
Retirees United



Jim Parker
Retirees United



Tim Salmon
Retirees United



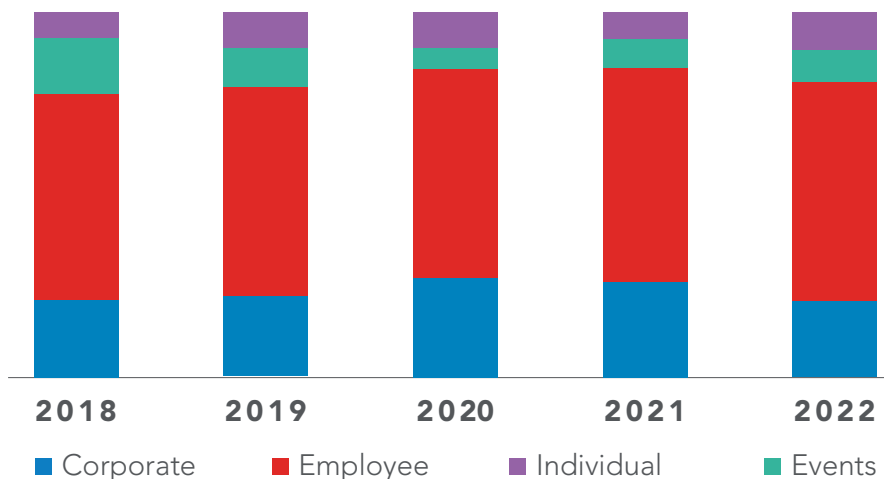
Action

Campaign by the Numbers

During the 2022 campaign, the community raised over \$3.8 million in support of local programs and services.

5 Year Campaign Results

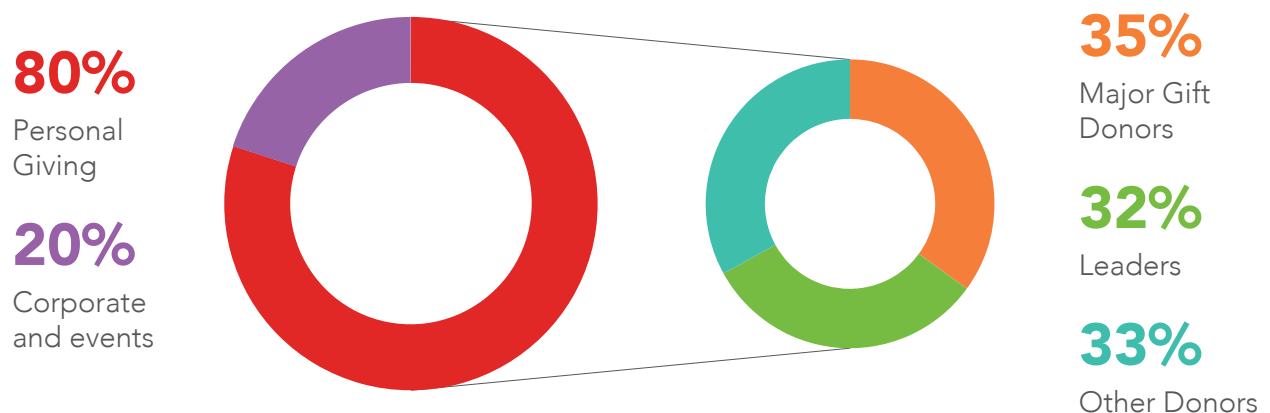
In 2022, the campaign raised 4% over goal. In 2020 and 2021, campaign numbers were higher as a result of the Covid-19 Response Fund and community response to support individuals in need during the pandemic.

