



United Way
of Peel Region

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Regional Municipality of Peel
Office of the Regional Chair

JUN 28 2010

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June 25, 2010

Mr. Emil Kolb
Regional Chair
Regional Municipality of Peel
10 Peel Centre Drive
Brampton
ON L6T 4B9

LEGISLATIVE SERVICES	
COPY TO:	FOR:
Chair	Committee
CAO	
Corporate Services	Council
Public Works	Sept 09
Employee and Business Services	
Health Services	File
Human Services	
Peel Living	

Dear Mr. Kolb:

Thank you so much for your interest in and support of United Way of Peel Region in 2009. I hope you enjoy the enclosed *2009 Annual Report*, which highlights the significant results we achieved last year.

In 2009, more than 420,000 people turned to United Way-funded programs and services to help them through tough times. In this year's *Annual Report* you will read nine personal stories of individuals and families in Peel who received support through programs and services funded by United Way. You will also find updates on our partnerships and key initiatives, excerpts from the financial statements*, and a listing of our Board and committees. I hope you enjoy our new colour, foldout format, which can also be used as a poster!

As part of our commitment to reduce paper usage, we have produced a separate online *Honour Roll* which lists all Leadership donors, except those who chose to remain anonymous. The publication also salutes the many businesses, organizations and employee groups that contributed to United Way of Peel Region in 2009. Please visit our website at <http://www.unitedwaypeel.org/> to review the *Honour Roll*. While you're on the website, I invite you to subscribe to our e-newsletter, *Way to Go*, for monthly updates about United Way's work.

After government, United Way is the largest funder of social services in Peel. By working together, we are creating a community in which no one is left behind, left out or left on their own. United we can help build resilient people, strong families, and vibrant neighbourhoods and communities where people are cared for, connected and included.

Thank you for your ongoing support of United Way of Peel Region.

Without you, there would be no way!

Yours sincerely,

Shelley White
Chief Executive Officer

REFERRAL TO _____
RECOMMENDED _____
DIRECTION REQUIRED _____
RECEIPT RECOMMENDED

P.S.—I invite you to provide your feedback and comments on our Annual Report. Please visit <http://www.surveymonkey.com/s/UWAnnualReportSurvey> or our website to complete the survey.

* Complete audited financial statements are available on request.

United we can.



United Way
of Peel Region

2009 Annual Report

Our impact in 2009

Through the services, programs and initiatives supported by United Way, more than 420,000 people in Brampton, Caledon and Mississauga received support in 2009.

- Helped 54,971 children and youth increase their social skills, self-esteem and leadership abilities, putting them on the path to future success.
- Provided shelter, counselling and support to 23,604 women who have been abused, and their children, helping them to begin new lives free from violence.
- Connected 16,771 individuals with mental illness to counselling, support and skills training, helping them to increase their self-esteem, life skills and employment opportunities.
- Enabled 2,719 seniors to reduce their isolation through a variety of social supports, helping them to maintain their independence.
- Assisted 12,637 adults, youth and children with disabilities to live independently, gain employment skills, and stay engaged in the community.
- Supplied food and basic necessities to 24,239 individuals, including children, who are homeless and/or living in poverty.
- Provided referrals to community resources, employment mentoring, cultural orientation and help in finding work for 58,076 newcomers and immigrants, enabling them to settle and integrate in their new country.

United we can.

As we look back on 2009, we take great pride in what we have accomplished together. Despite concerns about the fragile economy, thousands of individuals and hundreds of organizations across our community proved that united, we can overcome obstacles to create lasting, positive change.

Under the leadership of our Campaign Chair Bob Johnson, we raised an outstanding \$12,957,677 in our 2009 annual campaign. We are deeply grateful for the generosity and trust of our community and are inspired by the commitment and passion we witness every day.

It was critically important for United Way to meet its campaign target this year. With so many people affected by the recent recession, compounded by the rapid growth of our community, our funded agencies are stretched to the limit. Some programs have faced increases in demand between 30 and 300 per cent. For many services and programs, United Way is the lifeline that keeps them afloat.

