



United Way
of London & Middlesex

United Way creates real, lasting change

Our vision

A community where everyone matters.

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.

Our mission

We mobilize the power of 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 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

United we can.

We have had a terrific and inspiring year at United Way of London & Middlesex. While our staff and board members feel privileged to have the opportunity to contribute to our community, we understand that so much of United Way's success depends on the people of London and Middlesex coming together and working to make our community a place we can be proud of; a community where everyone matters.

This past year has clearly shown us that United we can do so much more than we can alone.

United we can mobilize the power of our community to create lasting change. Despite a very challenging economy and declining campaigns across the country, our Campaign result increased to nearly \$7.7 million and surpassed our goal for an incredible ninth straight year. This tremendous record-setting result is critical in positioning United Way to make a significant impact in our community.

United we can help expand the capacity of social service providers in our community. United Way has provided community partners with three years of outcome evaluation training so we can more effectively measure and report the impact that we have in our community and in people's lives. Measuring our impact will help us focus on getting the best possible results and the best value for the community.

United we can respond to issues and create lasting change in our community. Over the past year, United Way conducted a thorough review of local needs to better understand the best ways to support our community. A community wide survey, ThinkCommunity.ca, was launched to give London and Middlesex residents a voice on the issues that mattered most to them. We also reached out to service-providing agencies and other community leaders, and conducted an extensive literature review.

United we can focus our resources on strategies that address root causes of issues that our community has identified as priorities for United Way: **poverty, mental health, and beginnings & transitions**. These impact areas are a reflection of the input from United Way's many stakeholders and will guide our work in resource development and mobilization of the community to address social issues in London and Middlesex.

United we can create lasting change in our community. In the coming year, "Impact Councils" made up of community members and experts in the field will contribute insight and expertise to the development and implementation of strategies in the three impact areas, and in tracking outcomes on a continuous basis.

United we can create a community where everyone matters. Inspiring people to come together, we have the power to make a real difference, in people's lives and in our community.

United we can.



Sandy Whittall
Chair, Board of Directors



Andrew Lockie
CEO

Volunteers leading the way

United Way is able to create lasting change 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 create a community where everyone matters.

2009/2010 BOARD OF DIRECTORS

Sandy Whittall

Chair
Integrated Vice
President, Mental Health
Services
St. Joseph's Health Care,
London Health Sciences
Centre

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Karen Dalton

Executive
Superintendent of
Operations
Thames Valley District
School Board

Patti Dalton

President, London and
District Labour Council

Keith Gibbons

Past Chair
President, McCormick
Canada

Sameer Hassan

President
ZTR Control Systems

Ann Hutchison

Director, Media
Relations
The University of
Western Ontario

Brian Lessard

Investment Executive
Scotia Private Client
Group

Andrew Lockie*

CEO
United Way of London &
Middlesex

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

Chair, Finance Committee
Partner
KPMG

Phyllis Retty

*Chair, Nominations
Vice Chair, Board of
Directors*
Manager, Compensation
and Talent Solutions
3M Canada Company

Chirag Shah*

Chair, 2009 Campaign
Partner
PricewaterhouseCoopers
LLP

Nawaz Tahir

*Chair, Resource
Development*
Partner
Harrison Pensa

Gary West*

*Chair, Planning &
Allocations Committee*
Royal Bank Financial
Group, retired

Joe Wilson

Constituency Assistant
to Member of Parliament
Irene Mathysen

***ex officio/non-voting**

2009 UNITED WAY CAMPAIGN CABINET

Chirag Shah

Chair
Partner
PricewaterhouseCoopers
LLP

John S. Black

Vice Chair, Labour
Recording Secretary
CPP, EI, WSIB, Advocate
CAW - Local 27

>>>>

Lori Atkinson

Site Director
Stream Global Services

Cindy Cossar-Jones

President
Canadian Union of
Public Employees - Local
101

Ian T. Dantzer

Managing Partner
Lerners LLP, Barristers &
Solicitors

Wilma de Rond

Director
London District Catholic
School Board

Chief Murray Faulkner

Chief of Police
London Police Services

Joyce C. Garnett

University Librarian
Western Libraries
The University of
Western Ontario

Elaine Gibson

Vice President
Complex, Specialty
Aging and Rehabilitative
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