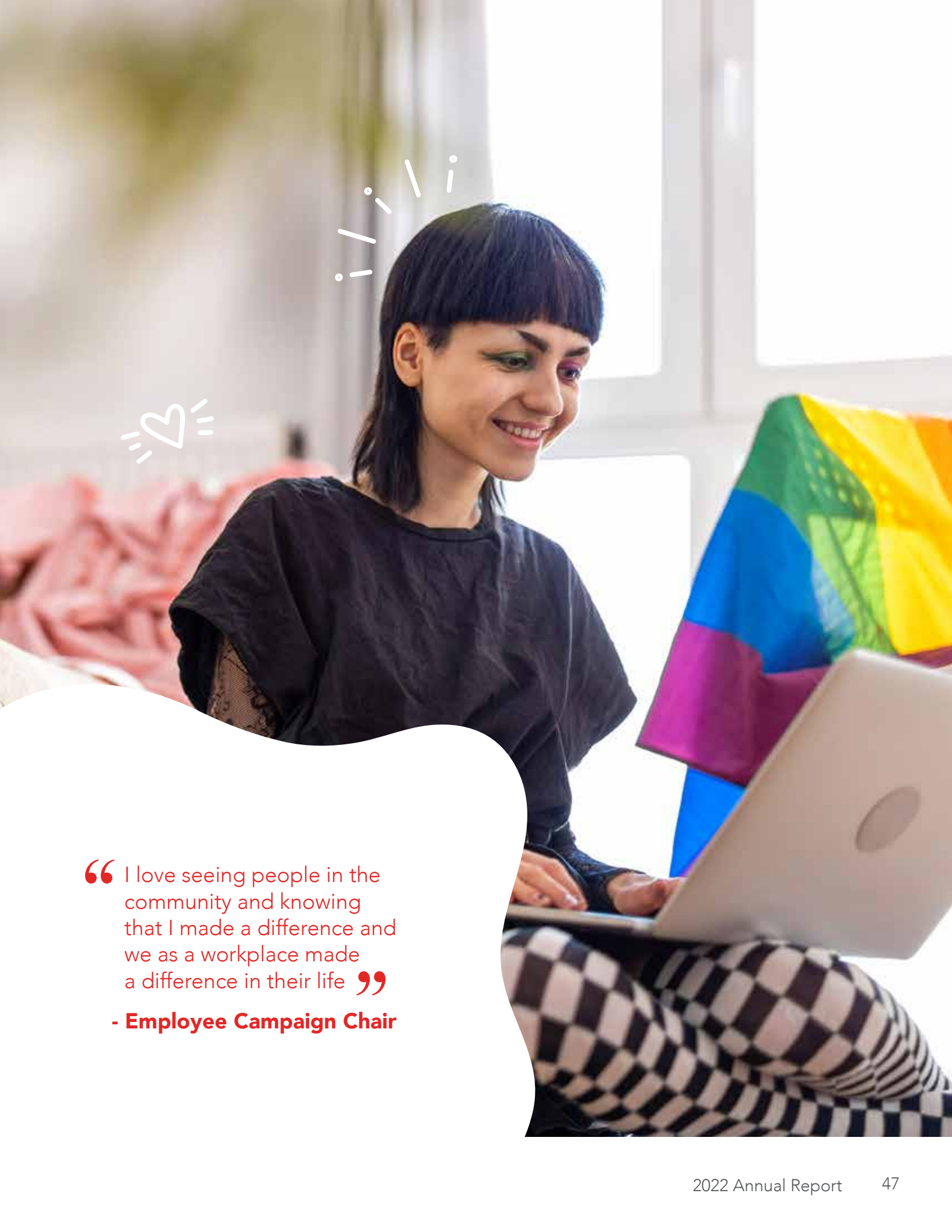


The 2022 campaign saw a slight increase in events as some workplaces returned to in-person campaigns. Employee giving continued to remain stable throughout.

Campaign and Personal Giving Breakdown

Personal gifts make up the bulk of campaign revenue. People donated 80% of the campaign. Three quarters of this personal giving is from 659 Leaders of the Way (people who give \$1,200 or more).