Of course, the financial results tell only part of the tale. The real story is what these resources enable us to achieve. United Way's ability to unite people in a common cause means that together we can create a community in which no one is left behind, left out, or left on their own.

At our core we have always been committed to meeting urgent human needs. Whether it's food for a hungry family, safe shelter for an abused woman, an emergency bed for a troubled teen, or a nutritious breakfast at the start of a child's school day, the network of services and programs supported by United Way is making a vital difference every day.

However, we are equally dedicated to tackling the underlying root causes of our community's most challenging social issues such as poverty, violence, isolation and discrimination. Research shows that every dollar invested strategically in addressing root causes saves between five and seven dollars in later costs to the community. In 2009 we made important progress in key "root causes" strategies such as neighbourhood development, poverty reduction, and resident engagement.

Our neighbourhood development initiative, started in late 2007, was inspired by research that indicates that a neighbourhood that works together is safer, healthier and more productive. United Way invests in neighbourhood development projects that address poverty and youth violence and that create opportunities for residents to become more involved in their communities.

In 2009, we supported 12 projects in several vulnerable Peel neighbourhoods. And while this work requires a long-term effort, we are already seeing results. For example, in one Brampton neighbourhood troubled by gang activity, the youth have created a council

Michelle Cole

to dream for their community and develop recreational and social activities where none previously existed. The leadership skills, experience, and confidence gained by the youth have opened their eyes to their own potential and inspired some to pursue post-secondary education.

Our Social Purpose Enterprise initiative, also begun in late 2007, is one of our key strategies for poverty reduction. A social purpose enterprise is a business operated by a nonprofit organization to address social needs while also generating revenue. It provides employment and training opportunities for people who, for a variety of reasons, cannot obtain and keep regular employment and are at risk of falling into poverty.

In 2009 we invested in three existing enterprises — a coffee shop staffed by people living with mental illness, a print shop employing people with intellectual disabilities, and a cleaning service staffed by men with severe mental illness or those who have been in conflict with the law. Our investment made it possible for each business to increase its sales revenue, enabling them to employ more people. This year we also introduced technical assistance grants, offered in partnership with the Region of Peel, for nonprofits interested in developing new social purpose enterprises. We awarded eight of these grants to explore ideas such as a catering business, an electronics waste management service, and a market garden.

As part of our commitment to engage more fully with our diverse community, we launched the South Asian Advisory Council, our second ethnic advisory council. This council will assist United Way in working with Peel's South Asian community to ensure that everyone in our community is welcomed and has the opportunity to achieve their dreams. In the fall we began recruiting for our Black Community Advisory Council, which was formally launched in February 2010 during Black History Month. We are grateful to the Ontario Trillium Foundation for their support of our diversity and community engagement strategy.