Andrew Lockie*

CEO
United Way of London &
Middlesex

Larry Myny

Vice President &
Investment Advisor
CIBC Wood Gundy

Kathy Parker

Chief Operating Officer
CultureWorks Inc

Barbara Patterson*

Associate Director,
Campaign
United Way of London &
Middlesex

Howard W. Rundle

President
Fanshawe College

Peter Sherriff

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

Heather Wade

Director, Production &
Delivery
General Dynamics Land
Systems-Canada

***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 supported the Campaign and Campaign Cabinet. These dedicated people spent countless hours raising awareness and funds for United Way.

Mobilizing resources

Thank you to the following volunteer committees who help United Way mobilize resources that create lasting change and fund special initiatives.

2009 LEADERSHIP GIVING COMMITTEE

Murray Faulkner, Chair

David Blackwell
Al Campbell
Cathy Forster
Corrie Gicante
Pat McNally
Ron McRae
Carol Stephenson
David Thompson
Paul Way
Gerry Wheaton

2009 MAJOR GIFTS COMMITTEE

Joyce C. Garnett, Chair

Dawn Butler
Helen Connell
Susan Fullerton
Keith Gibbons
Chuck Hounsell
Brian Lessard
John Leitch
Gary West

2009 WOMEN & PHILANTHROPY COMMITTEE

Sandy Whittall, Chair

Linda Grant
Rosita Johnson
Laurie Lashbrook
JoAnn Lovell-Kristoferson
Marjie Macoun
Phyllis Retty

2009/2010 PLANNING AND ALLOCATIONS COMMITTEE

Gary West
Chair
 Retired
 Royal Bank of Canada

John McWilliam
 Intellectual Property
 Officer
 GDLS Canada

Jeff Hodgins
Vice Chair
 Manager, Construction &
 Maintenance Support
 Union Gas Limited

Carol Stevenson
 Letter Carrier
 Canada Post

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Janet Grantham
 CEO
 Sydenham Community
 Credit Union (Strathroy)

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

***ex officio/non-voting**

Eveline Gurnham
 Sales Representative
 Royal LePage Triland
 Realty

* A special thank you to the additional 30 volunteers who sat on the Citizen Review Panels. These volunteers spent countless hours doing extensive reviews of funding submissions, meeting with agencies and making informed recommendations to the Planning and Allocations Committee.

Carl Hallberg
 Commercial Account
 Manager
 BMO Bank of Montreal

Shelina Kassam
 Educational consultant
 PhD Student
 University of Toronto

Lorraine Kelly
 Homemaker

Waltraud Knott
 CPRI
 OPSEU Local 112

Andrew Lockie*
 CEO
 United Way of
 London & Middlesex



ThinkCommunity.ca

An example of innovation and engagement

United Way makes it our business to understand our community. So in 2009 when we set about to consult with local residents, donors, and service providers, we wanted to make sure that everyone had a chance to have their voice heard. Working in partnership with Echidna Solutions, Web.i.sodes, the London Public Library, the Middlesex County Library, the City of London and the University of Western Ontario, United Way's ThinkCommunity.ca mobilized over \$10,000 of free resources to help us reach out.

Through an on-line survey and 18 community kiosks, local residents helped us to understand what really matters in our community. And the icing on the cake? We were awarded the International Association of Business Communicators (IABC) Virtuoso Award of Excellence in the Electronic and Online Communications category.

Outcome Evaluation Initiative

United Way is a leader in developing leaders and skills in the non-profit sector. We do this to strengthen the sector, and our community, as a whole. The Outcome Evaluation Initiative is an example of United Way's efforts in this regard.