“ I love seeing people in the community and knowing that I made a difference and we as a workplace made a difference in their life ”

- **Employee Campaign Chair**

Get Involved

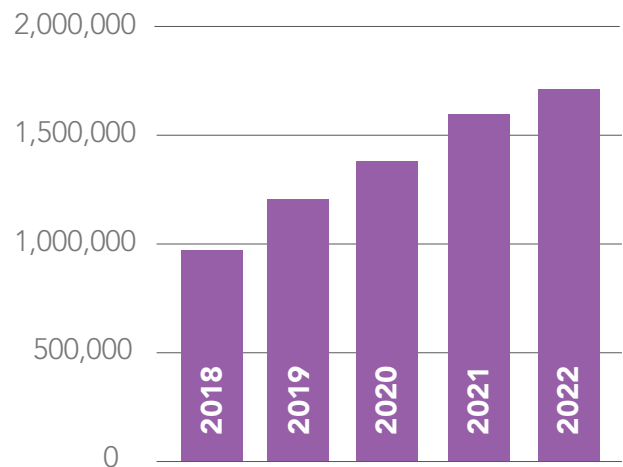
United Way KFL&A works to provide engagement opportunities for community members through a variety of groups and activities throughout the year. Learn more about how you can get involved below.



In 2022, members participated in events and panels, learning more about programs focused on youth, women and food security.

Thanks to a generous donation from Jessica Bayne Hogan, a Women United Challenge Grant was offered during the 2022 Campaign. With the addition of the Women United grant, women donors saw their donations matched by both, this grant and the Leadership Challenge grant, tripling their gift to United Way KFL&A.

5 Year History Women United



Women United donations have increased by 86% over the past 5 years. In 2022, the Women United Challenge Grant helped to incentivize women Leaders in the community and, as a result, 36 new women Leaders, contributed over \$92,000

Learn more about Women United at www.unitedwaykfla.ca/womenunited

Women United

Women United is made up of women who give Leadership level gifts (\$1,200+), individually or jointly with a partner. Women donors are a driving force of the campaign, contributing over \$1.6 million in 2022.

Women United brings together like-minded Leaders, providing an opportunity for them to learn more about issues in the community and to use their skills and talents to contribute in a significant way.

In 2022, **472** women gave over **\$1.6 million**



Retirees United

The goal of the Retirees United initiative is to engage retirees and those about to retire – those who are leaving a local workplace as well as retirees moving to Kingston and area.

The Retirees United committee aims to create a sense of belonging for retirees by engaging them in their community, connecting them to peers and giving them the opportunity to make meaningful contributions.

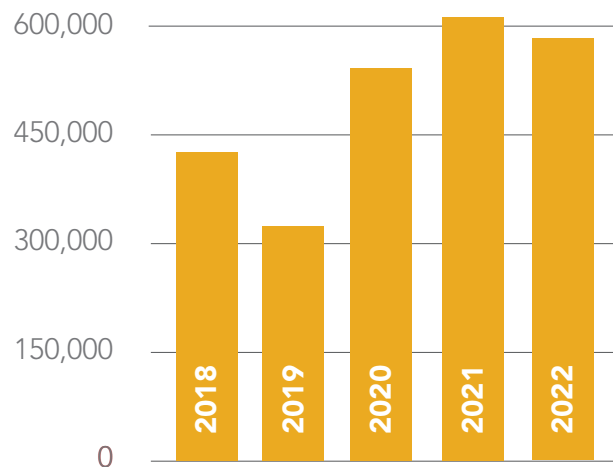
The committee focuses on providing different channels to encourage retirees to continue to be involved with the United Way. They support workplace retiree campaigns and reach out to retirees through condominium campaigns and engagement events.

Retirees are a critical part of United Way KFL&A's workplace campaigns with 34% of workplace leaders. Retiree donations have increased 48% over the past 5 years. Residents in condos contributed over \$300,000 through an innovative Condo Campaign. Some of these donors were also part of workplace Retiree giving.

"My wife and I have always donated to the United Way KFL&A because we know the donated funds are used in our community. Being a grandparent, I am conscious of the need for children to have a supportive and learning environment, and healthy food from an early age. In my retirement, I have become more aware of the people in need in our community. I encourage you to support these vital programs by volunteering and by making a donation.
- Jim Parker, Past Chair, Retirees United



5 year Retirees Campaign



In 2022, over **\$580,000** was contributed through retiree and condo campaigns.

Learn more about Retirees United at www.unitedwaykfla.ca/retireesunited



Next Gen

United Way Next Gen is comprised of young professionals in their twenties and thirties, and is an opportunity to engage, learn more about the community through the United Way KFL&A, and how to get more involved. This initiative creates opportunities for future leaders to participate and empowers them to support and advance the impact of the United Way. The Next Gen movement is a unique opportunity for the next generation to become an integral part of the local community and bring about meaningful change.

