



**United Way**  
of London & Middlesex

**2008/2009 Annual Report**

Real Change

## United Way creates real, lasting change

**LOCALLY DRIVEN AND GOVERNED**, United Way is a non-denominational, registered charity dedicated to improving the quality of life of all people in our community and helping individuals, families, neighbourhoods and communities to reach their full potential.

United Way mobilizes the power of our community to create lasting change. United Way is a leader in understanding the root causes of social issues and bringing together the people and resources needed to find lasting solutions. United Way is creating real change in people's lives - meaningful, positive, lasting change. Not just for today, but for the long term. And that means a better community for us all.

### What we do

With business, government, labour, non-profit and community leaders, United Way:

- identifies and understands the root causes of the social issues we face
- brings together the needed research, experts and resources
- initiates and invests in programs that hold the most promise for long-term solutions
- develops leaders and skills to strengthen the non-profit sector

### Our priority areas

To make the most difference and find lasting solutions, United Way focuses on four priority areas:

- strengthening families who are struggling with poverty, violence and/or mental health issues
- preparing children and youth for future success
- building the capacity of neighbourhoods and local communities
- enabling Aboriginal people and newcomers to be successful participants in community life

# Mobilizing the power of our community to create **lasting change**

**WE CONTINUED TO BE INSPIRED** by our community's generosity and desire to help make a difference. During a very challenging time, thousands of people and organizations across London and Middlesex County pledged over \$7.3 million – allowing us to meet our 2008 Campaign goal. Reaching our goal means we can invest those funds into programs and initiatives that are helping to meet people's immediate needs and contributing to solutions for the long-term.

Although we didn't go looking for a silver lining, the economic crisis did prove how interconnected we all are. It showed us how vulnerable so many people in our community are and reminded us how critical it is to help people to be prepared to face a crisis, before it hits.

We took some time over the past year to make sure our foundational elements, our vision, mission and values, were aligned with the United Way we are today. The good news is that the process was very affirming. We are and will remain an organization that is about helping people. Our goal of improving the quality of people's lives and building a stronger community remains the same and is something we have been successfully doing for over 100 years.

## **About our new vision, mission and values**

### *A community where everyone matters*

Our new vision statement sums up for us our belief that all people are important and deserve a good quality of life. It also expresses our belief that all people have the potential to need help and the potential to help. We know that 'success' and 'quality of life' mean different things to different people but we're driven by the ultimate goal to have our community made up of people enjoying a good life and helping others to achieve the same.


### *We mobilize the power of our community to create lasting change*

Our new mission statement sums up what we do and why. The most important thing United Way can do for our community is to use our reputation, relationships and expertise to bring together our community's resources of people, time, talent, relationships, expertise, technology, money, and more. Brought together, this is the true power of our community. By channelling this power behind solid strategies we can, and will, achieve lasting changes in the social conditions of individuals, families and our community.

### *Empathy | Inclusiveness | Shared leadership | Integrity*

Our values are the pillars of our organization. They are the standards by which we measure everything we say and do. We believe the root of all action for change is the ability to see and feel ourselves in the situations of others. We believe in 'us' and 'us', not 'us' and 'them'. We believe the work of change is a shared responsibility. The power of partnerships and collaborations multiplies our impact and leads us to find progressive and lasting solutions. We embrace the responsibility that our donors, volunteers and partners have entrusted with us and we are accountable to them.

We have been working very hard over the past year on maintaining and developing dozens of community-wide collaborations that focus on such key issues as poverty, literacy, family violence and more. Reaffirming who we are and our reason for being has given us great strength and motivation. Thank you to all of our partners, donors and volunteers for the part you play in this important work. Please continue to join us in creating real, lasting change in London and Middlesex County.



**Keith Gibbons**  
Chair, Board of Directors

**Ruth Young**  
Acting CEO

# Community Impact Challenge

## Mobilizing expertise and time to strengthen non-profits and our community

LAST SUMMER, United Way and Ivey Connects, an initiative of the Richard Ivey School of Business at The University of Western Ontario, launched a pilot project called Community Impact Challenge that connected first year honours business administration students (HBA1) with local non-profit organizations.

"It serves a dual role in both impacting the community in a positive way and helping to develop socially-conscious business leaders," said Carol Stephenson, Dean, Richard Ivey School of Business, The University of Western Ontario.

Student teams of 75 members "adopted" an organization and provided eight months of pro-bono services including consulting and volunteering and fundraising help. The students organized fundraising events, developed a sponsorship proposal package and public relations campaign, researched the feasibility of establishing a charitable foundation and more.



