



2019/20
REPORT TO THE
COMMUNITY

in this together

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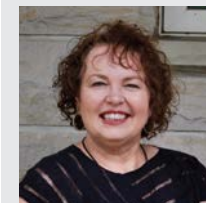
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United Way
Oxford

a message to our community

show your local love



**KELLY
GILSON**
Executive Director
United Way Oxford



**GISELLE
LUTFALLAH**
Board President
United Way Oxford

United Way Oxford had another productive year that was full of new opportunities, new relationships and new ways in which to support our community. From the continuation of deeper community conversations to another record-setting campaign year, we continued to embrace the positive and look to enhance and expand how we work. Whether we are continuing to serve through existing services such as Supplies4Students, or embracing new programs such as Circles, our Board and staff are committed to providing resources and financial investments to ensure that local partnerships are

ready and able to work together to make a difference in our community.

Following many community conversations from the previous year, our team of staff and volunteers finished up conversations and went to work on theming. Those themes help us ensure that we truly understand what matters to people in our community; we can use that information to help formulize our new investment strategies and how we can support the best initiatives to meet their needs. As we understand what matters, and what barriers people face as they strive for a better life, we can ensure that our funding investments are well placed. This information guides our volunteers as we move forward. We are so grateful to those many individuals who shared, and to our volunteers who were willing to to include that information as part of their decision making process. When Expert and Public Knowledge come together we have a much better chance of realizing the change that we aspire to.

We continued on the theme of “Show Your Local Love” and so many in our community did! From our donors,

partners, volunteers, labour groups, workplaces, businesses, media and community champions, we felt your love and are grateful for the support. Because of you, we were able invest in services to assist local citizens and create a better future. Our investments change lives by helping to move people out of poverty, by building strong and healthy communities and making sure that all of our kids have what they need to thrive as they grow.

As the 2019-2020 year comes to an end it is suddenly clear that we are entering an unknown world and uncharted territory. While we, like everyone else, do not know what the coming weeks and months will bring, we can guarantee that we will work to the best of our ability to guarantee that help is available for those in our community who need help. We will revise plans and budgets and adapt investments as required to best meet the needs of those most vulnerable. Together, we will continue to ensure that Oxford County can be a strong and healthy community for all.

100% local...always!

our campaign chair



LESLIE FARRELL
Campaign Chair
United Way Oxford

It has been such an honour to have been the United Way Oxford Campaign Chair for the past 3 years. Time really does fly when you are having fun!!! This role has been so rewarding and I am grateful for the experience. I was constantly learning from the people that I had the pleasure to meet and now believe that I have a much deeper understanding of my community from a variety of perspectives.

Not only did I have the pleasure to work with an amazing staff and volunteer team to fundraise, but I was able to actually see the impact of those dollars at work. I visited many of the funded partners to learn

about their programs and services and I met recipients who spoke about the positive difference the United Way investments made in their lives. And through my role as a United Way Oxford Board Member, I know exactly how the money is used, I know that there is strong oversight and commitment to accountability and transparency and I know what strong governance guides the organization. I really am honoured to be a part of it.

I would like to personally thank The Power Garage, the title sponsor of our new Toys For Big Boys fundraiser and each of the sponsors and vendors who jumped in to support a pilot event. We had a small but mighty volunteer committee and, together, we pulled off a hugely successful event. It was entertaining, fun, engaging, and delicious all while raising a lot of money for United Way. For those of you who bought tickets and joined in the fun – thank you as well. We can’t wait to see what the future holds as we build to grow this fundraiser.

Last, but certainly not least, thank you to every single person, company, labour group, or organization that contributed to our 2019 Campaign. We appreciate your belief in our work and your willingness to contribute towards it. Your generosity is helping us change lives – thank you!



