

# STRONGER TOGETHER



# 2016 REVIEW

## MESSAGE FROM THE PRESIDENT

This past year has been exciting and incredibly busy. It's hard to believe our CEO, Andrea, has only been with us for one year as she and her staff have accomplished so much in such a short time!

A strategic plan was developed with input collected from the community, board members and staff. Winding Path helped the organization with this undertaking and we now have a solid plan for the next three years. This will change and grow as the organization finds its path but we have a clear focus on where we would like to target our resources as we move forward.

This marks the end of my term as Chair of the Board and I would like to express my gratitude for all those who helped me on this journey. It's most definitely a team effort and I appreciate the board engagement and support as well as the participation and hard work of the United Way staff. I leave this position in the capable hands of Rob Lantz who I know will do an excellent job.

Thanks also to Gord McNeilly for his second term as Campaign Chair. We appreciate his enthusiasm and efforts to make more people aware of what we do as an organization.

His positive energy has certainly left a mark on all our fundraising efforts. However, we know he's not finished with The United Way of PEI!

Things are changing with The United Way of PEI and it's exciting to watch them unfold. Partnerships are being formed and bridges are being built, both with our own community groups as well as with United Way organizations in other parts of Canada. I look forward to these relationships strengthening in the coming years. Gratitude for our donors has also been enhanced as we recognize many long term relationships held with businesses and community members.

Showing the impact of these donations has been successful in enlightening donors as to where their money is going.

We're sad to be saying goodbye to some board members this term. Janet Joyce, Debbie Bovyer and Ross White are all finishing up their terms with us. You've all been key players in much of what we've accomplished over the past few years and I thank you on behalf of the board and staff for all you have contributed. As they depart, new board members join us, ensuring fresh ideas and perspectives being brought to the table.

**CAROL O'HANLEY**

# 2016 REVIEW

## MESSAGE FROM THE CEO

As I reflect on the past year, my first with the United Way of PEI, two words stand out: CHANGE and OPPORTUNITY.

To say there has been change within the organization over the past year may be an understatement. In addition to myself taking on the role of CEO we have had many new additions to our staff team. Although such significant transitions can sometimes be difficult, they can also offer renewed energy and a new outlook. I would like to sincerely thank all the staff for their immense efforts, dedication and willingness to imagine new ways of operating.

Thanks to the leadership of our Board of Directors, we underwent a process to develop a new strategic plan. We consulted extensively with the community and the feedback we heard shaped our new strategic direction that will change the way we invest in communities across P.E.I.

Moving forward, we will continue to fund the local experts and organizations to deliver programs across the Island, with a renewed focus on measuring the impact of these investments. As well, we clearly heard that the community would like us to play a role in convening and strengthening the non-profit sector as a whole. We will work to help

strengthen, build capacity, facilitate the sharing of knowledge and resources with non-profits in and outside of our funding circle. We are excited about this direction and already have some initiatives underway for this fall.

Perhaps the most daunting but important new direction is our commitment to working collaboratively with key stakeholders to address the root causes of poverty. This will be complex long term work. Over the next year, we will continue to have conversations and consultations to move us forward in that direction where we are best placed to contribute.

With change comes opportunity. We have spent the past year building new and strengthening existing relationships. Thanks to these connections, with our donors, stakeholders, community groups on PEI and other United Ways across the country, we are seeing new and exciting paths forward.

We are excited about the journey we are on. We can feel the energy and synergy in the community and the enthusiasm for collaboration across non-profit, government, and private sectors to address social issues and create meaningful impact across PEI.

**ANDREA MACDONALD**



**3,184**

**DONORS AND  
VOLUNTEERS HELPED TO  
CHANGE LIVES IN OUR  
COMMUNITIES**



**United Way**  
Prince Edward Island

# OUR COMMITMENT

## OUR MISSION

**To improve the lives of Islanders and build communities by engaging individuals and mobilizing collective action.**

## OUR VALUES

- ✓ accountable, open and transparent in everything we do
- ✓ a collaborative, trusted partner in creating respectful communities
- ✓ good stewards of community money
- ✓ vocal supporters of programs and charities helping the greater good of PEI
- ✓ a voice and advocate for Islanders' needs
- ✓ a leader in making a difference in the lives of Islanders through our attitudes, practices and reputation