Joe Swan, East London Community Centre coordinator, speaks to students at the launch of the Community Impact Challenge, September 2008

"It was exciting to see some of the brightest business students in the country exposed to the non-profit community and come to the realization that channeling their skills can make such a huge impact on the people around them," said Graham Foulds, HBA1 Class Leader.

The participating organizations, selected from 38 who had applied, were: East London Community Centre, Western Area Youth Services, Boys' & Girls' Club, Vanier Children's Services and Make-a-Wish.

"Five non-profits walked away with a renewed energy and valuable network and concrete, practical suggestions for action," said Kelly McManus, Director, Community Services, United Way of London & Middlesex. "They'll use this material with their boards of directors, clients and funders to ensure that they can make the best difference possible in our community."

For more information about Community Impact Challenge, visit [uwlondon.on.ca](http://uwlondon.on.ca).

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Together Solutions

# Volunteers leading the way

**UNITED WAY IS ABLE TO HELP** improve people's lives and build a stronger community because of the generosity and commitment of hundreds of volunteers. They come from all backgrounds and all parts of our community to guide our organization's direction, help address social issues, raise and allocate funds and develop leaders and skills in young people and the non-profit sector as a whole. When people come together to invest their time and expertise, we do have the power to make a real difference.

## 2008/2009 Board of Directors



### **Keith Gibbons**

*Chair*  
President, McCormick  
Asian Pacific

### **Sandy Whittall**

*Vice Chair*  
Chief Operating  
Officer (Acting)  
St. Joseph's Health Care,  
London/London Health  
Sciences Centre

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### **Bob Adams\***

CEO  
United Way of London  
& Middlesex

### **Karen Dalton**

Executive Superintendent  
of Operations  
Thames Valley District  
School Board

### **Patti Dalton**

President  
London and District  
Labour Council

### **Sameer Hassan**

*Chair, Resource  
Development Committee*  
President  
ZTR Control Systems

### **Chuck Hounsell\***

*2008 Campaign Chair*  
Senior Vice President,  
Western Ontario Region  
TD Canada Trust

### **Ann Hutchison**

Director, Media Relations  
The University of Western  
Ontario

### **Brian Lessard**

*Past Chair*  
Investment Executive  
Scotia Private Client Group

### **JoAnn Lovell-**

**Kristoferson**  
*Chair, Community Services  
Committee*  
Senior Officer Trade  
Compliance  
Canada Border Services  
Agency  
Public Service Alliance  
Of Canada

### **Elizabeth Maccabe**

Partner  
Ernst & Young LLP

### **Don MacDonald**

*Treasurer*  
Partner  
KPMG

### **Brandon MacKinnon**

Business Representative/  
President  
Labourers' International  
Union Local 1059

### **Matthew Reid\***

*London Life Young Leaders  
of Tomorrow representative*  
Student  
The University of Western  
Ontario

### **Phyllis Retty**

Manager, Compensation  
and Talent Solutions  
3M Canada Company

### **Grant Stirling**

Associate Vice President  
(Development)  
The University of Western  
Ontario

### **Nawaz Tahir**

Partner  
Lerners LLP

### **Gary West\***

*Chair, Planning and  
Allocations Committee*  
Retired  
Royal Bank of Canada

### **Joe Wilson**

Secondary School  
Teacher, retired  
OSSTF

\*ex officio/non-voting

*for the United  
community*

## 2008 Campaign Cabinet



### **Chuck Hounsell**

*Chair*

Senior Vice President,  
Western Ontario Region  
TD Canada Trust

### **John Black**

*Vice Chair, Labour*

Recording Secretary, CPP,  
EI, WSIB, Advocate  
CAW Local 27

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### **Bob Adams\***

CEO

United Way of London  
& Middlesex

### **Joaquim Balles**

Vice President and  
General Counsel  
Trudell Medical Limited

### **Cindy Cossar-Jones**

President  
Canadian Union of  
Public Employees Local 101

### **Karen Dalton**

Executive Superintendent  
of Operation Services  
Thames Valley District  
School Board

### **Ian T. Dantzer**

Managing Partner  
Lerners LLP, Barristers &  
Solicitors

### **Joseph Diniz**

Manager, Delivery  
Planning  
Canada Post

### **Chief Murray Faulkner**

Chief of Police  
London Police Service

### **Elaine Gibson**

Vice President  
Complex, Specialty Aging  
and Rehabilitation Care  
Parkwood Hospital, St.  
Joseph's Health Care,  
London

### **Michelle Hurtubise**

Executive Director  
London InterCommunity  
Health Centre

### **Kapil Lakhotia**

Director, Research &  
Business Development  
London Economic  
Development Corporation

### **Mike Lewis**

Vice President, Individual  
Life Operations  
London Life Insurance

### **Larry Myny**

Vice President &  
Investment Advisor  
CIBC Wood Gundy

### **Barbara Patterson\***

Associate Director,  
Campaign  
United Way of London &  
Middlesex

### **Dr. Howard W. Rundle**

President  
Fanshawe College

### **Paul Seed**

President  
StarTech.com Ltd.

