



Annual  
Report **2014**



**United Way**  
Sudbury and  
Nipissing Districts

# Our Reach

Catchment Area:





Approximately 60,078 km<sup>2</sup>



# Local giving. Local results.

We are proud to share with you our successes from 2014! This report outlines real-time data and real change you've helped realize in our communities over the last year. Our community came together to unite people, ideas and resources to create lasting change in people's lives in the Sudbury and Nipissing Districts. Thanks to the support of thousands of donors and volunteers, we are on target to reach our three-year financial goals for each community. After the first two years, we have raised \$4.325 million of our \$7 million goal in Sudbury and \$318,500 of our \$400,000 goal in Nipissing. This has allowed us to invest in programs and services designed to address the root causes of social issues right here in our communities. In order to do the right thing for our community's future, we have to be

clear on the outcomes that are important to us. Measurement helps provide that clarity. But it is more than just data. Every individual number represents a life, and behind that life is a real story, and more often than not, a complex one. For United Way, real change is about creating lasting, measurable improvements in the social conditions, health and wellbeing of individuals, families and communities. These are changes that happen over time as a result of efforts at multiple levels. With the contributions of so many – from donors to volunteers, agencies to the private sector, and labour to government – we've been able to offer help and hope to people who are most vulnerable. Together, we are making smart investments that create real change in so many lives – not just for today, but for the long-term.

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-  Moving people from poverty to possibility p.6
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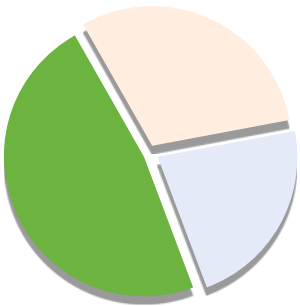
# Building strong

**176** women chose to live independent from their abusive partners (Sudbury)

**1214** people have found an increase in stability, life skills, finding permanent accommodations for at least 6 months after occupancy (Sudbury)

# communities

## How we invest your support



48%

The percentage of United Way community funding allocated to services and support programs.

30  
Programs

18  
Agencies

487 participants have an increased understanding of mental health and mental illness (Sudbury)

114 clients report that the senior transportation service assists them in keeping their independence and makes a difference in their ability to access medical care (Nipissing)

## ➔ Goal

United Way Sudbury and Nipissing Districts supports programs that work to engage and mobilize residents to take collective action. They may improve access to, and availability of, resources needed to revitalize and strengthen neighbourhoods.

## ➔ Service Areas

- Community mental health services
- Independent living
- Victims of domestic violence
- Volunteer engagement
- Persons in transition and crisis



# Helping kids be all

**250** clients in support groups now have a better knowledge and understanding of learning disabilities (Nipissing)



**37** children have received fewer school suspensions and show increased control of their impulsive behaviours (Sudbury)

# they can be

**1925** children now have a better understanding of the French language and culture (Sudbury)

## How we invest your support



**30%**

The percentage of United Way community funding allocated to services and support programs.

## ➔ Goal

United Way Sudbury and Nipissing Districts supports programs that allow kids to be successful, independent adults. Children and youth need a good start in life; access to early literacy and development programs; positive school experiences during the middle years and to graduate from high school. They also benefit from recreational activities, mentor relationships with adult role models and opportunities to discover and develop their talents and interests.

## ➔ Service Areas

- Camp, recreation, arts and culture and sports
- Child and youth mental health
- Youth leadership development
- Homework, mentoring and school completion
- Supportive adult relationships
- Parent and infant relationships
- School readiness



**16**  
Programs

**11**  
Agencies

**100** children have shown an increase in their self-esteem (Sudbury)

# Moving people from poverty

**416** people received nutritional support  
(Nipissing)



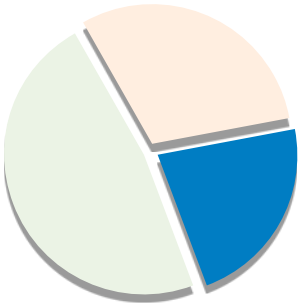
**3548** people had access to more  
fruits and vegetables (Sudbury)



# to possibility

**4495** individuals complied with CRA requirements and had their tax returns filed (Nipissing)

## How we invest your support



**22%**

The percentage of United Way community funding allocated to services and support programs.

**13**  
Programs

**10**  
Agencies

**13,005** young adults were provided access to housing and meals (Sudbury)

## ➔ Goal

United Way Sudbury and Nipissing Districts is committed to ensuring access to support for families and individuals. We support numerous programs to give individuals the ability to avoid, stabilize, or transition out of the cycle of poverty.