**\$832,043**

**TOTAL RAISED BY UNITED  
WAY of PEI TO INVEST  
LOCALLY TO IMPROVE  
THE LIVES OF ISLANDERS**



# SPECIAL THANKS

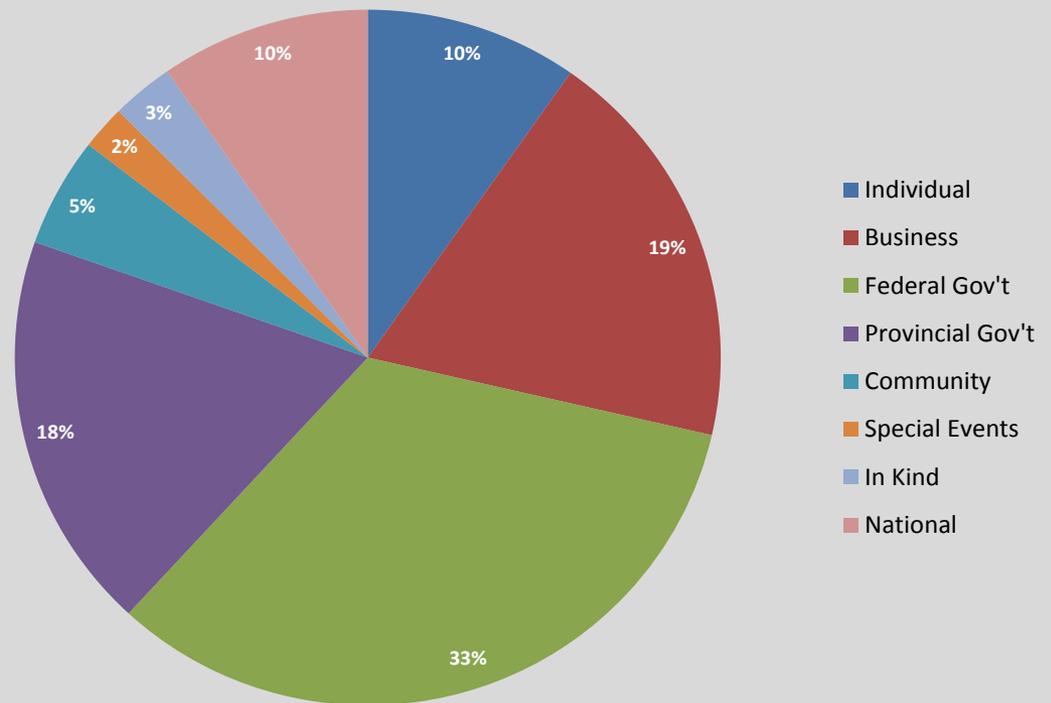
The United Way of Prince Edward Island is grateful to our individual donors and the outstanding organizations that have made remarkable contributions to support our work across PEI.

In 2016, donations to the United Way of PEI surpassed \$832K. Support from our individual donors increased 2% year over year, while community organizations donated 6% more than in 2015.

Because of 2,613 donors who contributed individually, participated in work-place campaigns, gave corporately, offered sponsorships, and in-kind support, plus the 571 who volunteered their time to help, we were able to work locally to make our province a better place.

Thanks to the support of Islanders we are able to invest in local programs to help end poverty, help kids succeed and build healthy communities.

2016



# SPECIAL THANKS

In recognition for long-standing support of the United Way of PEI, six awards were presented to those who have contributed to the success of our campaigns over the past 10 years.



## United Way of PEI – Leadership Award

Presented to Amalgamated Dairies Limited who consistently demonstrates outstanding leadership throughout the entire year.



The Joan and Regis Duffy Foundation

## United Way of PEI – Cornerstone Award

Presented to The Joan and Regis Duffy Foundation for exceptional support of the United Way, giving \$100K over the past 10 years.



## United Way of PEI – Spirit of Caring Award

Presented to Red Shores - Atlantic Lottery who exhibit outstanding support of the United Way and a year-round commitment to the community.



## United Way of PEI – Cornerstone Award

Presented to Maritime Electric who exhibit outstanding year-round support of the United Way raising more than \$500K over the past 10 years.



## United Way of PEI – Campaign Excellence Award

Presented to Holland College for excellent campaign execution during annual United Way of PEI campaigns.