### **Mr. Peter Sherriff**

Regional Director,  
Western Region  
OPS Learning and  
Development  
Centre For Leadership  
and Learning

### **Denis Thibodeau**

Vice President,  
Call Center Operations  
Sykes Assistance Services  
Corporation

### **Lori Watson**

Elementary Teacher  
London District Catholic  
School Board

\*ex officio/non-voting

**A SPECIAL THANK YOU** to the Account Executives, Sponsored Employees, speakers from community organizations and the thousands of Employee Campaign Coordinators, Leadership Chairs, workplace committee members, canvassers and others who support the Campaign and Campaign Cabinet. These dedicated people spend countless hours raising awareness and funds for United Way.

## 2008/2009 Planning and Allocations Committee



### **Gary West**

*Chair*  
Retired  
Royal Bank of Canada

### **Jeff Hodgins**

*Vice Chair*  
Manager, Construction  
& Maintenance Support  
Union Gas Limited

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### **Janet Grantham**

CEO  
Sydenham Community  
Credit Union (Strathroy)

### **Eveline Gurnham**

Sales Representative  
Royal LePage  
Triland Realty

### **Carl Hallberg**

Commercial Account  
Manager  
BMO Bank of Montreal

### **Shelina Kassam**

Educational consultant  
PhD Student, University  
of Toronto

### **Loraine Kelly**

Homemaker

### **Waltraud Knott**

CPRI  
OPSEU Local 112

### **John McWilliam**

Intellectual Property  
Officer  
General Dynamics Land  
Systems-Canada

### **Carol Stevenson**

Letter Carrier  
Canada Post

### **Jennifer Xu**

*Co Chair, United Way/  
London Life Youth  
in Action Advisory  
Committee*  
Student  
The University of  
Western Ontario

A SPECIAL THANK YOU to the additional 30 volunteers who sit on the Citizen Review Panels. These volunteers spend countless hours doing extensive reviews of funding submissions, meeting with agencies and making informed recommendations to the Planning and Allocations Committee.

*Accountability*

# Appreciation

## 2008 Labour Appreciation Awards

**EACH YEAR** at our Labour Appreciation Night event, United Way and our labour partners recognize outstanding volunteers within workplaces who contribute so much to United Way and to their community. We congratulate and thank the following 2008 award recipients:



Sharon Lupton (left) United Way's Labour Programs & Services Coordinator, congratulates a surprised Sharon Young Kipp

### Images of Hope

Considered a lifetime achievement, it recognizes an individual in good standing of a union who has demonstrated leadership and contributed to major change.

#### Sharon Young Kipp

Well known for her enthusiasm, Sharon Young Kipp, a physical education department head with the Thames Valley District School Board and member of the Ontario Secondary School Teachers' Federation, is a huge cheerleader for United Way. Sharon has been raising both funds and awareness for many years through United Way's StairClimb and high school football games and through leadership roles such as an Employee Campaign Coordinator and a member of the Campaign Cabinet. "United Way has made me a better person because I'm not focused on me," says Sharon. "My eyes are opened when I see what United Way does. We all grow and we all become better because of our involvement."

### Volunteer Awards

Recipients exemplify innovation and creativity, incorporate best practices of resource development and often leave a legacy by creating succession in their workplaces.

#### Laurie Cassel

CAW Local 27/Electro-Motive Diesel, Inc.

#### Sarah Collins

Elementary Teachers' Federation of Ontario/Thames Valley District School Board

#### Moe Dean

CAW Local 27/General Dynamics Land Systems-Canada

#### Ruth Draaisma

Ontario English Catholic Teachers' Association/London District Catholic School Board

#### John Kittelberger

CAW Local 1520/Ford Talbotville Assembly Plant

#### Alex Kulczycki

University of Western Ontario Staff Association/The University of Western Ontario

#### Karen Reid

CAW Local 88/CAMI

Automotive Inc.

#### Shannon Spadini

Ontario English Catholic Teachers' Association/London District Catholic School Board

#### Christine Wong

Ontario Secondary School Teachers' Federation/Thames Valley District School Board

**For more information about these awards and the volunteers recognized, visit [uwlondon.on.ca](http://uwlondon.on.ca).**

# Literacy in London & Middlesex

## Mobilizing partners and creative ideas to increase literacy levels

**AFTER THE LAUNCH OF** the United Way and City of London commissioned report, *Literacy in London and Middlesex: An Opportunity to Reach our Full Potential* in December 2007, United Way brought together literacy service providers, government, education and other community leaders to develop an action plan to increase the levels of literacy in our community.