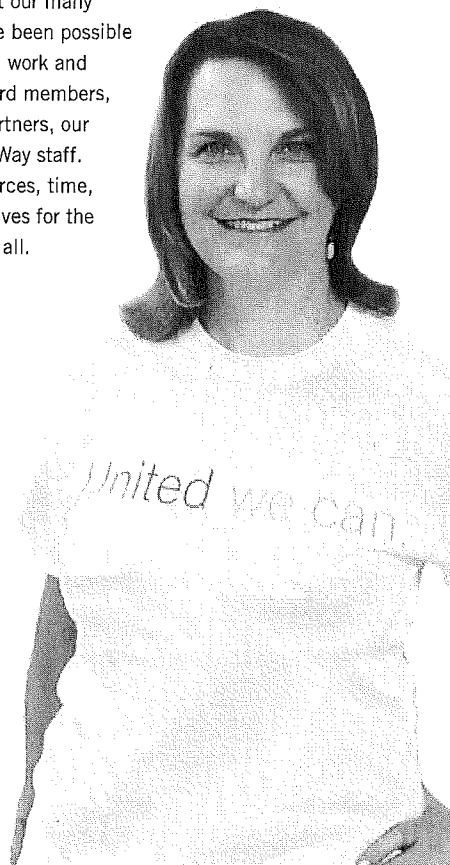
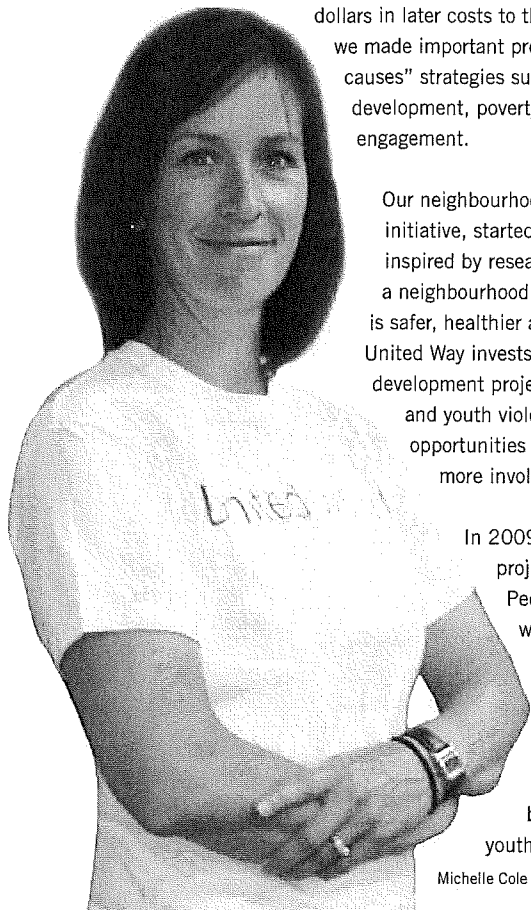
Finally, we want to emphasize that our many successes in 2009 would not have been possible without the generosity, skills, hard work and dedication of many people — Board members, volunteers, donors, community partners, our funded agencies, and the United Way staff. When we unite our financial resources, time, influence and voices, we change lives for the better and build better futures for all.



Michelle Cole
Chair, Board of Directors



Shelley White
Chief Executive Officer

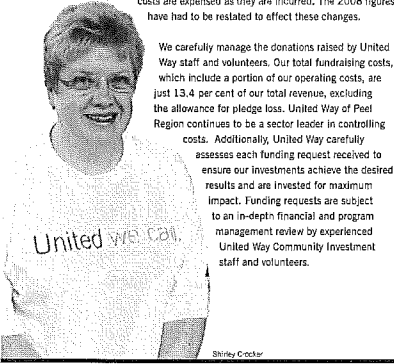


United we can steward community assets

On behalf of the Finance and Audit Committee of United Way of Peel Region, we are pleased to present the financial statements for the year ended December 31, 2009. These financial statements reflect the collective efforts of dedicated volunteers and staff who come together to raise the resources that United Way invests in our community.

Our 2009 annual campaign raised \$12,957,677. This year the Canadian Institute of Chartered Accountants (CICA) changed their accounting policy standards. To comply with these changes, United Way can no longer defer recognition of the annual campaign revenue to the subsequent year to match the timing of the distributions from the proceeds of campaign. Instead, campaign revenue reported in 2009 to the Community Fund (unrestricted by the donor), is the amount received in 2009. Donations that donors have designated will continue to be deferred until the restrictions have been satisfied. Fundraising costs are expensed as they are incurred. The 2008 figures have had to be restated to effect these changes.

We carefully manage the donations raised by United Way staff and volunteers. Our total fundraising costs, which include a portion of our operating costs, are just 13.4 per cent of our total revenue, excluding the allowance for pledge loss. United Way of Peel Region continues to be a sector leader in controlling costs. Additionally, United Way carefully assesses each funding request received to ensure our investments achieve the desired results and are invested for maximum impact. Funding requests are subject to an in-depth financial and program management review by experienced United Way Community Investment staff and volunteers.

