



United Way
Oxford

2020-2021 REPORT TO THE COMMUNITY

united in
local love



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United Way
Oxford

♥ A MESSAGE TO OUR COMMUNITY

This past year has certainly been unlike any other! And throughout it all, our Board and Staff have marveled at the support, generosity and care that our Oxford community has shown. United Way Oxford works to build a strong and healthy community for all - never was our role more important than throughout this last year. We invested in services, we supported agencies, we volunteered with food and supply deliveries, we fundraised, we connected groups, we leveraged opportunities, we helped with funding applications, we resourced community tables, we campaigned, we shared information, and we built awareness around local social issues...and we did that virtually! We are thankful for everyone who supported our efforts as we could not have done our work without you.

In April 2020 our Board and Staff members were trying to navigate our way through uncharted territory. While we didn't know what the future would hold, we knew that our work would matter more than ever. We were steadfast in honouring our recently confirmed financial obligations to our funded partners; as long as they were still able to deliver their vital services we would be there for them. We quickly established a 'Local Love in a Global Crisis' Fund to help address urgent needs. We committed to increasing our assistance and financial support to expanded community groups, ensuring flexibility and a willingness to adapt as required. And last, but not least, we were focused on maintaining financial stability, accountability, stewardship and best future-forward planning. Now, in March of 2021, we are incredibly proud of how those values and priorities guided us in our community work.

In addition to our own record level of funding investments, we received an additional \$497,212 from the Government of Canada to support those most negatively impacted by COVID-19. We are grateful for their rapid response to an urgent need and for their trust and belief in United Ways, and our deep knowledge and connections in our local communities. We must also thank our amazing volunteers who provided many hours to quickly review and respond to funding requests to help ensure that we invested all of our COVID-related dollars where they were most needed across Oxford County. Those additional funding dollars made a HUGE impact in our community. The New Horizons Funding assisted 2169 seniors with 12,000 interactions of support provided by 5 Oxford County Seniors Organizations. The Emergency Community Support Fund allowed us to fund 16 agencies as they provided 21 different programs to 4,697 individuals and families across Oxford County through 41,650 unique interactions. When people needed help, United Way and our community partners were ready, willing and able to lend a hand.

We will continue to work with partners and community leaders as we enter into a new stage of strategic planning that will position the United Way Oxford County to respond efficiently and effectively to a post pandemic world and to meet the needs of Oxford County's most vulnerable residents.

Thank you for being a part of our community efforts – it is much appreciated. Be well!



ROD POTGIETER
Board President

KELLY GILSON
Executive Director



OUR CAMPAIGN CHAIR

I was so excited to be asked to Chair United Way Oxford's 2020 Campaign and I was looking forward to getting to meet people across Oxford. Unfortunately, COVID made getting out and meeting people – generous individuals, corporate donors, engaged workplace employees, Labour groups, agency partners and recipients of service much more challenging. At the same time, it was heartwarming to see how people adapted to run campaigns and how many people dug a little deeper than ever before knowing that too many folks in our community needed extra support. That speaks to the type of community that Oxford is and how kind, caring and giving the residents are; people truly showed their Local Love!

With a record breaking campaign achievement, the Community Impact staff and volunteers were able to make significant investments in both our long term funded agency partners as well as those that were adapting to meet changing local needs. In my professional life I see the struggles far too many individuals and families face, and know that a helping hand can make the difference. I am also a long time United Way Oxford volunteer, having spent 6 years on the Board of Directors and 20+ as part of the Impact Investment Council, I know how well those campaign dollars are used to help our community members and I am proud to be a part of the accountable and responsible stewardship process.



Thank you to everyone who supported our efforts last year and for your belief in the important role that United Way Oxford plays in our community. I am looking forward to continuing on as Campaign Chair for the 2021 Campaign and promise that we will do our very best to support our workplaces and volunteers in their efforts to raise funds to ensure help is available when and where it is most needed. Together we can change lives – thank you!

INSPECTOR MARCI SHELTON

Woodstock Police Services
2020 & 2021 United Way Oxford Campaign Chair



A LOOK BACK AT 2020



"Thank you for coming up with these programs. It's literally saved my life. I was in a very dark place. Being able to talk to real people and use my brain again and laugh. Feels so good."