The action plan, released this fall on International Literacy Day focused on three areas: Child & Family Literacy, Awareness & Advocacy, Literacy in the Workplace. The initiative is building momentum and unique collaborations.

To leverage existing expertise and relationships, the Child & Family area of the literacy action plan is being led by the Child and Youth Network. The Network is a collaborative of close to 100 organizations representing education, health, child care, libraries, children's mental health, child welfare, Aboriginal and francophone service providers, youth service providers, recreation services, arts, funders, neighborhood resource centres, special needs organizations and many others.



United Way secured both dollars and volunteer leadership from the Kiwanis Club to co-lead an initiative with the Child and Youth Network to reach new parents in neo-natal units, giving them books and information to encourage literacy in their child's life, right from the start.

Adapting to the quick rise in unemployment, project partners are reaching out to employers and human resource professionals to ensure they know about the latest services that are available to help any of their staff members who may be losing their jobs.

To create awareness and conversations about literacy, project partners developed a successful photo contest, soon to become a virtual art exhibit, and continue to support The London Free Press' ongoing series about literacy.

**For more information about Literacy in London & Middlesex, visit [uwlondon.on.ca](http://uwlondon.on.ca).**

## About literacy

Literacy in its simplest form describes the skills needed to read, write and use numbers.

Our community is in line with the provincial average for literacy rates – no worse – no better. Yet, it is estimated that 40% of our community struggle with daily tasks involving literacy. This is a significant loss of potential.

Literacy levels can determine one's power and participation in society. By building people's skills in reading, writing, mathematics and even technological literacy, we equip them with the tools they need to reach their full potential.

# Developing leaders and skills



**INVOLVED AND INFORMED PEOPLE** make a strong community possible. United Way delivers and supports a variety of programs to develop leadership and other skills in young people, individuals, representatives of the non-profit community and more. United Way also encourages collaboration in order to bring people's expertise together to strengthen each other and find innovative solutions.

## London Life Youth Leadership Programs



**RECOGNIZING THE IMPORTANCE** of preparing children and youth for future success and giving youth the opportunity to be a part of building a stronger community, United Way provides two youth programs: Young Leaders of Tomorrow and Youth in Action. We are pleased and grateful to have both programs sponsored by London Life through *The Key to Giving™*, the national corporate citizenship program of Great-West Life, London Life and Canada Life.

## 2008/2009 Young Leaders of Tomorrow

**YOUNG LEADERS OF TOMORROW** is a unique program that matches young leaders to serve as non-voting members with boards of directors and committees in the non-profit sector. The young adults benefit from a series of monthly training sessions to teach them the information and leadership skills necessary to be an effective board and committee member. Congratulations and thank you to these young leaders, host organizations and trainers.

### Graduates

Kaleta Laila Ataw  
Ismaa Al Aloul  
Denise Amri  
Michael Au  
Simisola Caxton- Idowu  
Mary Cho  
Philip Chow  
Nina Hamou  
Nesma Hashem  
Diana Martinez  
Harriet Nwachukwu  
Matthew Reid  
Gabriela Saldahna  
Herleen Sayal  
Nadine Vaillancourt  
Caitlyn Williams

### Host organizations

Canadian Mental Health Association  
Centre for Research and Education on Violence Against Women and Children  
Community Living London  
Crouch Neighbourhood Resource Centre  
Daya Counseling Centre

Epilepsy Support Centre  
London & District Distress Centre  
London InterCommunity Health Centre  
LUSO Community Services  
Neighbourhood Legal Services  
Pillar Nonprofit Network  
Sexual Assault Centre  
Southwest Ontario Aboriginal Health Access Centre  
St. John Ambulance  
United Way of London & Middlesex  
Youth Aiding Youth

### Trainers

Dr. William R. Avison  
The University of Western Ontario  
Janet Christensen  
Dynamic Awareness Inc.  
Robert Collins  
The Career Centre,  
Goodwill Industries  
Kerry Hendricks

Business Development Consultants  
Dharshi Lacey  
Pillar Nonprofit Network  
Sharon Lupton  
United Way of London & Middlesex  
Meni Mantzavrakos  
The Strength Coaches  
Sean Noguera  
London Life, Law Department  
Robert Parker  
Robert A. Parker & Associates  
Matthew Reid  
Young Leaders of Tomorrow participant