Led by United Way, the Outcome Evaluation Initiative was a partnership of United Way, Ontario Trillium Foundation, City of London and London Community Foundation. The goal of the initiative was to help non-profit organizations within London and Middlesex County – including United Way of London & Middlesex itself - to better identify and evaluate their own programs' outcomes or results, measure the impact these programs have on people and the community and effectively communicate the results and impact to funders and the community at large. While the initial three year phase of the initiative ended on March 31, 2010, United Way will continue its commitment to building agency capacity in this area.

Over 150 agency representatives took part in this free training.

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.

2009/2010 GRADUATES (LEVEL 1) }

Dan Andre
CUPE Local 7575 -
TVDSB

Brianne Baker
Kellogg Canada Inc.

Scott Balazs
CAW 27

Tony Biviano
CAW 27

Lorna Bulgin
OPSEU Local 102

Ela Cabala
PSAC Local 268

Lisa Duggan
LIUNA 1059

Roy Forget
UWOSA

Kevin Hanna
CAW 636

Jeff Hare
BCTGM 154

Janice Harvey
CUPE Local 7575 -
TVDSB

Vicky Kielesinski
CUPE Local 7575 -
TVDSB

Jeannette LeBlanc
LIUNA 1059

Leo Linkiewicz
BCTGM 154

Dana Lowry
UWOSA

Stephanie Macleod
UWOSA

Janice Mills
CAW 27

Jen Rutledge
BCTGM 154

Heather Skolly
CUPE Local 7575 -
TVDSB

Jennifer Skolly
CUPE Local 7575 -
TVDSB

Steffani Stallaert
LIUNA 1059

Marilyn Triano
LIUNA 1059

Fred Van Beest
CUPE Local 7575 -
TVDSB

Nicole Vanacker
CUPE Local 7575 -
TVDSB

Mary Van de Ven
UWOSA

Brenda Wakabayashi
CUPE Local 7575 -
TVDSB

Angie Welsh
CUPE Local 7575 -
TVDSB

Pat Wilson
CUPE Local 7575 -
TVDSB

Ken Zess
Kellogg Canada Inc.

2009/2010 GRADUATES (LEVEL 2) }

Michael Anderson
CAW 1520

Michael Davis
CUPE 101

Alicia Front
CAW 27

Graham Kipling
CAW 1520

Carlo Mastrogiuseppe
LIUNA 1059

Maria McFadden
CAW 27

Irena Nowicki
LIUNA 1059

Philip DaSilva
LIUNA 1059

2009 Labour Appreciation Awards

Each year at our Labour Appreciation Awards, United Way and our labour partners recognize outstanding volunteers with workplaces who contribute so much to United Way and to their community. We congratulate and thank all of the 2009 award recipients.

2009 VOLUNTEER AWARDS }

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

Cindy Aquilina

Canadian Auto Workers
Local 1520
Ford Motor Company of
Canada

Laura O'Brien Fagnoli

Ontario Public Service
Employees Union 144
Vanier Children's
Services

Mark Mooney

Ontario English Catholic
Teachers' Association
London District Catholic
School Board

Ingrid Gillies

Ontario Public Service
Employees Union
Ministry of
Transportation

Jackie Henry

London Police
Association
London Police Services

Dianna Cooper

Ontario Nurses'
Association
Middlesex Hospital
Alliance

Lorraine Green-Speiran

Canadian Union of
Public Employees
Canada Post

Antoinette Martin

The University of
Western Ontario Staff
Association
University of Western
Ontario

Marilyn Robinson

Ontario Public Service
Employees Union 109
Fanshawe College

Donna Thompson

Canadian Auto Workers
Local 27
General Dynamics Land
Systems

Donna Robinson

Ontario Secondary
School Teachers
Federation
Thames Valley District
School Board

Rebecca Ruddy

Canadian Union of
Public Employees
City of London

Images of Hope

The Images of Hope award recognizes exceptional volunteer service not only with United Way, but throughout the community.

CAW Local 1520

CAW Local 1520 has a long history with the United Ways of London & Middlesex and Elgin-St. Thomas.