– United Way Oxford's Funded Program Participant

FANSHAW
Woodstock/Oxford
Regional Campus

United Way
Oxford

WINTER CLOTHING DRIVE

NOV 10-20



HELPING OUR COMMUNITY RECOVER AND REBUILD THROUGH COVID-19

This past year, many of us have experienced tremendous loss, disruption and sacrifice. None of this has been easy – particularly for people and families who were already experiencing poverty and other systemic barriers. But because of you, there was hope.

To everyone who offered a helping hand during times of great uncertainty, and to those who continue to invest so our communities are supported over the long-term: thank you. Your support empowers us to lift up the people hit hardest by the pandemic and lay the groundwork for a stronger future.

- \$567, 223 invested directly into helping Oxford County throughout COVID-19
- 28 partners and 47 programs
- 15, 447 individuals access United Way funded supports
- 1,255 deliveries of grocery shopping cards to help tackle food insecurity for youth and their families
- 3,780 local seniors were supported to help combat isolation, access meals and groceries and connect to available services



“Thank you very much. During the stress of COVID, and the major loss of income because of it, this program has been a lifeline. Please extend our thanks to the whole team.”

– United Way Oxford’s Funded Program Participant



IMPROVING LOCAL LIVES EVERY YEAR

Every year, we work together with generous donors, volunteers and networks of community partners to tackle systemic inequalities that leave so many behind. We work to break down those barriers and ensure that everyone has the opportunity to build a better life and people have the supports they need, when they need them. A single investment in United Way Oxford means you are helping over 25,000 people living in our community, creating hope and possibility for the future, addressing immediate needs and creating deep, lasting change for years to come.

Here is what donors like you made possible across Oxford County:

◆ YOU PROVIDED STABILITY TO 13 LOCAL PARTNERS AND 36 PROGRAMS

◆ YOU HELPED KIDS BE ALL THEY CAN BE

- You ensured kids thrived. Your support ensured children had access to programs that strengthened resilience, self-esteem and provided a sense of belonging.
- 14,020 youth supported.

◆ YOU BUILT STRONG AND HEALTHY COMMUNITIES

- You built stronger communities. The strength of a community is in the wellbeing of the people who live there. Your support helped ensure that people had the mental health and addiction support they needed to overcome barriers and reach their full potential.
- 2,190 people accessed local mental health supports.

◆ YOU MOVED PEOPLE FROM POVERTY TO POSSIBILITY

- You tackled local poverty. Moving people out of poverty means helping meet basic needs in a dignified manner, while addressing root causes and supporting people as they transition from a life of poverty to one of possibility.
- 400 individuals accessed support to obtain or maintain safe and affordable housing.



OUR PEOPLE

BOARD OF DIRECTORS

United Way Oxford is governed by 15 dedicated Board of Directors from across Oxford County. They are a diverse group of community leaders and key decision makers who provide vision, strategic leadership, advocacy, accountability, and stewardship. In the past year, these incredible volunteers have committed over 750 hours to help build an efficient and effective United Way and stronger community.