## ➔ Service Areas

- Employment and skills development
- Affordable housing and transportation
- Food access
- Emergency shelters access



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## Board of Directors

### Executive Committee

Barb Nott – Chair  
Ashley Thomson – 1st Vice Chair  
Guy Fournier – 2nd Vice Chair – Nipissing representative  
Jamie West – 2nd Vice Chair, Labour  
Rob Roeterink – Treasurer

### Board Members

Bleir Millions  
Chris Vuorensyrja  
Darlene Kaboni  
Jeff Huska  
Jenny Parisotto  
Leo Deloyde – Nipissing representative  
Marc Chouinard  
Melanie Cacciotti  
Patrick Brouzes  
Paul Gomirato  
Rayudu Koka  
Tina Vincent Gagnon  
Valerie Trudeau

## Staff

Michael Cullen – Executive Director  
Bobbie Noel – Finance Manager  
Linda Dupuis – Community Initiatives Manager  
Kelly Sinclair – Campaign Manager  
Bryan Obonsawin – Director, Labour Community Services  
Tammi Lear – Finance Coordinator  
Melanie Dionne – Operations Coordinator  
Sarah Dost – Program Coordinator  
Britt Brown – Campaign Coordinator  
Katina Matheson – Community Coordinator – Nipissing  
Ciara Deschamps – 211 Project Coordinator – Nipissing  
Katherine Cockburn – Campaign Manager  
(maternity leave)

## Sponsored Employees

Thank you to the organizations who have contributed a staff person to help us throughout the 2014 Campaign!

Tina Vincent Gagnon – Vale/USW  
Ashley Thibeault – Vale/USW  
Jessica Main – City of Greater Sudbury  
Dave Szczepaniak – Cambrian College, Collège Boréal, Laurentian University