Next Genners can become Workplace Ambassadors, working with their workplace committee to develop and execute fundraising and engagement strategies specifically tailored to their workplace.

For more information about how you can be involved contact campaign@unitedwaykfla.ca or visit www.unitedwaykfla.ca/next-gen/

Leadership Development Services

United Way strengthens the voluntary sector by providing training workshops to boards of directors. The Leadership Development Services program provides workshops and custom training sessions to non-profit 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.

www.unitedwaykfla.ca/lds

In 2022, **58** people attended
2 public workshops

Day of Caring

United Way Day of Caring Day of Caring brings together volunteers from local organizations and local agencies, to provide much needed assistance through projects that often include repair work, gardening, painting, and cleaning.

This fun event generates a team building experience and community engagement for all involved. In 2022, Day of Caring returned in person with a record number of volunteers and projects.

Learn more about Day of Caring at www.unitedwaykfla.ca/dayofcaring

400 volunteers from 34 workplaces across KFL&A completed 38 projects a local non-profit agencies and community sites



Speakers Bureau

Speakers Bureau is a United Way program that recruits speakers from community organizations funded by United Way. Participants are staff members, board members, volunteers or service recipients. Typically, speakers go to events during the United Way workplace campaigns to communicate to current and prospective donors the impact of their donation in the KFL&A community.

Each year, a speaker from Speakers Bureau is honored with the Voice of Community Award at the Workplace Volunteer Awards for their contribution to the campaign. In 2021, Shawn Sargeant from Lionhearts Inc. received the award.

In 2021, **72** presentations were given by 48 speakers

In 2022, **96** presentations were given by 23 speakers



Volunteer Centre

The Volunteer Centre directly links residents looking to volunteer with agencies and organizations that have volunteer opportunities. The Centre also allows agencies to post volunteer opportunities and create profiles, helping them connect to volunteers. This platform is currently being revamped to make posting and applying for opportunities even easier and more accessible to community members.

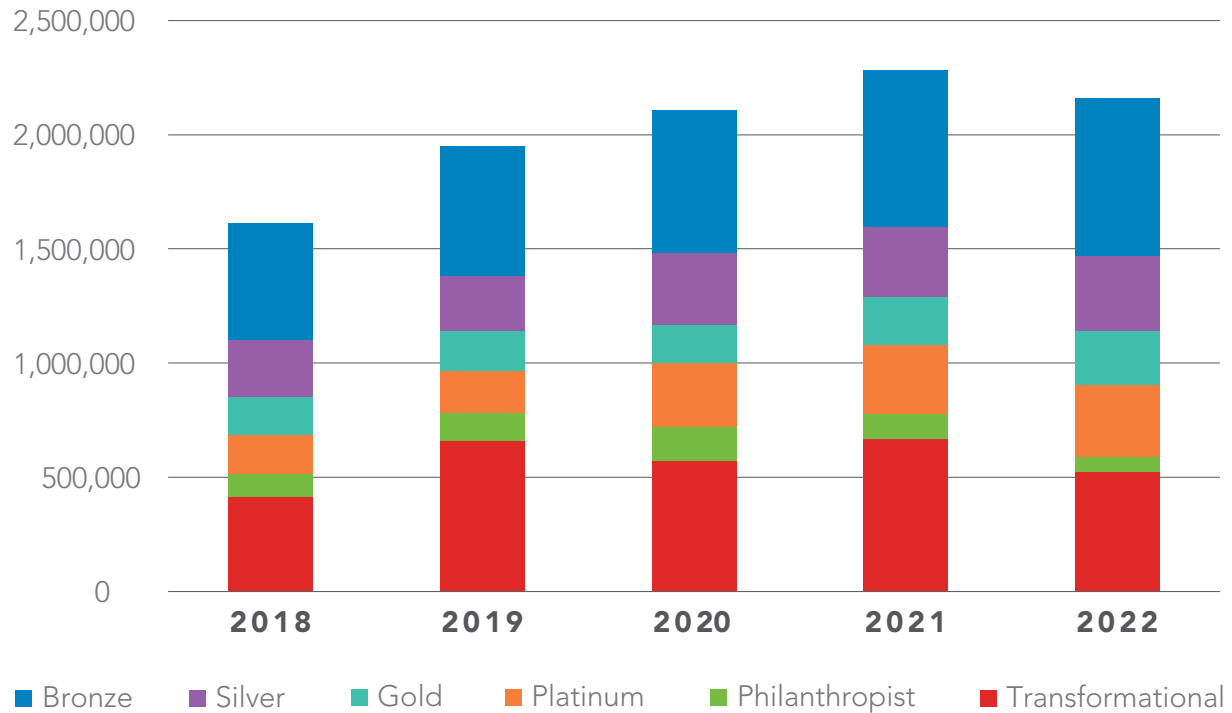
Email volunteer@unitedwaykfla.ca or visit www.unitedwaykfla.ca and click on the Volunteer tab.