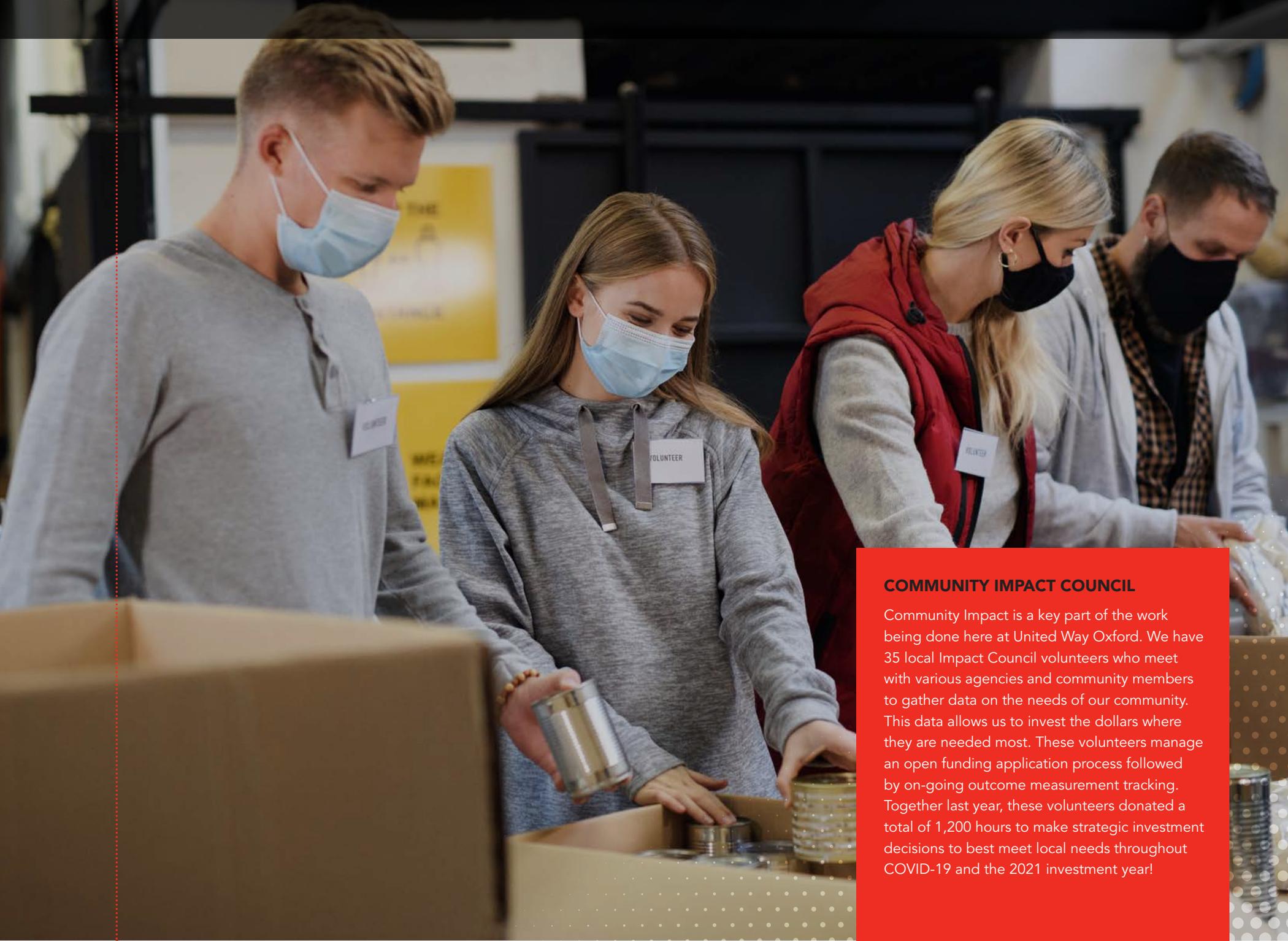
BOARD OF DIRECTORS 2020/2021

Rod Potgieter, Retired – *President*
Rob McKinlay, Pow Engineering – *1st Vice President*
Dave Hewitt, Retired – *Treasurer / Secretary*
Giselle Lutfallah, Children's Aid Society of Oxford County – *Past President*
Laura Glenney, Journey Well Counselling Services – *Impact Investment Council Chair*
Leslie Farrell, Tim Hortons – *Member*
Soraya Abud Benevides, Public Relations Consultant – *Member*
Montgomery Shillington, Montgomery Shillington Barristers & Solicitors – *Member*
Erica Unger-Grieve, Libro Credit Union – *Member*
Linda Leyten, Unifor Local 88/Oxford Regional Labour Council – *Member*
Dale Flynn Jr, Sleeman's Breweries Canada – *Member*
Samantha Haverkamp, Agriculture – *Member*
Theresa Mutsaers, Woodstock Police Services – *Member*
Derek Kidnie, Toyota Motor Manufacturing Canada – *Member*
Anne Martin, Thames Valley District School Board – *Member*



