



United Way
Sudbury and
Nipissing Districts
Change starts here.

Annual Report 2013



Give. Volunteer. Act.



President's Report

In 2013 we saw many changes for United Way Sudbury and Nipissing Districts. Our early mission of 'creating opportunities for a better life for people in the Sudbury and Nipissing Districts' continued to be our focus for another successful year.

Without the hard work and commitment by the Board of Directors, volunteers, dedicated staff and support from the community; we would not have been so successful!

Our profile continues to grow in the Nipissing District as the Campaign continues to increase and we are able to support more social service programs. We now have dedicated Leadership Development Program trainers who are offering training and programming to non-profits to help them become effective agencies.

This year our Campaign grew under the leadership of Patricia Mills and her team of committed members. Patricia stepped up to the plate to replace Jean Hanson, who had to step down due to illness. In Nipissing, Dr. Catherine Whiting led the committed volunteers on the Campaign Committee for the second Campaign. With Patricia and Catherine's great leadership and community support, both Campaigns succeeded! In both communities, we continue to have the unwavering support of labour organizations,

support from all levels of government, large corporations, small businesses, community agencies and individuals.

On behalf of the Board of Directors, I want to express our appreciation and thanks to: Campaign Chair Patricia Mills and Jean Hanson, the Campaign Cabinet for Sudbury as well as Chair Dr. Catherine Whiting and the Campaign Committee for Nipissing.

Through the engagement of the Citizens Advisory Panel volunteers, the Board uses a fair and equitable process for allocating funds to social service programs. Thank you to all the CAP volunteers for their dedication and hard work!

Under the direction and guidance of Executive Director, Michael Cullen, our staff has worked hard to achieve our goals for 2013. They along with volunteers have fostered public confidence in United Way and the programs we support. Together we are making a difference in our communities.

Lastly, I'd also like to thank all donors who continue to support us year after year. Collaborating together, we have made United Way Sudbury and Nipissing Districts a vibrant and sustainable organization.

Barb Nott

Executive Director's Report

The first thing that comes to mind when reflecting back on 2013; is the most unfortunate news we received in August about our very own, Jean Hanson, being ill and not being able to join us on the Campaign trail in September. I got to know Jean over the course of the spring and summer, when we embarked on a journey to the United Way National Conference in Hamilton.

It was during this time together that Jean and I had really made a connection. A connection that would lay the foundation for a very unique twist to the traditional Campaign practices! Going into the National Conference with a Campaign plan already in place, it did not phase Jean one bit to put the idea forward to challenge the status quo.

I remember it well: the moment Jean and I looked at each other, inspired and realized that even though we thought we had it right, the time was now to react in a proactive manner in order to exceed our Campaign expectations for the coming year. The foundation for this "aha" moment was putting the donor

experience first, with a back to basics approach! All of this built on a simple "thank you" when receiving donations.

It is this inspiration that still fuels our Campaign team with the message that we cannot be "trapped by tradition!" We must think long term which also led us to a three-year Campaign objective for each community. When we received the news from Jean, (the then Vice-Chair) Patricia Mills stepped up to the plate to become the Campaign Chair. With Jean's vision, combined with Patricia's raw and forward thinking business savvy, we were able to bring forward a three-year – \$7-million objective for Sudbury that sent "shockwaves" through the United Way movement. With Jean and Patricia's passion and innovation, donor support, volunteers time, staff and Board of Directors members dedication, United Way Sudbury and Nipissing Districts is being seen as a pioneer for true change in the communities it serves!

Michael Cullen



2013 Campaign Launch



Sudbury Campaign Chair Report

Achieving a fundraising goal of \$2,075,000 in the first year of an ambitious three-year, \$7-million target, was a huge undertaking and involved the hard work, skills and focus of many individuals, groups and organizations.

It was daunting at times to contemplate how this could be accomplished when I was brought on board at the tail end of Jean Hanson's vision for success. I was a member of the Campaign Cabinet as Vice Chair, being mentored by Jean for my role as Campaign Chair a year away. When Jean stepped down as Campaign Chair due to illness, there was no room for doubt as everyone forged ahead toward the lofty goal.

Jean spent many months with the Campaign Cabinet and staff laying the groundwork for the Campaign. To witness its success was humbling and inspiring. My greatest joy was having the opportunity of telling Jean - along with Jeanne Warwick Conroy - that her vision was successful and the first-year campaign goal was accomplished.