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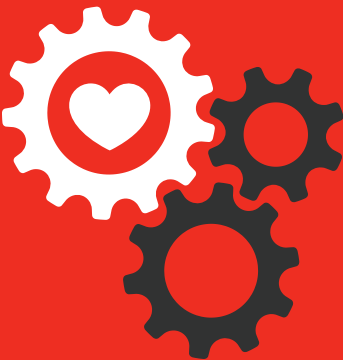




LAURA GLENNEY
Community Impact
Committee Chair

our

THANKS TO THE INCREDIBLE SUPPORT OF 25+ LOCAL VOLUNTEERS WITH DIVERSE KNOWLEDGE, SKILLS, EXPERIENCES AND PROFESSIONAL BACKGROUNDS, WE ARE ABLE TO REVIEW FUNDING APPLICATIONS IN AN OPEN, TRANSPARENT AND ACCOUNTABLE MANNER.



United Way Oxford is committed to making wise investment decisions with the dollars that donors entrust to us. The agencies, services and projects that we commit to fit within our identified strategies and are targeted to areas that matter most for our community. And we know that because United Way staff and volunteers spend time meeting with people and listening to their stories and learning from their lived experience. Those important voices help guide our work as we look to address immediate needs while also considering the root causes.

Thanks to the incredible support of 25+ local volunteers with diverse knowledge, skills, experiences and professional backgrounds, we are able to review funding applications in an open, transparent and accountable manner. Decisions are never easy, but they are rewarding and inspiring as we know that they matter and that people's lives will be better because of our investments. Volunteers committed many evenings to not only review applications, but also to meet together as members of our Community Impact Investment Council to develop common questions and then follow up with agency interviews. The process takes a few months to ensure that it is thorough and provides the best

outcomes for our community.

In addition time and energy was spent updating our guiding Community Narratives based on our Community Conversations. This is on-going work because as we learn more from community members we can deepen our strategies. This process helps us plan for the future as it gives us the tools to narrow our investments. These enhanced strategies and narratives also help our community partners as it provides a current lens on what social conditions are impacting our local citizens. We all benefit and grow when we can ground our efforts in our local situation and learn to communicate and collaborate more.

As the new Chair of the Community Impact Investment Council I look forward to on-going learning, engaging and connecting with volunteers and community members to further enhance our work. United Way will continue to focus our efforts so that we can invest, collaborate, support, mobilize, advocate and partner to best meet the needs of Oxford County residents. In this way, we all work together in the community to show our local care and concern.

impact

United Way strategically invests in programs and initiatives that focus on underlying causes to create lasting change. We research and understand the social issues in our community - working with agencies, donors, volunteers and partners to fund programs that have deep, lasting impact and address the root causes of issues. A single donation to United Way Oxford means you are helping 14+ local organizations and numerous collaborations, to create hope and possibility for the 110,000 people living in our community. When you give to United Way, you are changing local lives!



Helping meet basic needs in a dignified manner, to strengthen employment readiness by addressing and removing barriers. Addressing root causes and supporting people as they transition from a life of poverty to one of possibility.



Nurturing children and youth by strengthening resiliency, self-esteem and a sense of belonging to create positive change that will last a lifetime.



Supporting mental health and reducing addictions through accessible, client-centered services. Working to inform the community and raise awareness, empower people to have a voice and create welcoming spaces for us all.

a report from our treasurer



DAVE HEWITT
Treasurer
United Way Oxford

It has been my pleasure to once again serve in the role of Treasurer for 2019/20. As we know, financial oversight is a critical responsibility of a Board of Directors and it is a responsibility that we take seriously. Through the hands-on support of our Finance Committee, our Board is committed to ensuring strong financial

oversight, transparency, efficiency, controlled expenditures, prudent investments, and appropriate long-term planning. We are honoured to have the trust and support of so many donors, and we are committed to maintaining the highest standard of stewardship. Our promise is that those dollars will be invested wisely and monitored for impact. We are proud to say that our fundraising and administrative costs are approximately half of what the Canadian Revenue Agency (CRA) mandates; that is possible because of the commitment of many volunteers who help us keep our expenditures low. Our community is fortunate to have so

many dedicated people who want to help others. We encourage all donors to be informed and educated about their investments and recommend that they visit the CRA website under Charities Listings as well as our own www.unitedwayoxford.ca for accurate, legitimate information.