STAFF

Kelly Gilson - Executive Director
Anne Wismer - Operations Manager
Amanda Kreiger - Resource Development Manager
Mike Crabbe - Resource Development Coordinator
Chelsea Post - Resource Development Coordinator
Brittany Taylor - Resource Development and Data Coordinator
Cheryl Micacchi - Community Impact Coordinator



COMMUNITY IMPACT COUNCIL

Community Impact is a key part of the work being done here at United Way Oxford. We have 35 local 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. These volunteers manage an open funding application process followed by on-going outcome measurement tracking. Together last year, these volunteers donated a total of 1,200 hours to make strategic investment decisions to best meet local needs throughout COVID-19 and the 2021 investment year!

YOU MADE IT ALL POSSIBLE



UNITED WAY OXFORD'S 2020 WES MAGILL AWARD

Our 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 Denise Vyse as our 41st Wes Magill Award recipient.

Denise is a long-time employee at GM CAMI Assembly Plant and a Member of UNIFOR Local 88. She has also been a long-time supporter of United Way Oxford and a number of other local organizations. She has been an active workplace canvasser and in 2014 she joined our team as a Sponsored Employee. She brought her passion to help others, her commitment to young people, and her dedication and work ethic with her. During her time with the United Way Oxford team, she bonded closely with staff, volunteers and workplace co-ordinators from many local companies.

Following her time as a Sponsored Employee, Denise committed a number of years to help run GM CAMI/UNIFOR Local 88 Employee Workplace Campaign as an Hourly Co-Chair and she continues to be actively involved in the work of United Way Oxford.

Denise is a great United Way ambassador and champion in the community and she continues to be committed to other community partners such as Big Brothers Big Sisters. Denise is a kind, generous and genuine person who cares deeply about others and continues to be committed to volunteerism. She exudes warmth and compassion and she believes that she can help make the world a better place – and she does!



Day of Caring at DASO with Two Tools



Tim Horton's Smile Cookie Cheque Presentation

202 volunteers invested 2,865 hours
Thank you for continuing to help people facing barriers connect to a promising future. Together, with your support, we will rebuild our community where every person will be connected to opportunities they need to reach their full potential.



Community Celebration Award Recipient - Steelcraft QCI Division Inc.



Tampon Tuesday Collection - Dayna Vyse



Day of Caring Donation Drive Thru Event with Libro Credit Union



Supplies4Students Donation - Mackenzie and Jennifer



Stuff a Van Event - Woodstock Hospital



Hygiene Drive - RBC Woodstock Main Branch



WOMEN UNITED

Behind every woman are the women who have her back.

Women United is a diverse, vibrant community of visionaries and change makers bound together by a powerful sense of belonging—to one another, to our community and to our mission of transforming the lives of women across Oxford County.

Through Leadership giving, Women United Members are showing their local love to ensure that women and children across Oxford County have support when they need it. They learn 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. Although this is still 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.

With COVID-19 restrictions in place, this year Women United hosted a drive thru Tampon Tuesday event that invited businesses, Oxford Regional Labour Council and community members together, and they donated over 1,300 boxes of menstrual hygiene products and raised \$2,500 to help support local shelters, food banks and organizations throughout the year.



Together, we leverage our time, talents and funds to empower women in our community to build strong, independent lives. United we are stronger. Together we can create a world full of opportunity for all women.

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.

◆ 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.

The Dr. Leonard Reeves Foundation committed to another year of being the sponsor of this initiative in 2020, along with other community leaders. They invested with us to continue this program during our 2020 Campaign, where we saw incredible growth again this year, in a year where it meant so much.

"I am pleased to once again sponsor United Way Oxford's Leadership Challenge Grant. Because it matches new Leadership level donations, it encourages people to invest in United Way's local impact efforts. That is a win-win and a great return on our investments." - Dr. Leonard Reeves

Because it matches new Leadership level donations, it encourages people to invest in United Way's local impact efforts.

This generosity has created an opportunity to inspire donors to make an investment in United Way Oxford and deepen the impact of our work across Oxford County.