In 2021, **29** organizations posted opportunities and 67 applicants applied to volunteer

In 2022, **21** organizations posted 62 opportunities and 60 applicants applied

5 Year Leadership by Level

In 2022, 659 Leaders of the Way (donors \$1,200 or more annually) donated more than \$2.1 million. Leadership giving has grown 38% over the past 5 years. The Honour Roll, recognizing Leaders of the Way, is available here www.unitedwaykfla.ca/honourroll



Leadership Challenge Grants in 2022

In 2022, donors had an opportunity to make even more of an impact thanks to two Challenge Grants.

Donors who increased their annual campaign contribution to \$1,200 or made a new \$1,200 gift (\$25/week) had their donation matched thanks to a generous donation from Julie and Jim Parker.

Donors who were already “Leaders of the Way” and added at least 10% to their previous year’s gift also saw their increased donation matched.

As a result, 69 new Leaders donated \$145,000 and 213 Leaders increased their donation by 10% or more.

Women who gave at the Leadership level (\$1,200 or more) also had their gift matched through the Women United Leadership Challenge Grant, thanks to the generosity of Jessica Bayne Hogan. As a result, 36 new women became Leaders, donating \$92,000.

Learn more about Leadership Giving at www.unitedwaykfla.ca/leadershipgiving



Leadership Giving Levels

Transformational	\$100,000+
Philanthropist Circle	\$25,000 - \$99,999
Platinum	\$10,000 - \$24,999
Gold	\$5,000 - \$9,999
Silver	\$2,500 - \$4,999
Bronze	\$1,200 - \$2,499



Eternity Fund

United Way's Endowment Fund

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.

The Eternity Fund, United Way KFL&A's Endowment 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.

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 Mrs. & 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

Estate of Charlotte Abbott

Estate of Sofie Bowman

Estate of Emma Clench

Estate of Beatrice Cohen

Estate of Eleanor Crossman

The Jannetje and Hendrik Gaveel
Memorial Fund

Estate of Gelindo De Re

Estate of Charles Hubert
'Hugh' Gould

Estate of Hugheen Ferguson

Estate of Shirley Mactavish

Estate of Esther Mahood

Estate of Helen Mahood

Estate of Mary McLean

Estate of Katherine Ross Muirhead

Estate of Rose Oliver

Estate of Heather Onyett

Estate of Barbara Parrott

Estate of Jeffrey Piker

Estate of Margaret Reid

Estate of Harold Roberts

Estate of Brendan Savage

Estate of Alan Richard Travers

Estate of Alan Ruth Tulchinsky

The Audrey & Peter Scholes
Memorial Fund

Emergency Assistance Fund

In 2021 the United Way of KFL&A Board of Directors approved funds to support emergency assistance programs to help people in poverty throughout KFL&A.. The expenditure of 3% of the Eternity Fund (as per the United Way KFL&A Investment Policy) allows for intervention programs and support and support of vulnerable populations by providing urgent services. For more information, please visit www.unitedwaykfla.ca/eternityfund/