The generosity of our fellow citizens, the hard work of the United Way staff, the vision of Michael Cullen, to establish a

sustainable organization that continues to assist and champion our most vulnerable citizens, and the participation of community leaders as Campaign Cabinet and Board of Directors members, adds up to a very successful year!

It was a year of successes and sadness as we bid farewell to Jean, shortly after the end of the Campaign. I have no doubt she will continue to inspire us all to do our best and to do it in the spirit of helping our community, which she loved and contributed to throughout her entire life.

I encourage everyone to keep that spirit alive as United Way moves forward into the second year of its three-year Campaign and to be reminded that we are here to help, to give more than we take and to initiate change through example.

Thank you to everyone for your hard work, vision, caring generosity and your commitment to helping those who need it the most.

Patricia Mills
On behalf of the late Jean Hanson

2013 Campaign Celebration



Photo courtesy of Northern Life

Campaign Manager's Report

United Way's tagline is "change starts here" and this year was a year full of change and growth for our organization. In September, we announced a three-year Campaign plan that aimed to improve community awareness of United Way and focused on accountability with our donors. We made it our mission this year to reach out to our donors like never before by simply calling to say thank you. We have completed over 1,000 calls all done by our amazing volunteers.

In keeping with the three-year plan, United Way broke tradition and announced a three-year financial goal of \$7 million. This three-year goal is about making United Way more sustainable which allows us to continue building our community. After year one, we are well on our way of reaching this ambitious goal in 2016.

In the summer of 2013, we received the unfortunate news that Jean Hanson would not be able to fulfill her role as Campaign Chair due to illness. A few years ago, Jean became a true United Way champion when she was approached to join Campaign Cabinet by Jeanne Warwick Conroy to be education

sector Co-Chair. Education has always been a passion for Jean and educating the public about United Way was one of her missions.

I would like to thank our Chair, Patricia Mills, for her incredible commitment this year. She worked tirelessly making calls, giving advice, and helping us strategize long term. This community is a better place because of people like Patricia and I think that everyone should know it. She put her heart and soul into this Campaign and that is reflected in raising \$2,075,000 this year.

And finally, I would like to thank all of our dedicated volunteers and donors for putting hours upon hours of their time and generosity into our community. Your dedication is ensuring that United Way is able to pour funds and resources into the social service sector in Greater Sudbury. And what does that mean at the end of the day? It means that people in our community who need help have somewhere to turn. Change really does start here.

Katherine Cockburn



Campaign Cabinet

Campaign Chair: Patricia Mills: Northern Ontario Business

Spencer Ball: Weaver Simmons
Barb Black: RBC Royal Bank
Paul Camillo: Retired, Rainbow District School Board
Chantal Gladu: Big Brothers Big Sisters of Greater Sudbury
Mark Hartman: Northeast Cancer Centre
Wyman MacKinnon: Former President CUPE Local 4705
Dr. Kevin McCormick: Huntington University
Stephanie Noel: TD Canada Trust
Jessica Penteris: Northern Life
Cynthia Pisaric: Canada Revenue Agency
Faith Salmaso: RBC Royal Bank
Ashley Tremblay: Levert
Jeanne Warwick Conroy: Retired



Labour Committee Report

First, I want to thank the other members of the Board of Directors for being so helpful and accommodating over this past year. I would also like to acknowledge the labour representatives for their excellent work: Valerie Trudeau, Tina Vincent Gagnon and Henri Giroux. Finally, I want express gratitude to my friend and mentor, René Fortin, who retired from the Board in late 2013.

In the spring 2013, I was elected as President of the Sudbury District Labour Council so this has been my first year on the Board of Directors. John Closs was the President of the Labour Council for 12 years, so I feel that I have big shoes to fill. Although I am new to the Board, United Way is an organization that I believe in and that I want to help succeed. In fact, I have been donating to United Way since 2002.

I was asked to donate to United Way by a co-worker during a peer-to-peer plant canvass at Vale (then Inco). Through that interaction, I went from an occasional one-time yearly donor, to having weekly donations deducted from my paycheque. Within two years, I decided to become a United

Way plant canvasser. And, as the years went by, I challenged myself to increase my involvement, as well as the amount of my weekly donation.

Being involved with the peer-to-peer Campaign, I was fortunate to meet many of the people who help make United Way successful. As well, I've visited several of the organizations whose programs are funded by United Way. Those first-hand experiences helped to reinforce the importance of United Way in our community and how important our donations are to ensuring that social service programs continue to be available for people who need them.