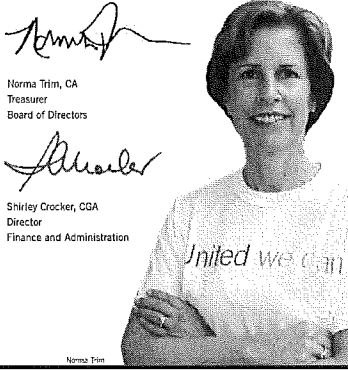


Shirley Crocker

United Way is the largest non-governmental funder of social services in our community. With hundreds of thousands of people dependent on the vital network of services and program we support, we continue to focus on ensuring the ongoing sustainability of our funding to community agencies. It is essential that we meet our commitments, as agencies rely on our funding to carry out their programs and services.

We would like to thank the United Way finance team for their dedicated efforts during the year. In addition, our thanks to Joanne Rogers, our audit partner from Grant Thornton LLP, and her team, for their ongoing commitment to the audit process.

Respectfully submitted on behalf of the Finance and Audit Committee,



Norma Trim, CA
Treasurer
Board of Directors

Shirley Crocker, CGA
Director
Finance and Administration

Statement of Financial Position*

Table with columns for December 31, 2009, and 2008 (Restated). Rows include Assets (Current, Forever Fund Investment, Capital assets), Liabilities (Current), and Net Assets.

Statement of Operations*

Table with columns for Year ended December 31, 2009, and 2008 (Restated). Rows include Campaign revenue, Sponsorship, Total gross campaign revenue, Net campaign revenue, Total revenue, Donor designations, Fundraising expenses, and Excess of expenses, program funding and community investments over revenue.

2009/10 Board of Director

Table listing Board of Directors members, including Board Chair, Vice Chair, Treasurer, and members of various committees like Finance and Audit, and Program Development.

Table listing various committees and their members, including Advocacy Committee, Campaign Cabinet, Finance and Audit Committee, Governance Committee, and Major Individual Giving Cabinet.



Pepsi Bottling Group Canada ran an Academy Award-nominated employee campaign. A fitting choice they, with their parent company PepsiCo, raised more than \$1 million for United Way across Canada in 2009.



Day of Caring™, sponsored this year by Edward Jones, provides a unique opportunity for individuals to learn more about community issues and play a direct role in community building.

United we can come together in caring

United Way recognizes that the social issues in our community are too complex for any one person, organization, or level of government to tackle alone. Increasingly, we have focused our efforts on drawing together stakeholders from across our community to share their collective resources, strength and expertise to make a significant difference. This ability to unite people in a common cause is one of United Way's unique strengths.

Volunteers are the backbone of United Way. In 2009 more than 2,100 volunteers gave over 11,500 hours to the organization. They are involved in every facet of United Way, including governance, fundraising, community investment allocations, events, and advisory capacities. Without them, we simply could not carry out our work.

Day of Caring This year, long-time corporate supporter Edward Jones came on board to sponsor both our Spring and Fall Day of Caring events. Day of Caring provides an opportunity for employees across the region to volunteer for the day at a United Way agency. Through the experience, volunteers learn more about community issues and United Way's impact. Since its inception in 2000, more than 2,200 volunteers have participated in Day of Caring, contributing more than 13,000 hours of work to our agencies, helping to preserve precious resources for frontline services.

Success By 6 Peel Success By 6 Peel operates in partnership with United Way and more than 40 public-private community leaders who share a vision. In Peel, all children will thrive. This core value mobilizes them in a research-based action plan to address short- and long-term needs of children. In September, Success By 6 Peel and the Region of Peel completed the identification of sub-municipal geographies - or Service Delivery Areas (SDAs). SDAs more accurately reflect a local picture of residents, allowing service providers to respond more effectively to the individual neighborhoods they serve. The 2006 Census data has been organized by Service Delivery Area and can be accessed on the Region of Peel Data Centre website. A key component of the release of this new level of data is the development of "0 to 6 years of age" pages on the website, an initiative led by the Success By 6 Peel Evaluation and Accountability Committee. These "early years" pages allow visitors to view and download data pertaining only to children 0 to 6 and families - and in the very small geographies of SDAs. This resource was previously unavailable in Peel Region.