TREASURER'S REPORT



Having spent a number of years as a Director on the Board as well as in the role of Treasurer, I am extremely proud of how well the United Way Oxford team managed our fiscal responsibilities over this past year. It was a challenging time, with constant changes, and much uncertainty. We worked to ensure that we were investing where it mattered most while also closely monitoring campaign dollars, cash-flow, available subsidies and managing multiple government grants. We did that all while planning for changing scenarios and long-term stability. We were blessed to have entered the pandemic in a strong financial position and, thanks to the incredible generosity of our community, we continue to be a viable and healthy organization. We were well positioned to continue providing support to our funded partners, allowing stability in a time when it was needed most. Our Board, and our Staff, are focussed on providing strong financial oversight, transparency, efficiency, controlled expenditures, prudent investments, and appropriate long-term planning.

Our many volunteers, and a commitment to strong financial oversight, allows us to maintain fundraising and administrative costs that are approximately half of what the Canadian Revenue Agency (CRA) mandates. As always, we encourage donors to be well informed about their philanthropic investments and recommend that they visit the CRA website under Charities Listings as well as our own www.unitedwayoxford.ca for accurate, legitimate information along with our full Audited Financial Statement.

We were blessed to have entered the pandemic in a strong financial position and, thanks to the incredible generosity of our community...

It is a pleasure to work with this Board, the Finance Committee, and the Staff as they are all committed to accountability, transparency and to making a difference in our community. I would also like to thank each and every one of our donors for trusting us and investing their charitable dollars in our work.

DAVE HEWITT
Treasurer

OUR IMPACT

YOUR DOLLARS AT WORK

Every year thousands of people from across Oxford County join United Way's Campaign to build a stronger community. We deeply value the trust placed in us by our donors and the community we serve. When donors give to United Way, they can have confidence that they are making a difference in the lives of their family, friends, neighbours and coworkers. Their investment is supporting local programs and initiatives that are helping people and families — both today and in the long term.

OUR COMMITMENT TO RESPONSIBLE STEWARDSHIP

At United Way Oxford, we are mindful of the significant trust placed in us. Maintaining the confidence of our donors and partners through transparency and following rigorous ethical standards continues to be a top priority. United Way Oxford has a long history of responsible stewardship of our communities' resources as we comply with United Way Centraide's Transparency, Accountability and Reporting (TAFR) standards. Our most recent Canada Revenue Agency annual T3010 registered charity disclosure is available at www.canada.ca. We continue to be acknowledged for our best practices promoting openness and accountability, and make our administrative and fundraising costs available to the public. We actively solicit in-kind donations, sponsorships and the support of volunteers to keep expenses low, ensuring that donor dollars are invested to maximize community impact.

INVESTMENTS BY FOCUS AREA

- ◆ ALL THAT KIDS CAN BE
- ◆ POVERTY TO POSSIBILITY
- ◆ STRONG COMMUNITIES
- ◆ COVID-19 INVESTMENTS*

*FUNDED IN PART BY THE GOVERNMENT OF CANADA



SUMMARY STATEMENT OF OPERATIONS

	2021 (\$)	2020 (\$)
REVENUE:		
Campaign Revenue	1,115,597	1,191,161
COVID-19 relief donations	72,125	
Designations from other United Ways	33,243	19,833
Pledge Loss	(115,248)	(85,731)
Grants, Sponsorships and Other Income	262,967	113,736
COVID-19 Grants for Federal Government	497,212	
Investments	75,360	348
	1,941,256	1,239,347
EXPENSES:		
Fundraising Expense		
Campaign Cost	167,085	215,802
Allocation of Management & Administration Costs	37,457	55,475
	204,542	271,277
Distribution and Community Programs and Service Expenses		
Allocations to Agencies	245,424	597,160
Allocations to Community Initiative Fund/Community Services	118,362	87,447
Allocation of Federal COVID-19 Funds	462,045	
Allocation of COVID-19 relief donations	40,041	
Donor Directed Designations	57,090	68,876
Other Program Costs	282,062	301,268
Allocation of Management & Administration Costs	56,185	60,097
	1,261,209	1,114,848
EXCESS (DEFICIENCY) REVENUE OVER EXPENSES	475,505	(146,778)