I would like to thank the Members of the Finance Committee, the Board of Directors and the staff for their guidance, support and commitment to this organization. And to all of the individual donors who trust us with their charitable dollars, thank you. We strive to use them prudently to benefit Oxford County.



I BELIEVE IN MY COMMUNITY AND IN INVESTING IN OPPORTUNITIES TO MAKE IT EVEN BETTER. BY MAKING THIS COMMITMENT TO UNITED WAY, I KNOW THAT DOLLARS WILL BE LEVERAGED AND MAXIMIZED TO HELP OTHERS THROUGHOUT OXFORD.

leadership challenge grant

The Leadership Challenge Grant was launched in 2017 through the generosity and guidance of Dennis and Joan Vollmershausen. The grant is a commitment of funds sponsored by individuals and/or companies each year to match all new donations at the leadership level of \$1,200 or more, as well as any year-over-year increase from existing leadership donors. The grant is a powerful motivator that encourages new and recurring donors to double the impact of their

investment locally. Leadership giving is a United Way Oxford program that identifies and personally recognizes individuals who make annual gifts of \$1,200 to \$25,000. These generous gifts provide hope and opportunities for children, youth, individuals and families throughout our community.

Thank you to the Dr. Leonard Reeves Foundation and other community leaders who invested with us to continue this program during our 2019 Campaign.

"I believe in my community and in investing in opportunities to make it even better. By making this commitment to United Way, I know that dollars will be leveraged and maximized to help others throughout Oxford. Please join me and together, we can double our impact in the community".

This generosity has created an opportunity to inspire donors and to deepen the impact of our work in the community.

investing for impact

We comply with United Way Centraide’s Transparency, Accountability and Reporting(TAFR) standards.

Our latest Canada Revenue Agency annual T3010 registered charity disclosure is available at: www.canada.ca

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 from every dollar goes directly to benefit our community.

Every year, hundreds of volunteers come together to raise funds for services that benefit their family, friends and neighbours.

SUMMARY STATEMENT OF OPERATIONS

	2020 (\$)	2019 (\$)
REVENUE:		
Campaign Revenue	1,191,161	1,188,524
Designations from other United Ways	19,833	50,596
Pledge Loss	(85,731)	(45,000)
Grants, Sponsorships and Other Income	113,736	70,778
Investments	348	22,441
	1,239,347	1,287,339
EXPENSES:		
Fundraising Expense		
Campaign Cost	215,802	168,213
Allocation of Management & Administration Costs	55,475	55,319
	271,277	223,532
Distribution and Community Programs and Service Expenses		
Allocations to Agencies	597,160	591,752
Allocation to Community Initiative Fund/Community Services	87,447	56,768
Donor Directed Designations	68,876	67,315
Other Program Costs	301,268	278,797
Allocation of Management & Administration Costs	60,097	59,929
	1,114,848	1,054,561
EXCESS (DEFICIENCY) REVENUE OVER EXPENSES	(146,778)	9,246

Our 2019/20 Audited Financial Statements are available on our website at www.unitedwayoxford.ca/reports/ or by contacting our office at 519-539-3851.

With your support,

UNITED WAY PILLAR - ALL THAT KIDS CAN BE
15,305 youth accessed a United Way funded program in 2019.

UNITED WAY PILLAR - POVERTY TO POSSIBILITY
341 Individuals accessed programs and supports to secure and maintain safe and affordable housing in Oxford.

UNITED WAY PILLAR - BUILDING STRONG COMMUNITIES
Over 2,900 visits were made to the Canadian Mental Health Association’s programs across Oxford County to receive access to timely and vital mental health supports.