4,485

low-income seniors
accessed nutritious
food boxes



443

individuals
received emergency
dental assistance

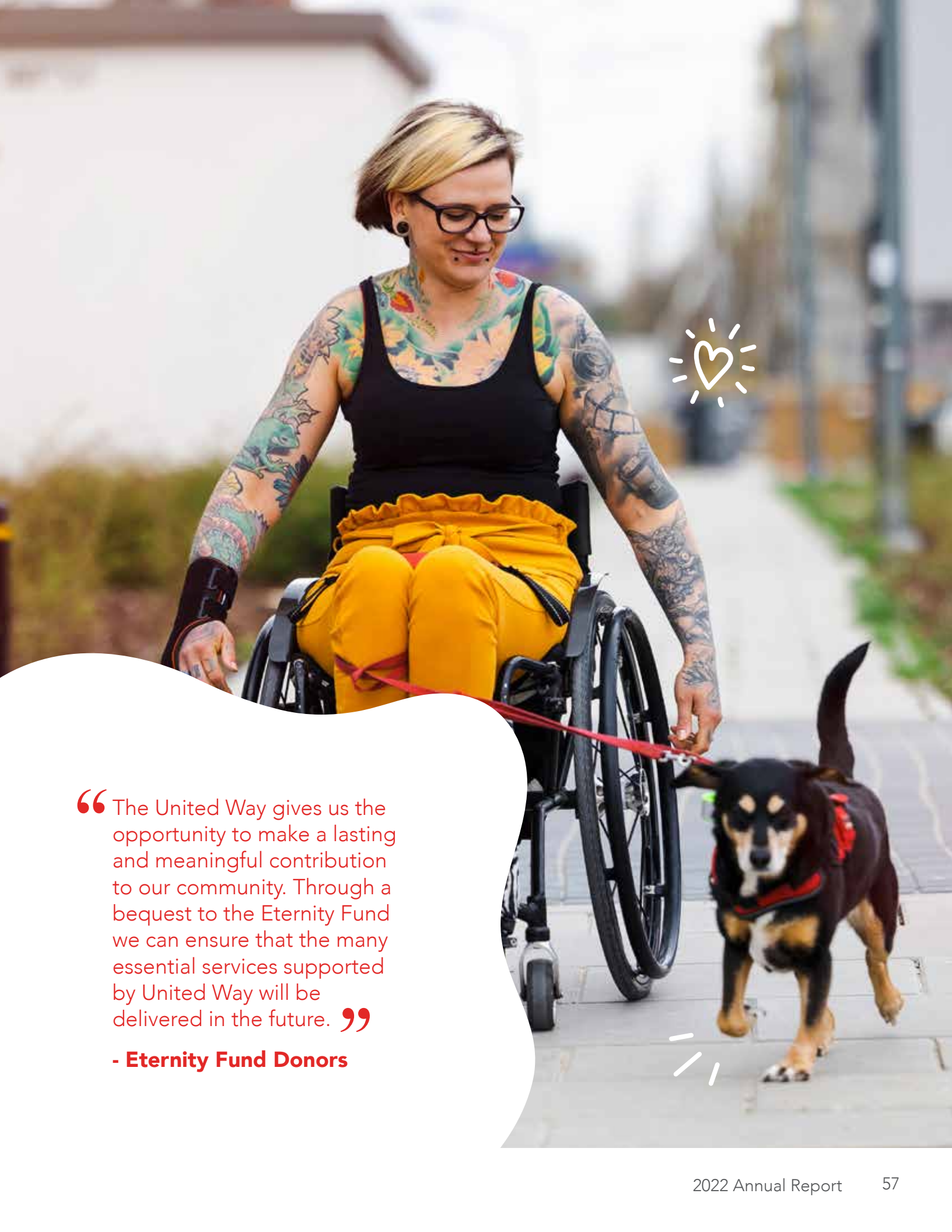


1,011

kids received warm
boots for the winter

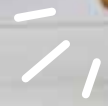
Funds supported the new Community Food Redistribution Warehouse (CFRW)

Community



“ 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. ”

- Eternity Fund Donors



 **United we are stronger.** 
Coming together means
we can spread even more
local love.



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Tel: 613-542-2674 **Email:** uway@unitedwaykfla.ca
Charitable Registration Number: 125978270RR0001
www.unitedwaykfla.ca



United Way
Kingston, Frontenac,
Lennox and Addington