**For more information about Young Leaders of Tomorrow, visit [uwlondon.on.ca](http://uwlondon.on.ca).**

## 2008/2009 Youth in Action

**YOUTH IN ACTION PROVIDES** small grants to youth-initiated and youth-led volunteer teams that have developed an action plan to address a community issue that is important to them. They learn skills necessary to design, implement, monitor and evaluate meaningful and relevant community projects. Modeled on United Way's rigorous planning and allocations committee, youth volunteers of the Youth in Action Advisory Committee decide which projects qualify for funding and at what level. Congratulations and thank you to these young leaders and sponsoring organizations:

### Youth in Action Advisory Committee

Perry Baldwin	Aden Hamza
Manjot (Jyoti) Brar	Justin Kwong
Roger Claveau	David Strangio
Julia Cutt	Jordan Winter
Rebecca Davies Wilson	Jennifer Xu
Adam Deleary	Gladys Yeung

## Youth in Action projects



### **Brock Bears Recess Reading Club**

Nadia Hakime, Rolla El Khattib and Farah Al Halbouni – Sir Isaac Brock Public School

### **Celebration of Aboriginal Culture**

Victoria Scott, Melissa Brown – John Howard Society

### **The Helping Hands Company**

Barry Brushett, Robin Kent – Clark Road Secondary School

### **Jr. Medics**

Martin Badowski, Thomas Vedenosi – Thames Valley District School Board

### **Juvenile Diabetes Camp 2009**

Biju Mathai, Kirk Langford – Rotary Club of London

### **Kipps Lane Klean Up**

Belkiza Haziri, Antigona Horuni – LUSO Community Services

### **Limberlost Mural Make-over Project Phase 2**

Celina Pand, Emanuela Bringi – Limberlost Chaplaincy

### **Making Memories**

Nikki Bryk, Diane Tisdall – Big Sisters Big Brothers

### **Multicultural Celebration**

Victoria Scott – John Howard Society

### **National Youth Week in London**

Tyler Chartrand, Joanne Fearn – Children's Aid Society of London & Middlesex

### **Pre-Teen Cuisine**

Chi-Chi Mwamba, Mwape Mwamba – South London Neighbourhood Resource Centre

### **Seams of Green – Youth Expressions**

Brianna Billing, Kayla McDougall-Reeb – South London Neighbourhood Resource Centre

### **Youth Connection Day**

Ninette Mukadi – Association canadienne-française de l'Ontario Conseil régional

### **Winter Carnival**

Arianne Peredo, Jomana Faragalla – South London Neighbourhood Resource Centre

### **Workshops 4 Change**

Elise Maiolino, Stefanie Bultje – Brescia University College

### **Youth Design It 2009 – The Big Blue Show**

Jonathan Brown, Haley Clark – Community Living & South London Neighbourhood Resource Centre

### **Youth Get Active Day**

Jurnee Clements, Mwape Mwamba – South London Neighbourhood Resource Centre

**For more information about Youth in Action and individual projects, visit [uwlondon.on.ca](http://uwlondon.on.ca).**

*Addressing Issues*

## Union Counselling Program

A NATIONAL PARTNERSHIP with the Canadian Labour Congress, the Union Counselling Program prepares people to help their fellow workers cope with a variety of personal issues in a respectful, understanding and confidential manner. Participants receive training on a wide variety of social issues and the most appropriate services to refer their colleagues to in order for them to get the help they need. Congratulations and thank you to the following graduates and trainers and their supportive unions.

### 2008/2009 graduates (Level 1)

**Michael Anderson**  
CAW 1520

**Cindy Cossar –Jones**  
CUPE 101

**Philip Da Silva**  
LIUNA 1059

**Michael Davis**  
CUPE 101

**Alicia Front**  
CAW 27

**Cheryl Gray**  
CAW 27

**Graham Kipling**  
CAW 1520

**Roxanne Levy**  
CAW 27

**Brandon MacKinnon**  
LIUNA 1059

**Carlo Mastrogiuseppe**  
LIUNA 1059

**Maria McFadden**  
CAW 27

**Liz Van Steyn**  
ATU

### 2008/2009 trainers (Level 1)

**Tricia Korbut**  
ConnexOntario

**Dave MacIntyre**  
CAW Local 1520

**Bev Thomson**  
St. Stephen's House

**Carol Lambkin**  
Salvation Army Centre  
of Hope

**Peter Polischuk**  
United Way of London  
& Middlesex

**For more information  
about Union Counselling  
Program, visit  
[uwlondon.on.ca](http://uwlondon.on.ca).**

## Outcome evaluation training



UNITED WAY IS CONTINUALLY STRIVING TO ENSURE accountability for donor investments and demonstrate the value of our work. Part of a larger initiative led by United Way in partnership with the Ontario Trillium Foundation, City of London and London Community Foundation, Outcome Evaluation training is a three-day workshop that helps non-profit organizations – including United Way - to better identify and evaluate their own programs' outcomes or results, measure the impact the programs have on people and the community and effectively communicate this impact to funders and the community at large. Congratulations to the following graduates and their supportive organizations.