Mississauga Summit United Way is a key partner in the Mississauga Summit initiative, which launched in 2007 by bringing together people from all sectors to talk about how to make our city great. In 2009 we held our second Summit, aptly subtitled From Conversation to Action. We launched four task forces: Building Human Capital, Post-Secondary Education, Waterfront Development and

United we can demonstrate generosity

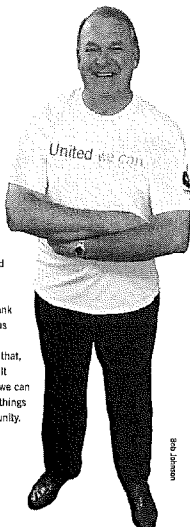
Under our Campaign Chair Bob Johnson's rallying cry of, "we have a License to Ask", we launched our 2009 campaign with cautious optimism. We knew that many individuals and organizations had been hit hard by the recession, but we hoped that this would also raise awareness of the needs in our community and spur people to respond with generosity. Did they ever! By the end of the campaign we had raised \$12,956,677 on our \$12.75-million goal. With the exception of \$1.9-million directed by donors to other charities, these donations go to our Community Fund for investment in local services, programs and initiatives that make a difference every day.

As we drew close to the end of the campaign, it looked like we might not make our goal. We put out a plea to our community, supported by local media. The response was fantastic. GlaxoSmithKline Inc., a long-time supporter, stepped up with an extra gift of \$100,000. This was on top of more than \$270,000 already contributed by GSK and its employees. The Pepsi Bottling Group contributed an extra \$50,000. Purolator gave an extra \$40,000. Tenacorp contributed \$20,000 and Citi Cards gave an additional \$10,000. We received additional contributions from Pallett Vale, Research in Motion, and Parmalat Canada. We also received a very generous contribution of \$20,000 from a company who wishes to remain anonymous. All in all, these special gifts exceeded \$250,000 and helped push us over the top.

Our sincere thanks to the hundreds of people who worked so hard to make our campaign a success - our Cabinet, Board of Directors, account executives, Employee Campaign Chairs, workplace canvassers, event volunteers, Loaned Representatives and the

organizations that supported them, Speakers' Bureau members, and the United Way staff.

Finally, we thank our tremendous donors. You demonstrated that, even in difficult times, united we can achieve great things for our community.



The South Asian Advisory Council was launched on May 5, 2009. The Council will assist United Way in building a community in which everyone is welcomed and has an opportunity to reach their potential.

Environment, and the Centre of Excellence for Diversity and Immigration. The task forces were asked to develop one "big idea" to drive action in each of their respective areas of focus. The next step in the process is broader community consult on to finalize their ideas and the presentation of their report at a Summit in Fall 2010.

Peel Newcomer Strategy Group

The Peel Newcomer Strategy Group (PNISG), formed in 2005 by United Way and the Region of Peel, is focused on developing a community plan for the successful integration of newcomers into Peel. As part of the development process, PNISG conducted community consultations in 2009 with more than 100 stakeholders in the settlement sector, including service providers, funders, and newcomers themselves. A draft plan will be presented to the community in Spring 2010. Another key activity this year has been PHOS's Capacity Building Project, designed to assist agencies and groups in enhancing their capacity to deliver effective and sustainable services to newcomers in Peel. Workshops and forums covered such topics as governance and leadership, collaborating for impact, and funding.

United we can build better futures

This year we began the transition to our new community investment strategy, Investing for Resilience, developed in partnership with the Region of Peel. Our new strategy focuses on building resilience in individuals, families, neighbourhoods and entire communities.

Why is resilience important? Without the capacity for resilience, people and communities can't overcome the obstacles that prevent them from fulfilling their potential. Dreams are not realized and opportunities are missed.

United Way is building resilience by investing in programs, services and initiatives that take action in four areas: Meeting basic physical and emotional needs; Helping people to develop coping skills and abilities; Providing economic opportunities; Supporting meaningful participation in society

Over the next two years we are working with funded agencies to more strongly align our community investments with the new funding priorities. To advance our outcomes measurement work, in the spring we introduced to our community partners an evaluation framework known as Results-Based Accountability. This framework uses plain language in a step-by-step method to guide community and organizations in the development of outcomes, indicators and action plans that will improve the conditions that affect quality of life.