In 1982, Local 1520 started their first United Way workplace campaign raising more than \$87,000. Over the years their workplace campaigns have continued to grow reaching a high of \$611,000 in 2005.

Local 1520 members and leadership have always shown they care about the communities they live in. Whenever there is need, CAW Local 1520 leadership has always decided how best to be involved and provide help - one of the best ways was through United Way.



2009 SPONSORED EMPLOYEES



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 700 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:

Teresa Arnsby Weaver

Fanshawe College
OPSEU

Kerry Blackwell

St. Joseph's Health Care

Jim Braddon

McCormick Canada

Teresa Brudnicki

Canada Revenue Agency
PIPSC

Gemma Cervoni

Canada Revenue Agency
UTE & PSAC

Heather Emmons

TD Canada Trust

Monica Fleck

Ministry of
Transportation Ontario
AMAPCEO

Randy Freedy

3M Canada Company

Simon Goodwin

Sykes Assistance
Services Corp

LaVonne Haynes

Stream Global Services

Bruce Hoskins

General Dynamics Land
Systems-Canada
CAW Local 66

Alex Kulczycki

The University of
Western Ontario
UWOSA

Teresa Loucks

City of London
CUPE Local 101

Lindsay Manz

London Health Sciences
Foundation

Ian Norman

Kellogg Canada Inc.
BCTGM-Local 154G

Diane Perkins

CAMI Automotive Inc.
CAW Local 88

Gillian Webster

Child and Parent
Resource Institute
OPSEU



Local Immigration Partnership

Close to 20% of all London residents are immigrants. In 2009, United Way entered into an exciting new phase of its work to support immigrant individuals and their families who have chosen to make their home in London and Middlesex County.

The London & Middlesex Local Immigration Partnership, or LMLIP, is a partnership between United Way, Citizenship and Immigration Canada, the City of London, the University of Western Ontario and more than 200 individuals in our community, all of whom are committed to welcoming immigrants. The intent of the LMLIP is to develop and implement strategies that will help increase access to all services for immigrants, and help to make London and Middlesex a great place for everyone to live.

2009 saw the establishment of the LMLIP Council (pictured), co-chaired by United Way and the City of London. The Council and its community partners have been developing a community plan on immigrants, focusing on areas such as immigrant education, employment, health and well-being, inclusion and civic engagement, justice and protection, and settlement. Together, this work provides a comprehensive understanding of how immigrants can have access to the supports they need to be successful and for our community as a whole to ensure that we are inclusive and respectful of the rich diversity that immigrants offer.

Engaging our youth and young adults

United Way has a long and proud tradition of working with youth and young adults to build the next generation of community leaders. Thanks to the generous support of London Life, this year alone:

- We worked with 14 Youth in Action volunteers to fund 32 youth-led projects
- 17 Young Leaders of Tomorrow participants experienced Board leadership first-hand at one of 17 community agencies, and had the chance to learn important leadership skills from 10 volunteer trainers.

Find out more online at www.uwlondon.on.ca



In 2009-10, United Way conducted a review of its youth leadership programs, *Youth in Action* and *Young Leaders of Tomorrow*. After over ten years, we wanted to make sure that the intent and delivery of these programs meet the needs of our community and the youth participants. We are delighted to confirm that these programs will continue in the fall. Thanks to our sponsor, London Life, for their tremendous support of this work!

As part of our goal to engage our community in new ways, this year United Way was proud to launch GenNext. Led by a group of dedicated volunteers, GenNext wants to mobilize individuals in their 20s and 30s in our community through awareness, involvement, and giving. At our launch event on October 14, 2009, London and Middlesex GenNexters were inspired to play their part in making this a community where everyone matters. From serving Christmas dinner to low-income children to planning the first ever Timeraiser event, GenNexters found out that there are lots of ways to make a difference in our community.

Find out more about GenNext and our partners online at www.gennextuw.ca.

Investing in our community

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 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.