The Sudbury District Labour Council has a partnership agreement with the United Way that is more than 30 years old. I'm proud to know that the labour community has played a significant role in the inception as well as the growth and success of this organization.

During the Annual United Way Labour Breakfast in November, Wyman MacKinnon, vice-president of the Sudbury and District Labour Council, handed out recognition plaques from United Way Canada acknowledging 11 different local unions that have donated over \$1 million to United Ways across Canada.

The local Labour history, as well as my personal experiences with this organization is what have helped me become a United Way champion. The peer-to-peer canvassing was the hook that got me involved and dedicated more than a decade ago. Peer-to-peer and word-of-mouth is what is going to ensure that United Way will continue to be successful for decades to come.

In solidarity,
Jamie West

*Annual United Way Labour Breakfast,
November 2013*



Nipissing Campaign Chair Report

Thank you to the Nipissing District for a successful first year in our three-year Campaign to raise \$400,000. Our total for this year was \$128,000! This success is due to you: our generous donors and dedicated volunteers.

We have strengthened our existing partnerships, developed new ones and have workplaces far surpassing previous years' donations. It is truly amazing to see people work together for their community!

Donors who shared their information received further appreciation in an email or by a phone call with reassurance that their dollars would go to support social service programs right here in the Nipissing District.

Together we are stronger. Thank you for making a real difference for those in need in your community!

Dr. Catherine Whiting



Community Capacity Coordinator's Report

Following a very successful year one in the Nipissing District, there were high expectations and lofty goals in place for year two.

After the announcement of a three-year Campaign plan in September, we embarked upon a three-year financial goal of \$400,000. The Nipissing Campaign achieved its year one benchmark and announced \$128,000 raised within the District: thanks to the support of our very dedicated and committed workplace partners and volunteers. Thank you for your support! This also translates into increased funding for local organizations. In 2013 we saw 11 social service programs receive United Way funding.

Alongside our Campaign efforts, United Way continues to provide training opportunities to all local non-profits through our Leadership Development Program (LDP). We saw an increase in interest for volunteers to become LDP trainers, which allowed us to offer 12 workshops last year to 124 individuals! These workshops provided staff and

volunteers an affordable opportunity to bring increased governance and management skills to their organization.

All of the successes of the past year are due largely to our committed volunteer base. We have strong champions within the workplace, ambassadors at community events and local organizations, and dedicated leaders working behind closed doors to ensure we are always moving forward with the best interests of the Nipissing community in mind. I am also fortunate to have such a supportive group of coworkers in Sudbury who are always willing to share tips and ideas as United Way grows and thrives as a new community partner in Nipissing. It is a pleasure to work with these individuals, staff and volunteers alike, day in and day out and an even bigger honour to be a part of such a generous and caring community here in Nipissing!

I'm looking forward to another exciting year.

Katina Matheson



Campaign Committee

Campaign Chair: Dr. Catherine Whiting: Retired, Director of Health

Paul Walker: Retired CEO at North Bay Public Library

Lise Wilson: Investors Group

Amanda Hoirch: Volunteer

Board of Directors, 2013

United Way Sudbury and Nipissing Districts would like to express its sincere gratitude and thanks to all board members who dedicated their time and support in helping to ensure 2013 was successful. Thank you!

Board Members

Board President

Barb Nott

Board Members:

Back row – left to right:

Chris Vuorensyrja, Doug Steringa, Valerie Trudeau, Bleir Millions, Paul Gomirato, Rob Roeterink, Patrick Brouzes

Front row – left to right:

Darlene Kaboni, Ashley Thomson, Barb Nott, Bertha Paulse

Absent:

Guy Fournier, Henri Giroux, Jeff Huska, Jenny Parisotto, Miranda Rocca-Circelli, Tina Vincent Gagnon, Catherine Walton, Jamie West



Staff

Back row – left to right:

Tammi Lear, Mel Dionne, Michael Cullen, Curtis Radey, Bobbie Noel, Linda Dupuis

Front row – left to right:

Katina Matheson, Britt Brown, Katherine Cockburn, Sarah Dost

Absent:

Bryan Obonsawin, Gillian Scott





Community Initiatives Manager's Report

Community Initiatives has had another exciting year! The biggest project we had this year was to move the United Way application and reporting process online. With the wonderful support of our Operations Coordinator, Mel Dionne, we moved into the online world. Although it was a great deal of work, it was a huge success and now agencies (including our own) will be able to access and create reports online. As well, after several years of outcomes measurement training, this is now a funding criteria, and will assist us to ensure that investment of donor dollars has a measureable impact in the community.