## Campaign Committees

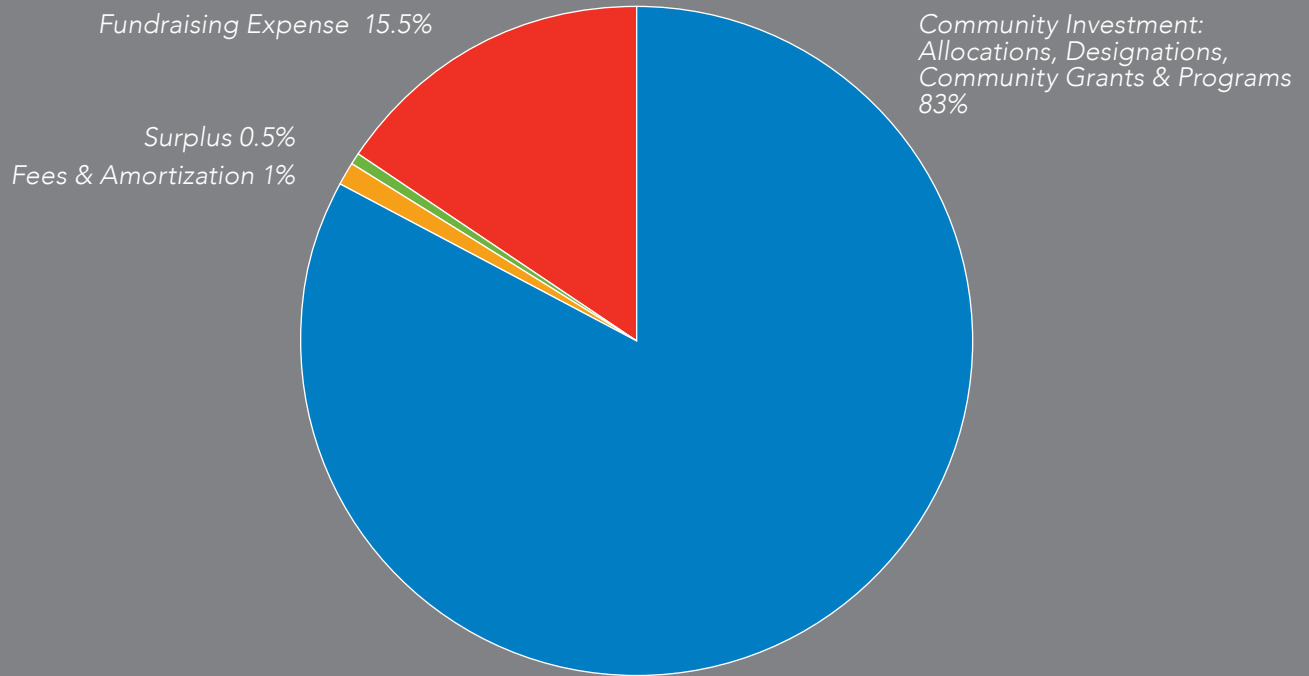
### Campaign Committee – Nipissing

Catherine Whiting – Chair  
Paul Goodridge  
Paul Walker  
Lise Wilson

### Campaign Cabinet – Sudbury

Mike Di Brina – Chair  
Lisa Bonin – Vice Chair  
Barb Black  
Bruno Gorbeil  
Denis Goupil  
Frank Cinotti  
Jessica Penteris  
Linda Boyd  
Marc Chouinard  
Paul Camillo  
Paul Seccaspina  
Paulette Bonin  
Rosemary Di Brina  
Shon Cantin  
Viviane Lapointe  
Wyman MacKinnon

# Disbursement of Money 2014



To see our complete financial statements, please visit our website: [www.unitedwaysudbury.com](http://www.unitedwaysudbury.com)

Introduction	Strategy One	Strategy Two	Strategy Three	Strategy Four
<p>This plan outlines a three year strategic direction for United Way Sudbury and Nipissing Districts. These strategies and goals will be measured through consistent board, staff and volunteer engagement on a monthly basis to translate the mission/vision into community impact.</p> <p><b>Three focus areas will assist United Way to achieve this:</b></p> <ul style="list-style-type: none"> <li>• All that kids can be</li> <li>• From poverty to possibility</li> <li>• Healthy people, strong communities</li> </ul> <p><b>Vision</b>                      To create opportunities for a better life for everyone in our communities.</p> <p><b>Mission</b>                      To improve lives and build community by engaging individuals and mobilizing collective action.</p> <p><b>Values</b></p> <ul style="list-style-type: none"> <li>• Demonstrate trust, integrity, transparency, inclusivity and respect.</li> <li>• Energize and inspire volunteerism and volunteer leadership.</li> <li>• Endorse innovation, partnerships and collective action.</li> <li>• Provide non-partisan leadership.</li> <li>• Embrace diversity.</li> </ul>	<p>Become a state of the art fundraising organization to ensure the resourcing and sustainability of our community impact across our catchment area.</p> <p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Establish new and foster ongoing partnerships and collaborations with funders, labour, workplaces, businesses, organizations and individuals.</li> <li>2. Diversify funding streams and develop resources to increase financial stability including implementing a major gift campaign, securing government subsidies, utilizing student placements, service learning, social enterprise and events.</li> <li>3. Utilize the Direct to Donor approach to build the Leadership Giving Program and increase individual giving, as well as increase the number of businesses supporting the Affinity Rewards Program.</li> </ol>	<p>Create a localized network that becomes the go-to trusted social services leader for its depth of knowledge and ability to measure, evaluate and communicate the outcomes of our community impact.</p> <p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Utilize focused research, training and best practices to ensure evidence based programming and evaluation, as well as our base of knowledge and expertise.</li> <li>2. Establish new and further develop networks and programs that enable excellence in knowledge development and exchange through business innovation and communication.</li> <li>3. Strengthen the non-profit sector for the priority populations and communities we serve, through United Way's internal programs and initiatives.</li> <li>4. Strengthen the volunteer sector within the communities we serve to better meet the needs of vulnerable people, especially in rural and remote communities.</li> <li>5. Create a recognition program for individuals and organizations who help meet priority social service needs.</li> </ol>	<p>Become a high performing organization that is connected, interdependent and innovative throughout our catchment area, that is built on trust and demonstrates excellence through its systems and practices.</p> <p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Mobilize and position the 211 Project as a leading resource to help navigate and improve access to social and health related services.</li> <li>2. Improve two-way communication and education through marketing and donor engagement that will allow us to share the impact we create in the communities we serve.</li> <li>3. Explore shared space partnerships to expand networks to leverage the assets and capacity of stakeholders and partners to ensure the organization is adequately housed.</li> <li>4. Strengthen and build partnerships with local and national labour councils as well as within the labour movement in general throughout the catchment area.</li> </ol>	<p>Address a key priority related to improving the health and well being of children, youth and young adults in our communities.</p> <p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Create partnerships and strategic alliances with key stakeholders to complete a needs assessment in our communities.</li> <li>2. Utilize evidence based research, program and evaluation measures to identify key priorities affecting children and youth in our communities through the Community Development Committee and its community partners.</li> <li>3. Network with other United Ways across Canada and other like-minded organizations to identify best practices for improving the lives of children, youth and young adults.</li> </ol>



**United Way**  
 Sudbury and  
 Nipissing Districts



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