### Graduates

**Big Brothers Big Sisters\***  
Kellie Knights  
Glen Mitchell  
Cathy Urquhart

**Boys' & Girls' Club\***  
Julio Cristales  
Lisa Evans  
Candice Harris  
Nadine Harrison  
Kathy Kosatschenko

**Canadian Association  
of Family Enterprise**  
Tamelynda Lux

**Canadian Hearing Society\***  
Marilyn Reid

**Canadian Medical  
Hall of Fame**  
Heather Sercombe

**Canadian Mental Health  
Association\***  
Trix Van Egmond  
Michele VanBeers  
Marnie Wedlake

**Changing Ways\***  
Trevor Hinds

**Childreach**  
Nici Cole  
Huda Hussein  
Anne McKay

**Children's Aid Society\***  
Diana Budden  
Lynda Murray-Crozier  
Amy Robinson  
Martha Salguero  
Carrie Smith

**Children's Museum**  
Tammy Adkin

**City of London**  
Janice Walter

**CNIB\***  
Shaunna Magee  
Sherry Malcho

**Community Living  
London\***  
Laurie Baker

**Crouch Neighbourhood  
Resource Centre\***  
Jacquie Carr  
Mary Starnaman  
Seanda Wilkins

**Daya Counselling Centre\***  
Bonnie Williams

**East London  
Community Centre**  
Tammy Ball  
Kim Resendes



## Graduates (continued)

**Employment Sector Council**  
Tais Lintz

**Epilepsy Support Centre\***  
Michelle Franklin  
Mary Secco  
Grace Stafford

**Fanshawe Pioneer Village**  
Sheila Johnson

**Glen Cairn Community Resource Centre\***  
Pam Beckles  
Noelle Fletcher  
Christine Li  
Barb Schust-Lawrence  
Charis Parker

**Goodwill Industries**  
Sonja Burke  
Robert Collins  
Barb Yurkoski

**Hospice of London\***  
Rhonda Gilby  
Jayne Graham

**Information London (thehealthline)**  
Lisa Misurak

**Investing in Children**  
Greg Picken

**John Howard Society\***  
Lori Cunningham  
Tim Dickert  
Dianne Ducharme  
Taghrid Hussain  
Kathleen Lowe  
Chris Morris

**Leads Employment Services**  
Janette Butler

**Learning Disabilities Association\***  
Stacey Cassell  
Tracy Fawdry

**London Block Parent Program**  
Gail McMahon

**London Coffee House Program\***  
Carol Brown  
Marnie Thompson

**London Community Resource Centre**  
Linda Davies  
Mary Yanful

**London & District Distress Centre\***  
Bill Diver  
Charlene Foster

**London Employment Help Centre\***  
Lucille Brennan  
Nancy McQuillan  
Luis Pugliese

**London InterCommunity Health Centre\***  
Vindu Balani

**London Mental Health Crisis Services**  
Dawn White

**LOSH\***  
Chad O'Halloran  
Jenn Ouimette

**LUSO Community Services\***  
Anita Anoya  
Meredith Fraser  
LeRoy Hibbert  
Adriana Pena  
Elisabete Rodrigues  
Jennifer Smith  
Tracy Tolton  
Carrie Welsh

**Meals on Wheels\***  
Laurel Hevenor-Vallance  
Debbie Meagher

**Mission Services**  
Christine Griffith  
Selvin Mejia

**Neighbourhood Watch**  
Donna Szpakowski  
Ken Yinger

**Nokee Kwe**  
Darlene Bellerose  
Laura Ladouceur  
Dianne Oliphant

**Northwest London Resource Centre**  
Kelly DiMuzio  
Candas Whitlock

**Ontario March of Dimes\***  
Chris Hepburn

**Pillar Nonprofit Network**  
Michelle Baldwin  
Nana Yanful

**Rotholme Women's and Family Shelter**  
Leaurie Noordermeer

**Salvation Army Centre of Hope**  
Debra Johnston  
Nancy Powers

**SARI Therapeutic Riding\***  
Scott Andrew  
Kirsten Trenc

**Scouts Canada\***  
John Galloway  
Sarah Ransome

**Sexual Assault Centre\***  
Louise Pitre  
Alicia Samuel

**South London Neighbourhood Resource Centre\***  
Mohamed Al-Adeimi  
Michelle Barkley  
Natalie Coles  
Cathy DeVries  
Alyson Gover  
Allison Martin  
Nancy Needham