Another exciting first for us was the GenNext Volunteer Awards that were launched at our last AGM. Six outstanding volunteers were named as the winners of the awards:

- Rachel Elliott - Volunteer of the Year Award
- Buddy Green - Active Living Award
- Brandon Leeson - Social Justice Award
- Andrew Olivier - Social Justice Award

- Samantha Shewring - Leadership Award
- Mélanie Smits - Mentorship Award

This will become an annual event that will honour the work and dedication of young adults volunteering in our community.

United Way continues to be blessed by the support of many fabulous volunteers: from the oversight of the Board, to the facilitation of the Leadership Development trainers, to the support of the Income Tax Program volunteers. We have volunteers who help raise the money and volunteers who recommend where those dollars are invested. There are just a few dedicated staff here at United Way, but literally thousands of local volunteers who support the work we do on building capacity and protecting those who are most vulnerable in our communities. It is a joy to work with and be inspired by such people!

Linda Dupuis

City of Greater Sudbury Pizza Day,
October 2013



Programs and Initiatives

United Way Sudbury and Nipissing Districts thanks all agencies and individuals involved for their ongoing support of the community.

Leadership Development Program

The Leadership Development Program exists to support ALL non-profit organizations by providing training and support in governance and management areas. In 2013, 36 workshops were provided to almost 400 participants. As well, volunteer trainers continued to work individually with organizations facilitating planning sessions and training in such areas as Board Roles.

Networking sessions were facilitated for two Executive Director Learning Circles, one Manager Learning Circle and the Sudbury Volunteer Managers Network, which is hosted in partnership with Volunteer Sudbury. This year we awarded our second annual Volunteer Manager of the Year award to Sheila Kelly-Petrin.

Young Leaders on Board Program

This program allows young adults to volunteer through in-class training and board internship. Our sincere thanks to all of the volunteer trainers, as well as the 17 boards who offered to host one or two Young Leader interns! For the first time ever, we had far more applicants than we had host boards. Since launching the program, 155 young adults have been involved at the leadership level in their community. Another way that United Way strengthens the capacity of non-profits!

Community Volunteer Income Tax Program

With the partnership between United Way and the Canada Revenue Agency, our dedicated volunteers were able to

provide 4,463 free income tax returns to qualifying individuals, both at the United Way office and at 10 clinics throughout the city between the months of March and April. This program provided a value of over \$223,000 to clients who could not otherwise pay for this service. What a tremendous contribution!

Outcomes Measurement Program

Our sincere appreciation to our volunteers who assist local agencies to understand and develop logic models! Our volunteer trainers and staff continue to work with all of the funded programs in Sudbury to ensure outcomes measurement compliance, as well as offering ongoing training to other non-profit organizations.

GenNext Program

GenNext is a program that encourages people in their twenties and thirties to become involved with United through giving and volunteering.

Celebrating volunteerism in our community is an important mission of GenNext. In May, volunteers of United Way's Community Volunteer Income Tax Program (CVIT) were celebrated when GenNext organized the appreciation dinner in order to honour their contributions.

GenNext's inaugural Volunteer Awards was another example of volunteer appreciation.

Finally, GenNext strives to raise awareness of United Way and support its Campaign. GenNexters played an integral role in thanking donors for their support as well as serving on United Way's Campaign Cabinet.

Social Enterprise Program

Thanks to the Ontario Trillium Foundation for providing funding for one of our newest programs, Social Enterprise. In collaboration with the Sudbury Chamber of Commerce, this program's purpose is to provide training and support for local non-profits exploring social enterprise.

In May, with the help of the Social Enterprise Advisory Committee and its collaborative partners, a community information and discussion session update event was held. This event was attended by over 20 participants who discussed learning opportunities and next steps for this program. New this year, the Social Enterprise program provided training to seven local Boards of Directors. The Social Enterprise Advisory Committee and Working Group look forward to offering more training and networking opportunities to the community in the future.

Shared Space Initiative

A shared space concept is a design concept aimed at integrating the use of space and removing segregation in the delivery of services. It helps to improve the capacity of agencies to deliver effective and efficient services by increasing visibility, lowering overhead costs, promoting creativity, and leveraging assets.

In the past year, we have made tremendous progress in the initiative. We started working with nine different agencies, have hosted architectural workshops to complete a design study, and have evaluated the needs of each agency. We started working on a cost analysis to evaluate the viability of the project and are working on expanding our list of possible locations.