* located in Middlesex County or provides direct service to count residents

2009/2010
APRIL 1, 2009 – MARCH 31, 2010

Across Languages*	36,500	South London Neighbourhood Resource Centre	107,099
Big Brothers Big Sisters*	399,509	Stevenson Children's Camp*	96,530
Boys' & Girls' Club	431,000	Women's Rural Resource Centre*	106,546
Canadian Hearing Society*	75,900	YMCA of Western Ontario	230,000
Canadian Mental Health Association*	144,584	YOU*	190,500
Canadian National Institute for the Blind*	205,000	<hr/>	
Changing Ways*	183,855	Total United Way-funded agency allocations	\$5,200,000
Children's Aid Society*	189,205	<hr/>	
Community Living London	120,563	Donor directed funds	444,062
Crouch Neighbourhood Resource Centre	114,680	<hr/>	
Daya Counselling Centre*	89,700	Strategic investments and special projects	858,286
Epilepsy Support Centre*	105,000	Caring for Others	
Family Service Thames Valley*	452,930	Child & Youth Network	
Glen Cairn Community Resource Centre	164,000	Family Networks	
Horton Street Seniors' Centre	72,770	GenNext	
Hospice of London*	131,500	Help Yourself Through Hard Times	
John Howard Society*	328,213	Literacy in London & Middlesex	
Learning Disabilities Association*	117,000	London Life Youth Leadership Programs	
London & District Distress Centre*	137,483	London & Middlesex Immigration	
London Coffee House	134,600	Partnership	
London Employment Help Centre*	162,800	Mergers & Strategic Partnerships	
London Intercommunity Health Centre	83,655	Muslim Family Support Service	
London Occupational Safety & Health*	89,066	My Sister's Place	
LUSO Community Services	127,196	New Beginnings Loan Fund	
Meals on Wheels London	87,250	Outcome Evaluation Initiative	
N'Amerind Friendship Centre	66,096	Pillar Nonprofit Network	
Ontario March of Dimes*	94,785	<hr/>	
SARI Therapeutic Riding*	40,500	United Way Community Services	736,948
Scouts Canada*	15,000	<hr/>	
Sexual Assault Centre*	68,985	TOTAL COMMUNITY INVESTMENT	
		7,239,296	

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 and Middlesex for the year ended March 31, 2010 on which we expressed an opinion without reservation in our report dated April 30, 2010. 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



United Way of London & Middlesex

Statement of fund revenue and expenses - year ended March 31, 2010



United Way
of London & Middlesex

	Operations Fund	Internally Restricted		2010	2009
		Strategic, Contingency & Stability Fund	Property/Equipment Fund	Total	Total
	\$	\$	\$	\$	\$
Revenue					
Net donations and grants	8,559,496	-	-	8,559,496	8,041,737
Investment income	124,933	-	-	124,933	152,406
Unrealized gain (loss) on investments	316,397	-	-	316,397	(582,457)
Promotional events revenue	-	-	-	-	5,410
Other income	123,332	-	-	123,332	102,386
Gross revenue	9,124,158	-	-	9,124,158	7,719,482
Community investments					
Community Fund	5,200,000	-	-	5,200,00	5,132,333
Donor Directed Funds	444,062	-	-	444,062	550,094
Strategic investments	723,967	134,319	-	858,286	975,764
United Way community services	736,948	-	-	736,948	609,413
Total investment	7,104,977	134,319	-	7,239,296	7,267,604
Revenue (expenses) in excess of community investments	2,019,181	(134,319)	-	1,884,862	451,878
Less:					
Fundraising expenses	1,214,567	-	-	1,214,567	1,394,103
United Way of Canada	52,983	-	-	52,983	52,983
Amortization expense	-	-	45,809	45,809	41,551
	1,267,550	-	45,809	1,313,359	1,488,637
	751,631	(134,319)	(45,809)	571,503	(1,036,759)

We mobilize the power
of our community to
create lasting change.



United Way
of London & Middlesex

without you, there would be no way

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unitedway@uwlondon.on.ca | www.uwlondon.on.ca

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