We also undertook an external review of our Strengthening Organizational Effectiveness Fund (SOEF) grant stream, offered in partnership with the Region of Peel. This funding is available to nonprofits in Peel's social services

sector to strengthen their human resources practices, financial management, governance or strategic planning. It's one of the few funding opportunities available to agencies wanting to improve the capacity of their infrastructure. Among the changes implemented as a result of the review include the use of a neutral facilitator to assist with the initial assessment and targeted outreach to organizations that may benefit from customized capacity building.

Our four community advisory councils - South Asian, Chinese, Black, and Young Leaders Councils - were active this year in advancing our goal of engaging diverse segments of our community in the work of United Way. The Young Leaders Council launched their Youth In Action grants program, in partnership with the Region of Peel, to promote youth involvement in building a better community. Grants were awarded to 11 youth-led projects. In addition, the Chinese Advisory Council was involved in the development of the Peel Chinese Community Service Hub, launched in May 2010.

We were thrilled to have the opportunity to work with graduate students from the University of Toronto at Mississauga to gain a deeper understanding of neighbourhoods. The students conducted research in 14 Peel neighbourhoods. The next step is to develop comprehensive profiles of these neighbourhoods and expand our research to include additional neighbourhoods.

Resilience: the ability to thrive in the face of tough times and constant change.

Investing for Resilience. The Canadian Institute of Chartered Accountants

Photo: Bob Johnson, Campaign Chair

Our Vision

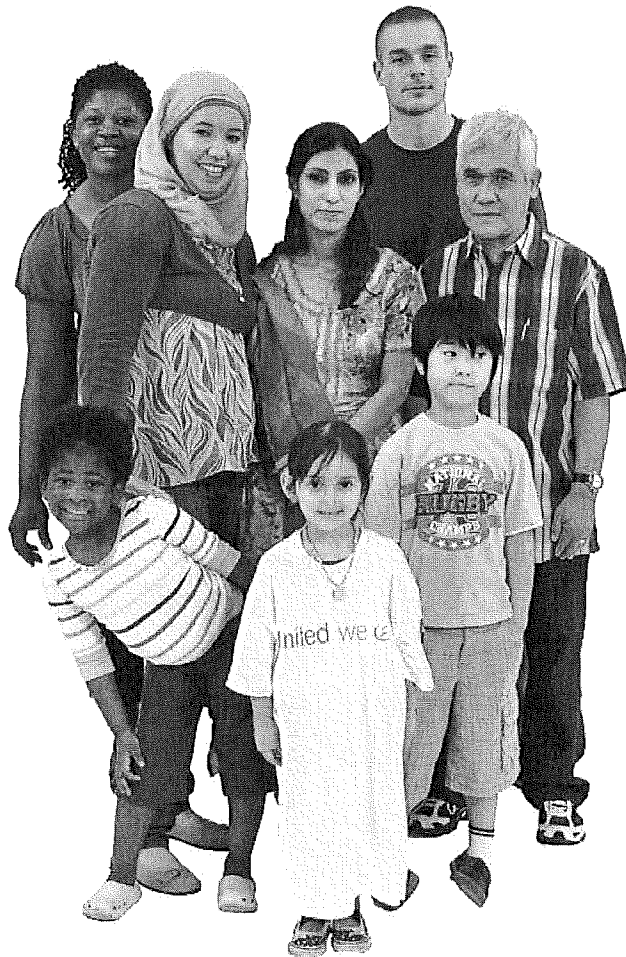
To champion and inspire sustainable change that strengthens community and improves lives.

Our Mission

To engage with our community, through partnerships, to ensure people are cared for, connected and included.

Our Values

- Inclusion
- Integrity
- Voluntarism
- Accountability
- Collaboration
- Vision



United Way
of Peel Region

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