2013 Member Agencies/Funded Programs

Sudbury

From Poverty to Possibility

- Association des jeunes de la rue – Foyer Notre Dame House
- Association des jeunes de la rue – Community Outreach Program
- Canadian Red Cross – Housing Registry/Homelessness Initiative Program
- Centre de santé communautaire – Corner Clinic Program
- Inner City Home of Sudbury – Lifeskills & Hospitality Workshop
- Manitoulin Family Resources – Emergency Food Bank
- Sudbury Action Centre for Youth – Employment Program/Casual Labour Pool

Healthy People, Strong Communities

- Art Gallery of Sudbury – Art on the Go for Seniors
- Better Beginnings Better Futures – N.O.A.H's Space
- Canadian Hearing Society – Hearing Health Care for Seniors
- Canadian Mental Health Association – Public Education & Health Promotion Program
- CNIB – Independent Living Instruction Program
- CNIB – Orientation and Mobility Program
- CNIB – Low Vision Services Program
- CNIB – Counselling and Referral Program
- CNIB – Early Intervention Program
- CNIB – High Technology Assessment Program
- Canadian Red Cross – Disaster Services Program
- Canadian Red Cross – Home Maintenance Program
- Canadian Red Cross – Seniors' Transportation Program
- Elizabeth Fry Society of Sudbury – Ongoing Support & Volunteer Services Program
- Family Enrichment Centre – Counselling/Treatment Centre
- John Howard Society – Community Support Initiative Program
- Learning Disabilities Association of Sudbury – Community Outreach Program
- Maison VALE Hospice – Psychosocial/Spiritual Care Program
- Rockhaven – Beyond the Rock
- St. John Ambulance – Sudbury Branch - Community Service Patient Care Division Program
- Sudbury Multicultural & Folk Arts Association – Settlement Services Program
- Sudbury Multicultural & Folk Arts Association – Cross Cultural & Youth Services Program
- Volunteer Sudbury – Matching Hands Program
- YWCA Sudbury - Genevra House – Community Outreach Program

All That Kids Can Be

- Better Beginnings Better Futures – Pre-teen Program
- Better Beginnings Better Futures – Baby's Breath
- Big Brothers Big Sisters of Greater Sudbury – Matching Program
- Canadian Red Cross – RespectED Program
- John Howard Society – Horses and Youth Therapy Program
- Jubilee Heritage Family Resources – Best Start Hubs
- Learning Disabilities Association of Sudbury – Community Resources Program
- Learning Disabilities Association of Sudbury – Coaching/Assistive Program
- Sudbury Action Centre for Youth – Peer Mentoring Program
- Sudbury Action Centre for Youth – Evening Drop-In Support Program
- Sudbury District Restorative Justice – Community Restorative Conferencing Program
- YMCA Sudbury – Building Strong Kids Program

Nipissing

From Poverty to Possibility

- Low Income People Involvement of Nipissing (L.I.P.I.) – Housing in Trusteeship (H.I.T.)
- Low Income People Involvement of Nipissing (L.I.P.I.) – Community Volunteer Income Tax Program
- Packsac Smiles Organization - Packsac Smiles

Healthy People, Strong Communities

- Alzheimer's Society of North Bay and District – Dementia Art Therapy Program
- Canadian Red Cross – Disaster Services Program
- Canadian Red Cross – Seniors' Transportation Program
- Elizabeth Fry Society – Ongoing Support and Volunteer Services
- Nipissing Association for Disabled Youth - Providing Youth with Developmental Disabilities Lifelong Experiences (PADDLE)

All That Kids Can Be

- Autism Ontario – North Bay – Youth Social and Recreational Program
- Learning Disabilities – Community Resource Program
- Patrick 4 Life – Partici-Patrick

Designations to non-member agencies

Designations to non-member agencies are dollars specifically designated for charities that are not United Way member agencies. During 2013, the designations to non-member agencies amounted to \$123,162. This total includes Sudbury and Nipissing.

United Way Awards

United Way Sudbury and Nipissing Districts would like to recognize the individuals and organizations within our community that have demonstrated leadership and outstanding generosity in their work with United Way Sudbury and Nipissing Districts.

James Grassby Volunteer of the Year Award

Presented to a volunteer that demonstrates community leadership and dedication through his or her work at United Way Sudbury and Nipissing Districts.

Awarded to: Lynne Raven

Frank Marsh All For One Award

Awarded in memory of Frank Marsh from Cambrian College, to an individual who has demonstrated extraordinary commitment to United Way Campaign and the betterment of our community.