**Stevenson Children's Camp\***  
Sue Beckett

**United Way**  
Yumna Al-Adeimi  
Jason Hastings  
Catherine Joyes  
Stewart Leatherdale  
Kelly McManus  
Colleen Montgomery  
Nathalie Noël

**WIL Employment Connections**  
Daina Grigenas

**Women's Rural Resource Centre\***  
Kathryn Eggert  
Brenda Sousa

**WOTCH Community Mental Health Services**  
Chris Babcock  
Elsa Lammers

**YMCA of Western Ontario\***  
Rebecca Webster

**Youth Opportunities Unlimited\***  
Mirella Bryant  
Jackie Deleeuw  
Karen Laverty

**For more information about Outcome Evaluation, visit [uwlondon.on.ca](http://uwlondon.on.ca).**

*\*United Way member agency*



## 2008 Sponsored Employee Program

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Each year, generous organizations sponsor one of their employees to join the United Way team for four months. These individuals receive training and in turn provide support, service and fundraising expertise to plan, implement, monitor and evaluate the more than 750 workplace campaigns in our community. Sponsored Employees are critical to the success of the United Way Campaign. Our heartfelt thanks to these exceptional individuals and organizations:

Adam Harper  
Kellogg Canada Inc./BCTGM  
Local 154G

Andrew  
London Police Service

Anthony Strangio  
General Dynamics Land  
Systems-Canada/CAW Local  
27

Barb Reiser  
Sykes Assistance Services  
Corporation

Brian Carey  
Canada Revenue Agency/  
PIPSC

Catherine McInerney  
Campaign Volunteer

Dee Lowe  
Great-West Life, London Life  
and Canada Life

Jim Braddon  
McCormick Canada Ltd.

John Kent  
Service Canada (London)/  
Canada Employment &  
Immigration Union

Kim Paton  
London Health Sciences  
Centre

Lisa Brohman  
City of London

Martin Favell  
Ministry of Transportation

Michelle Harding  
St. Joseph's Health Care,  
London

Randy Freedy  
3M Canada Company

Rob Atkinson  
The University of Western  
Ontario

Sandra Detering  
Fanshawe College

Sandra Watkins  
TD Canada Trust

**To learn how to be  
a part of the Sponsored  
Employee Program,  
visit [uwlondon.on.ca](http://uwlondon.on.ca).**

*Committed to  
Community*

# General Dynamics Land Systems–Canada makes historic contribution

## Mobilizing financial resources to invest in community services and initiatives

United Way received a big surprise from General Dynamics Land Systems–Canada this year: the single-largest workplace donation in the history of United Way of London & Middlesex.

United Way was thrilled to learn that the employees, members of CAW Local 27, set a workplace campaign record. But there was more. Showing great foresight, leadership and spirit of collaboration between management and employees, General Dynamics maximized the impact of the donation.

“Due to the economic downturn in the manufacturing sector in London and southwestern Ontario we anticipated that United Way might encounter challenges in meeting the campaign target,” said Dr. Sridhar

Sridharan, Senior Vice President, General Dynamics Land Systems–Canada. “To provide additional assistance to the community, General Dynamics Land Systems–Canada has decided to match the pledge of all new donors in our workforce and to match any increased pledges by current donors.”

An incredible \$610,000 was raised. Without a doubt it played a large role in United Way’s achievement of meeting its 2008 Campaign goal of \$7.3 million.

**For more information about our annual Campaign and ways you can help, visit [uwlondon.on.ca](http://uwlondon.on.ca).**

Dr. Sridhar Sridharan, Senior Vice President; John Black, Labour Vice Chair, Campaign Cabinet, United Way; Mark Blesity; Donna Kicks; Ed Wrona, 2007 United Way Sponsored Employee; Deborah Marin; Anthony Strangio, 2008 United Way Sponsored Employee; Joe Strangio; Chuck Hounsell, Chair, Campaign Cabinet, United Way; Rick Jess, Director of Human Resources and Administration; Danielle Sampson



# Allocating community investments

Individuals, companies, unions, organizations, governments and foundations invest in their community through United Way because it is the most efficient and effective way to improve the quality of life of people living in our community.

United Way is the largest non-government funder of social services in London and Middlesex County, investing over \$28 million into community programs and services in the last five years alone. United Way funding decisions are made through a rigorous review process led by volunteers – all of whom are United Way donors themselves.