TOTAL LIVES DIRECTLY IMPACTED BY UNITED WAY – 20,881
1 in 5 people across Oxford County participate in programs and with organizations that are support by United Way Oxford. These supports will be able to help these individuals and families get through the challenges they are currently facing in order to set the path for a better tomorrow.

VOLUNTEER HOURS
It truly takes a community to create change. In 2019, 504 volunteers gave 4,986 hours of their time and talents to support United Way Oxford and our mission to create stronger supports for everyone across Oxford County.

GOVERNING HOURS
Did you know that our Board of Directors and Finance Committee meet monthly to oversee and review financial responsibilities of United Way Oxford? Together, 20 incredible, local volunteers gave 785 hours in time and talent to help responsibly govern us through the last year.

IMPACT INVESTMENT COUNCIL
Community Impact is a key part of the work being done here at United Way Oxford. We have 32 Impact Council volunteers who meet with various agencies and community members to gather data on the needs of our community. This data allows us to invest the dollars where they are needed most. Together last year, these volunteers donated a total of 1, 024 hours to make strategic investment decisions to best meet local needs!

BOARD OF DIRECTORS
Our incredible United Way Oxford Board Members are dedicated to the very important work being done in our local community. Between our 15 volunteer Board Members, they donated a total of 725 hours of their time last year. Now that’s what we call Local Love!

FINANCE COMMITTEE
5 local volunteers gave 60 hours last year to assist with financial oversight for United Way Oxford ensuring accountability and transparency to our donors and community.

WOMEN UNITED – TAMPON TUESDAY
By hosting a social networking event that invites businesses and community members together, participants were able to donate over 1,150 boxes of feminine hygiene products that were then delivered to the local shelter, food banks and numerous other organizations that work closely with vulnerable people.

our sponsors

United Way Oxford would like to thank the following companies, labour groups, organizations, foundations and partners for their generous title sponsorship support in 2019.



MARKETING MATERIAL AND PROFESSIONAL SUPPORT

104.7 Heart FM
Forvan Technology Services Inc.
Guarantee Company of North America
Jenna Graham Photography
Lindsay Wells Photography
Oxford County
RBC Dominion Securities
Red Barn Design Inc.

SUPPORTING EVENT & INITIATIVE SPONSORS

Allen Building Centre
Bulk Barn
C&D Lanes
Calvary Church Woodstock
Can-Tario Brick & Stone
Cathy Bingham Photography
City of Woodstock
Cowan Insurance Group
Craigowan Golf Club
Cycle One
Dairy Farmers of Ontario
Dr.Bonnett Cosmetic Care
Easy Way

Eccentrics with Ashley Farrar
Eddycrest Furniture
Enbridge Gas
Epicure with Shannon McLean
Extreme Marine
Fanshawe College
Food Basics
Fusion Youth Centre
Gardenia Spa
Giant Tiger Woodstock
Goodlife Fitness Woodstock
Home Depot
Hope Media
Ingersoll Rent-All Inc
Investment Planning Council
Steelcraft
Kelseys Original Roadhouse Woodstock
Leons
Lyndon Fish Hatcheries
Oxford Occasions
Oxford Source for Sports
Paninos
Plant Inspired Kitchen
Premier Equipment
Robert Q Travel Woodstock
Hair at Home with Samantha

Van Der Woude
Scott's No Frills
Shoppers Drug Mart
Sleeman Breweries
Staples
Stephanie's Day Spa
Theatre Woodstock
Tom Hamulecki, Auctioneer
Total Rental
Unifor Local 88
Unifor Local 636
Upper Thames Brewing Company
Uvalux
Vance Construction
Van Wees Mostly Roses
VON Sakura House
Wells' Greenhouse
Woodstock & District Community Complex
YMCA Woodstock

our people



BOARD OF DIRECTORS

FRONT ROW – Dale Flynn Jr., Dave Hewitt, Linda Leyten
MIDDLE ROW – Rod Potgieter, Giselle Lutfallah, Elizabeth Schell, Laura Glenney
BACK ROW – Shauna Pow, Monte Shillington, Leslie Farrell, Derek Kidnie, Marilyn Price, Soraya Abud Benevides
MISSING: Katie Higginbottom