Awarded to: Blair Millions

Volunteer Labour Award

For promotion of the partnership between Labour and United Way Sudbury and Nipissing Districts.

Awarded to: Valerie Trudeau

Spirit of Community Award

Presented to an individual, business or organization who demonstrates generosity or financial leadership through monetary or human resources to United Way Sudbury and Nipissing Districts.

Awarded to: Cambrian College, Collège Boréal, Laurentian University

Jean Hanson Lifetime Service Award

Awarded to an individual or organization for their dedication and unselfish service to the community through United Way Sudbury and Nipissing Districts and other local causes. Usually given to someone who has demonstrated this commitment for over 10 years.

Awarded to: Jean Hanson

United Way Community Award

Presented to a volunteer or staff person of a member agency who is actively involved in United Way Sudbury and Nipissing Districts committees and fundraising.

Nipissing: Dr. Catherine Whiting

Sudbury: Patricia Mills

United Way Partnership Award

Awarded to an individual or organization who demonstrates leadership that will have a lasting impact on United Way Sudbury and Nipissing Districts' mission, vision and values. This is done through multiple partnerships and collaborations.

Nipissing: District of Nipissing Social Services Administration Board

Sudbury: City of Greater Sudbury

Laurentian University Gold Tournament, August 2013



Campaign Awards

Nipissing:

Rising Star Award

This award is presented to a new workplace that ran an employee campaign for the first time.

Awarded to: North Bay Parry Sound District Health Unit, Nipissing Parry Sound Catholic District School Board

Team Spirit Award

The Team Spirit Award goes to a workplace that actively engaged their employees in the campaign process. I saw a number of great teams working together in their campaign efforts so this was a hard decision!

Awarded to: Ministry of Transportation

Employee Engagement Award

This goes to a company who has a high percentage of staff participation in their workplace campaign, primarily within the payroll deduction campaign.

Awarded to: Canada Bread

Community Giving Award

This award is given to an organization that reached out to the broader community.

Awarded to: Ontario Provincial Police

Workplace Canvasser Award

This award recognizes a workplace volunteer who has taken big steps to champion United Way within the workplace and ensure the success of the campaign.

Awarded to: Breanne King – TD Canada Trust

Speakers Bureau Award

This individual has shared their story and the story of their organization with different workplaces, to illustrate the impact that United Way donations have within our very own community.

Awarded to: Christine Fortin, Patrick4Life

Sudbury:

New Campaign Awards

Presented to workplaces that have run a workplace campaign for the first time.

Awarded to: Mike Doyle Dodge Chrysler Jeep

Team Spirit Awards

Selected from a number of nominated groups, based on committees that demonstrate team effort in the application of best practices.

Awarded to: OLG

Workplace Labour Awards

Given to union locals that increase their support and their participation in workplace campaigns.

Awarded to: CUPE 4705

Agency Awards

Awarded to a member agency that runs an exceptional campaign demonstrating support to the Campaign.

Awarded to: Canadian Mental Health Association, Maison Vale Hospice

Cornerstone Awards

Given to workplace campaigns that raise \$25,000 or more through corporate, employee and event donations.

Awarded to: City of Greater Sudbury, Costco, Domtar, Health Sciences North, Laurentian University

100k Awards

Given to workplace campaigns that raise \$100,000 or more through corporate, employee and event donations.

Awarded to: Canada Revenue Agency, Ontario Public Service, Sudbury Integrated Nickel Operations, A Glencore Company, Vale/USW

Top 50 Employee and Corporate Campaigns – Sudbury & Nipissing

Special thanks to our top 50 Employee and Corporate Campaigns. Their generous support helped to make this year a success.

