

United Way of London & Middlesex Community investment 2010/11



The largest non-government funder of social services in London and Middlesex County, United Way creates real, lasting change to improve the quality of life of all people in our communities. United Way identifies and understands the root causes of social issues; brings together research, experts and resources; initiates and invests in the most needed and proven programs; and develops leaders and skills to strengthen the non-profit sector.

United Way funding decisions are made through a rigorous review process led by specially trained volunteers - many of whom are United Way donors themselves.

These volunteers are guided by the priorities and criteria set by the Board of Directors and the assessment of agencies and outcomes. Allocation recommendations from the 2010-11 Community fund were also based the following criteria:

- Focus on programs that directly respond to one or more of United Way's 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
- Give special attention to programs that support individuals and families who are dealing with job loss, mental health issues and other family stress as a result of unemployment and/or economic downturn
- Be directed towards originations that have demonstrated (a) successful impact of United Way's 2009-10 investments and (b) a commitment to using outcome evaluation practices

Highlights

Some highlights of this year's allocations process include:

- Increased agency investment through Community Fund
- Increases to 11 organizations
- For the first time in three years, investments include the introduction of a new United Way program, with close to \$40,000 to go towards the Muslim Family Support program, an innovative counseling service through Family Service Thames Valley that provides culturally sensitive supports to Muslim families in London
- Continued commitment to community building efforts



United Way
of London & Middlesex

The following information outlines the \$6,571,419 community investment by United Way of London & Middlesex in 2010/11:

United Way community development

United Way is a leader in understanding the root causes of social issues and bringing together the people and resources to find lasting solutions. We mobilize our community's resources of time, money, expertise and influence to achieve maximum impact for individuals, families and out community as a whole. Community development investments include:

- Initiatives focused on bringing together experts to better understand and address social issues such as family violence, literacy, and cultural diversity
- Community partnerships such as Family Networks – a model unique in Ontario to support high risk families
- Programs focused on developing leaders and skills to strengthen the non-profit sector and our community as a whole, including: Employee Family Assistance Program training, expertise and facilitation, London Life Youth Leadership Programs, Outcome Evaluation Initiative, Union Counselling Program

Total United Way community development	\$731,419
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Strategic initiatives funding

Working to respond to the ever-changing needs of our community, United Way of London & Middlesex provides short-term strategic funding to projects that address new and emerging issues. Strategic initiative funding requests are carefully evaluated by experienced United Way volunteers with support from United Way staff.

Total strategic initiatives funding	\$145,000
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Donor-designated funding

Donors have the opportunity to direct their gift to one or more organizations of their choice. These designations, when directed to United Way-funded agencies, are in addition to the agency allocations listed below.

Total donor-designated funding	\$495,000
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United Way funded agency allocations and other community investments 2010/11

United Way
of London & Middlesex

(c) Denotes agencies that provide United Way funded direct services to Middlesex County residents

Across Languages (c)	36,500
Big Brothers Big Sisters (c)	399,509
Boys' & Girls' Club	431,000
Canadian Hearing Society (c)	75,900
Canadian Mental Health Association (c)	144,584
Canadian National Institute for the Blind (c)	205,000
Changing Ways (c)	183,855
Children's Aid Society (c)	189,205
Community Living London	120,563
Crouch Neighbourhood Resource Centre	114,680
Daya Counselling Centre (c)	89,700
Epilepsy Support Centre (c)	105,000
Family Service Thames Valley (c)	452,930
Glen Cairn Community Resource Centre	164,000
Horton Street Seniors' Centre	72,770
Hospice of London (c)	131,500
John Howard Society (c)	328,213
Learning Disabilities Association (c)	117,000
London & District Distress Centre (c)	137,483
London Coffee House	134,600
London Employment Help Centre (c)	162,800
London Intercommunity Health Centre	83,655
London Occupational Safety & Health (c)	89,066
LUSO Community Services	127,196
Meals on Wheels London	87,250
N'Amerind Friendship Centre	66,096
Ontario March of Dimes (c)	94,785
SARI Therapeutic Riding (c)	40,500
Scouts Canada (c)	15,000
Sexual Assault Centre (c)	68,985
South London Neighbourhood Resource Centre	107,099
Stevenson Children Camp (c)	96,530
Women's Rural Resource Centre (c)	106,546
YMCA	230,000
YOU (c)	190,500

Total United Way-funded agency allocations

\$5,200,000

Total community investment for 2010/11

\$6,571,419