*Investing  
in Change*

## 2008/2009 April 1, 2008 - March 31, 2009

Across Languages*	35,000
Big Brothers*	181,200
Big Sisters*	218,309
Boys' & Girls' Club	431,000
Canadian Hearing Society*	75,900
Canadian Mental Health Association*	141,403
Children's Aid Society/ Mutual Aid Program for Parents*	188,290
CNIB*	210,670
Changing Ways*	175,100
Community Living London	120,563
Crouch Neighbourhood Resource Centre	114,680
Daya Counselling Centre*	89,700
Epilepsy Support Centre*	105,000
Family Service Thames Valley*	413,677
Glen Cairn Community Resource Centre	164,000
Horton Street Seniors Centre	72,770
Hospice of London*	131,500
John Howard Society*	328,213
Learning Disabilities Association*	117,000
London and District Distress Centre*	137,483
London Coffee House Program	134,600
London Employment Help Centre*	153,855
London InterCommunity Health Centre	83,655
London Occupational Safety & Health*	90,866
LUSO Community Services	127,196
Meals on Wheels	84,500
N'Amerind Friendship Centre	66,096
Ontario March of Dimes*	94,785
SARI Therapeutic Riding*	40,500
Scouts Canada*	15,199
Sexual Assault Centre*	62,680
South London Neighbourhood Resource Centre	107,099
Stevenson Children's Camp*	96,530
Women's Rural Resource Centre Strathroy & Area*	88,013
YMCA of Western Ontario/ Community Schools Program	230,000
YOU/Next Wave Strathroy Youth Centre*	124,000
YOU/Youth Action Centre*	66,500

**Total funds allocated  
to member agencies**

**5,117,532**

<b>Donor directed funds</b>	<b>550,094</b>
<b>Strategic investments</b> (Strategic Initiatives and Special Projects)	<b>975,764</b>
Big Brothers and Big Sisters of London Unification	
Community Action for Ethno-Racial Communities – Pillar Nonprofit Network	
Family Networks	
Information London	
Labour Community Services	
Literacy in London & Middlesex	
London Life Youth Leadership Programs	
Local Immigration Partnership – Welcoming Cultural Diversity	
Muslim Family Support Service – Family Service Thames Valley	
My Sisters' Place – WOTCH	
New Beginnings Loan Fund	
Northwest London Resource Centre	
Outcome Evaluation Initiative	
<b>United Way community services</b>	<b>525,324</b>
<b>TOTAL COMMUNITY INVESTMENT</b>	<b>7,168,714</b>

\*located in Middlesex County or provides direct service to county residents

# Auditors' report on summarized statements

The Board of Directors and Members of United Way of London & Middlesex

The accompanying statement of fund revenue and expenses is derived from the complete financial statements of the United Way of London & Middlesex for the year ended March 31, 2009 on which we expressed an opinion without reservation in our report dated May 4, 2009. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statement.

In our opinion, the accompanying financial statement presents fairly, in all material respects, the results of operations in accordance with the criteria described in the Guideline referred to above.

This summarized financial statement does not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that this statement may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.



**Chartered Accountants, Licensed Public Accountants**  
**May 4, 2009**

# United Way of London & Middlesex

## Statement of fund revenue and expenses year ended March 31, 2009

	Year ended March 31, 2009			March 31, 2008	
	Internally Restricted				
	Operating Fund	Strategic Contingency & Stability Fund	Property/Equipment Fund	Total	Total
	\$	\$	\$	\$	\$
<b>Revenue</b>					
Net donations and grants	8,039,309			8,039,309	7,738,686
Promotional events	5,410			5,410	(19,387)
Investment income	152,406			152,406	262,813
Other income	101,878			101,878	46,938
Gross revenue	8,299,003			8,299,003	8,029,050
<b>Community Investments</b>					
Community fund	5,117,532			5,117,532	4,965,965
Donor directed funds	550,094			550,094	495,914
Strategic investments	810,199	165,565		975,764	789,077
United Way community services	525,324			525,324	507,337
Total investment	7,003,149	165,565		7,168,714	6,758,293
Revenue in excess of community investment	1,295,854	(165,565)		1,130,289	1,270,757
<b>Less</b>					
Fundraising expenses	1,103,222			1,103,222	985,384
United Way of Canada	52,983			52,983	52,983
Administration	240,255			240,255	247,037
Amortization expense			41,551	41,551	49,896
Unrealized loss on investments	582,457			582,457	
	1,978,917		41,551	2,020,468	1,335,300
	(683,063)	(165,565)	(41,551)	(890,179)	(64,543)

A copy of the audited financial statements is available upon request.



**United Way**  
of London & Middlesex

**without you, there would be no way**

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Charitable registration # 119260503 RR 0001