- | | |
|---|--|
| 1. Bell Canada | 26. Janssen Ortho |
| 2. Best Buy Sudbury | 27. KPMG |
| 3. BMO Bank of Montreal Nipissing & Sudbury | 28. Laurentian University: LUFA/LUSA/USW/CUPE/CAW |
| 4. Brokerlink | 29. Liquor Control Board of Ontario (LCBO)Nipissing & Sudbury Locations: OPSEU |
| 5. Cambrian College: OPSEU | 30. Loughheids Limited |
| 6. Canada Bread Company Nipissing & Sudbury | 31. Maison Vale Hospice |
| 7. Canada Forces Base North Bay PSAC/CEIU/UNE | 32. North East Community Care Access Centre: OPSEU |
| 8. Canadian Mental Health Association | 33. OLG-Slots at Sudbury Downs: Mine Mill 598/Unifor |
| 9. Canadian National Railway: Teamsters/Mine Mill 598/Unifor | 34. Ontario Provincial Police |
| 10. Canada Revenue Agency Nipissing & Sudbury : PSAC Local 00042 & PIPS | 35. Ontario Public Service Nipissing & Sudbury: OPSEU |
| 11. Carriere Industrial Supply | 36. Rainbow District School Board: OSSTF/ETFO |
| 12. CIBC Nipissing & Sudbury: USW 2020 | 37. Reliance Home Comfort: USW 2020 |
| 13. City of Greater Sudbury: CUPE/ONA/OPFFA | 38. RBC Royal Bank Nipissing & Sudbury |
| 14. Collège Boréal: OPSEU | 39. Service Canada PSAC/CEIU/UNE |
| 15. Conroy Trebb Scott & Hurtubise LLP | 40. Scotiabank |
| 16. Conseil scolaire catholique du Nouvel Ontario: AEFO/ AEFO SUP/ FEÉSO/ SCFP / CUPE | 41. Sudbury and District Health Unit: CUPE |
| 17. Conseil scolaire public du Grand Nord de l'Ontario: FESSO/AEFO/CUPE | 42. Sudbury Catholic District School Board: OECTA/CUPE/ OSSTF |
| 18. COSTCO Wholesale | 43. Sudbury Integrated Nickel Operations – a Glencore Company: Mine Mill 598/Unifor/ USW 2020/6500 Employee Campaign |
| 19. Desjardins Caisse Populaire | 44. TD Canada Trust Nipissing & Sudbury |
| 20. Domtar: IBEW local 956/ CEP local 74/ CEP Local 156 | 45. The Robert Campeau Family Foundation |
| 21. FedNor PSAC/CEIU/UNE | 46. Toromont CAT |
| 22. Future Shop Nipissing & Sudbury | 47. Union Gas Nipissing & Sudbury: USW 2020 |
| 23. Great West Life | 48. United Way Sudbury and Nipissing Districts Employee Campaign |
| 24. Greater Sudbury Utilities: CUPE local 4705 | 49. Vale: Steelworkers locals 6500/2020 |
| 25. Health Sciences North: ONA/CUPE/OPSEU | 50. Workplace Safety and Insurance Board: OPSEU |

Sponsored Employee Program

How the Sponsored Employee Program Works

Each fall, United Way runs an annual fundraising campaign. With the dollars raised, we invest in programs and initiatives that improve lives and strengthen the foundation of our community. To raise funds, we partner with workplaces in the public and private sectors to raise dollars. In order to assist

our small staff with supporting these workplaces, we rely on key partners to provide a Sponsored Employee for the duration of the 16-week Campaign. This employee works on behalf of United Way during this time. Sponsored Employees provide support to 200+ workplace campaigns across the city. They work diligently with workplace volunteers to strategize, provide materials and deliver training.

Thank you to the following organizations for providing a Sponsored Employee to the 2013 Campaign:

- Cambrian College
- City of Greater Sudbury
- Collège Boréal
- Laurentian University
- Vale/United Steelworkers Local 6500



2013 Sponsored Employees (Left to right): Denise Belanger, Olesia*, Kayla*, Britt Brown, Tina Vincent-Gagnon

*Volunteers from Canada World Youth, who volunteered with United Way for two months.

Denise Belanger, City of Greater Sudbury Sponsored Employee, 2013

"I've had the opportunity to work with United Way as a sponsored employee for the past couple years now. I must say it has been a very rewarding experience! There is something quite fulfilling about doing positive things for your community. It has opened my heart to helping those in need. I've learned that workplace collaboration and education is key to

keeping our community strong and healthy. United Way has empowered me to make a difference and, it has allowed me to grow as an individual, both professionally and personally. I challenge you to embark on this journey and become part of a wonderful team. Given the opportunity, I'd do it again in a heartbeat!"



Vale Sudbury Operations President, Kelly Strong, challenged Vale/USW employees that if they achieved the \$750,000 workplace goal, he would shave his head. They actually surpassed their goal and as you can see from the picture, Kelly did shave his head. This task was completed by 2013 Campaign Chair, Patricia Mills, while United Way Executive Director, Michael Cullen and Vale/USW canvassers watched.