2019 Wes Magill Award

The Wes Magill award pays tribute to Mr. Magill’s commitment and desire to build a stronger community by bringing people together to create positive change. He believed that United Way was the organization to do just that. In honour of his legacy, United Way Oxford established the annual award in 1980 and is proud to recognize an individual, company or organization that encompasses his spirit and commitment.

United Way was pleased to recognize Pow Engineering and their employees as the 40th Wes Magill Award recipient. They, both individually and corporately, have been long-time supporters of United Way and quiet champions who are always willing to help

From corporate support, sponsorships and commitment to a workplace campaign to volunteerism, Board and committee participation, the team at Pow Engineering is actively involved to

ensure that United Way Oxford has the leadership and resources required to achieve positive impact and help those in need across our community.

Please join the Magill Family and United Way Oxford in congratulating Pow Engineering and their Employees for all that they do to support United Way and for their commitment to building a healthier Oxford County for everyone.

2019

sponsored employee



ALICIA ROSS
2019 Sponsored
Employee

The sponsored Employee Program is a unique professional development opportunity in which a company loans an employee to United Way Oxford for a 16 week period during our annual fall campaign. With training in fundraising techniques and the support of United Way staff, the sponsored employee assists in every aspect of our community efforts. With guidance, participants provide individualized support to over 150 workplace campaigns in Oxford County, helping to keep costs low. In 2019, United Way Oxford was given the opportunity to work with Alicia Ross from Toyota Motor Manufacturing Canada. Alicia was instrumental in the success of our campaign. She assisted with special events, such as planning the December Online Auction, participated in presentations, provided support to our workplace champions and clocked thousands of kilometers as she travelled throughout the county.

"Providing Team Members with opportunities for personal growth is in TMMC vision statement. The Sponsored Employee position is an excellent example of the opportunities they provide. When I started my

16-week Sponsored Employee position with United Way Oxford I was fully aware of the amazing professional development opportunity it was. It provided me with an opportunity to learn things I would not see working in the weld shop. I was not prepared for the personal development that would occur. Being born and raised in Oxford County I had no idea the issues some of the residents of our community faced. This position forced me out of my comfort zone and really opened my eyes. United Way Oxford is so much more than just a fundraiser, it is a vital part of our community. I am so grateful to TMMC and United Way Oxford for allowing me to be a part of the 2019 campaign".

Thank you to Toyota Motor Manufacturing Canada for providing us this incredible opportunity to work with, and get to know, Alicia.

women united

creating social change

Women United brings together like-minded women who want to use their skills, talents and resources to contribute to their community in a significant way, to lead by example and to show their local love. Women United Members learn from local experts about issues and needs in our community and how, through hundreds of hours of research and review, dollars are invested to create social change and provide hope to those who need it most. Although this is a new initiative for United Way Oxford, it has been an emerging program in North American United Ways since 2002. Since then, there have been over 70,000 women in over 165 communities who have raised and invested more than \$1.7 billion through Women United. Now it's our opportunity to offer this meaningful platform to women in Oxford County - to join their ranks and help women and children here at home.

This year's Women United Chair was Kelli Koopman, owner of Ellis Glass & Mirror. "I know that there is power in women coming together to create social change and to make our community stronger. We can build others up through support, investment, opportunities and hope. I am excited to play a part in the launch of Women United," said Kelli. Through Leadership giving, Women United Members are showing their local love and targeting investments to ensure that women and children across Oxford County have support when then need it most, and opportunities for a better future.

For more information or to find out how you can get involved, please reach out to Amanda Kreiger at (519) 539-3851 x313 or amanda@unitedwayoxford.ca.



show your local love