Finance Manager's Report



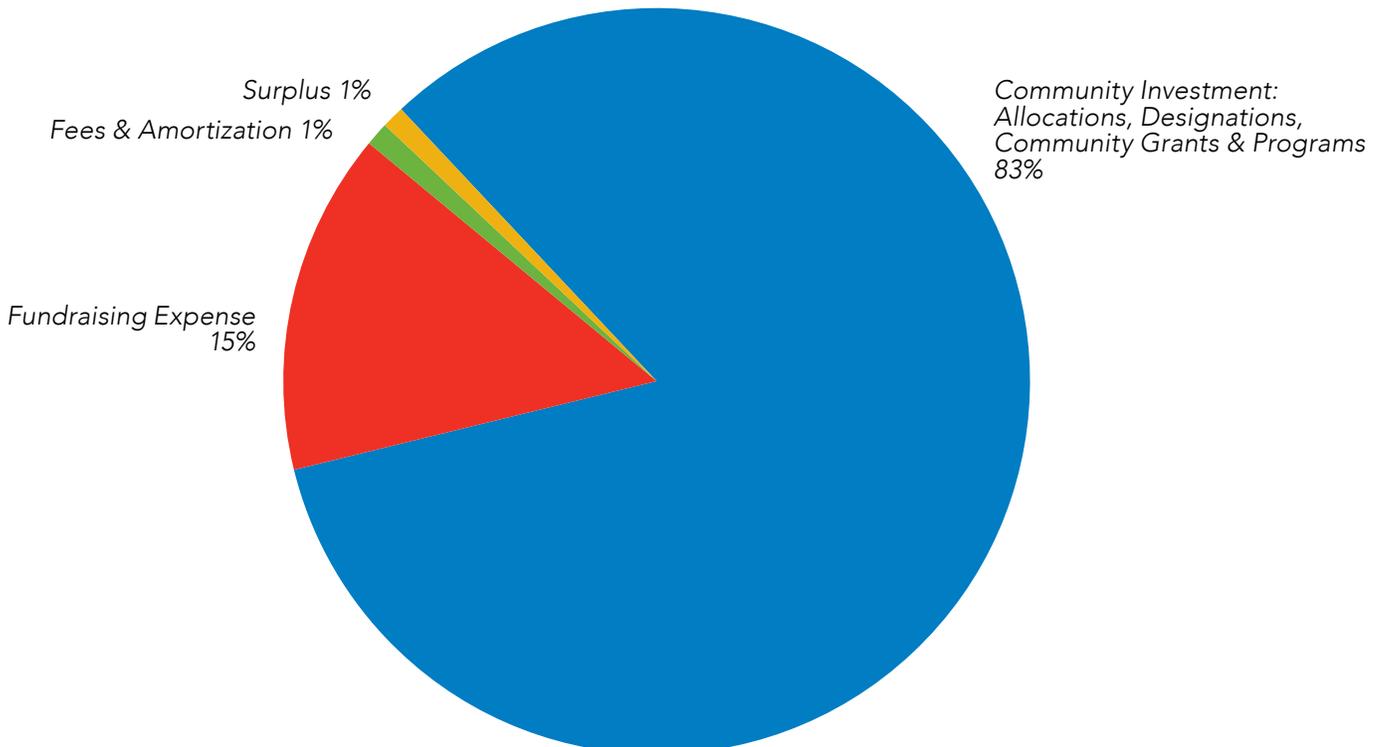
Each year sees advancements in efficiencies and capacity within our organization. This year's big news is how low our pledge loss has become. As most of you are aware, the amount of money "raised" in each Campaign consists mostly of gifts that are "pledged" by donors. These donors make a pledge to pay their contribution during the following calendar year. Occasionally, a donor is unable to fulfill that commitment; reasons for not paying a pledge vary. Most often the reason is that donors leave employment with the companies where they are making their contributions through payroll deduction. The funds that are not collected from the donor are referred to as "pledge loss".

At one point pledge loss was reaching 10% a year and this was factored into the budgeting process. In the last four years, our pledge loss has been steadily decreasing and I'm very pleased to report that the pledge loss from the 2012 Campaign (money paid in 2013) was almost nothing. Donors in the Sudbury and Nipissing Districts' are not only extremely generous but they fulfill their commitments and pledges! Thank you very much!

With the lower pledge loss, increased campaign totals, greater efficiencies and grant monies, United Way Sudbury and Nipissing Districts was able to invest a record \$2,007,828 in our community in 2013.

Bobbie Noel

Disbursement of money



To see our complete financial statements, please visit our website: www.unitedwaysudbury.com

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