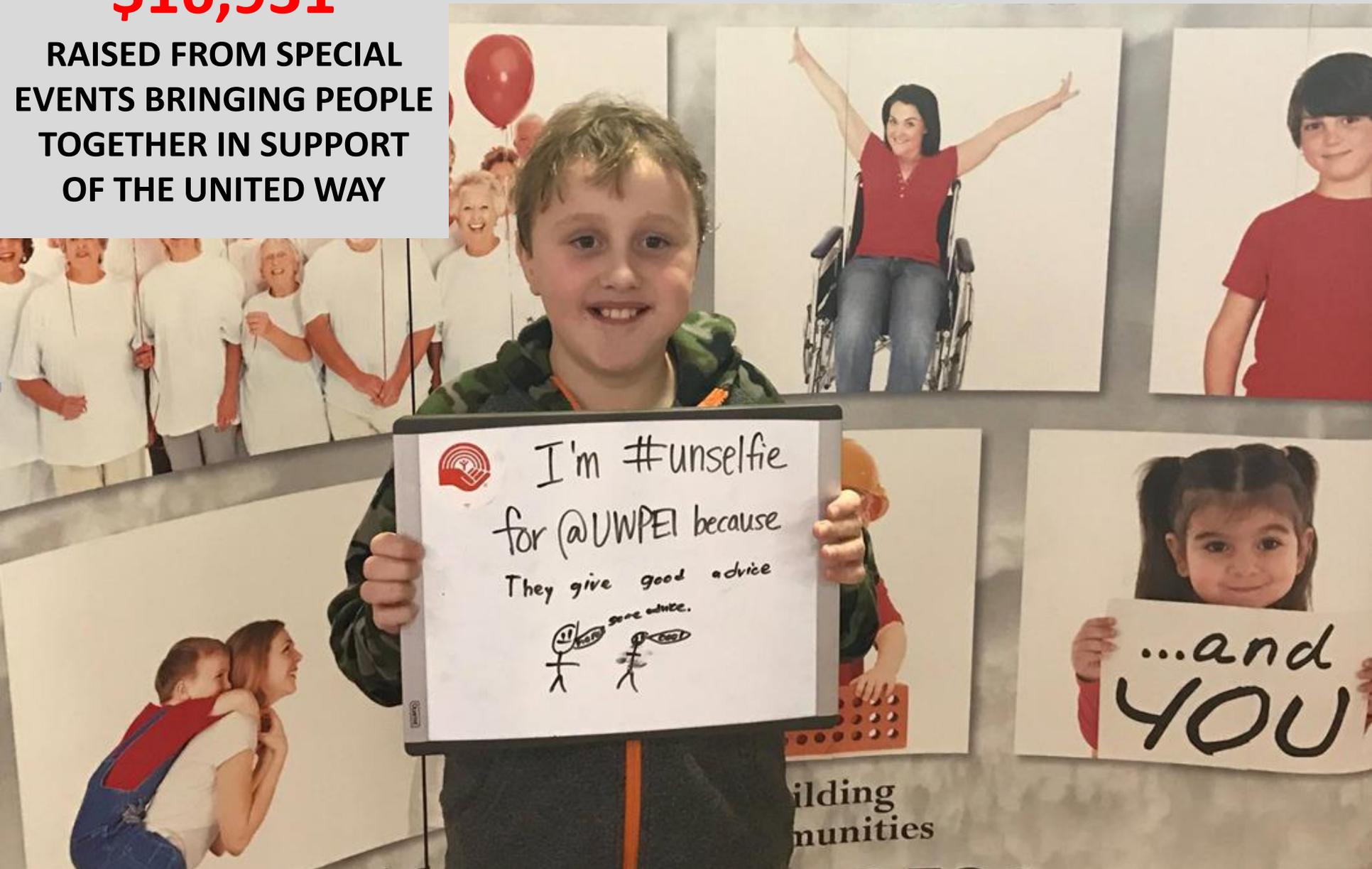


## United Way of PEI – Merit Award

Presented to WestJet and its employees who support the United Way of PEI's fundraising efforts, supporting special events, while encouraging giving, advocacy and volunteerism.

**\$16,931**

**RAISED FROM SPECIAL  
EVENTS BRINGING PEOPLE  
TOGETHER IN SUPPORT  
OF THE UNITED WAY**



# OUR ROLE

The United Way of Prince Edward Island is committed to the advancement of our community. Our mandate is to bring resources together to support local non-profit organizations, help them fund local projects, work with them to build sector strength and collaborate with local leaders and stakeholders to address the pressing needs of Islanders.

The strength of our operation and the success of our strategy relies on the generosity and commitment of our donors and volunteers who partner with us to help advance people from poverty to possibility, enable kids to be all they can be and to foster healthy, strong communities in our province.



# FINANCIAL REPORT

## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of the United Way of Prince Edward Island,

We have audited the accompanying financial statements of the United Way of Prince Edward Island which are comprised of the statement of financial position as at March 31, 2017 and the statements of operations, changes in net assets and cash flow for the year then ended and a summary of significant accounting policies, supplementary schedules and other explanatory information.

### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the Canadian Accounting Standards for Not-for-Profit Organizations and for such internal control as management determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

### *Auditors' Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal controls. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

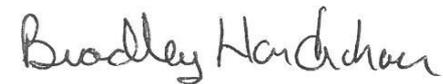
### *Basis for Qualified Opinion*

As is common with many charitable Organizations, the United Way of Prince Edward Island derives revenue from campaign activities and events, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Organization and we were not able to determine whether any adjustments might be necessary to campaign revenues, excess of revenues over expenses, and cash flows for the years ended March 31, 2017 and 2016, current assets as at March 31, 2017 and 2016, and net assets as at April 1 and March 31 for both the 2017 and 2016 years.

### *Qualified Opinion*

In our opinion, except for the possible effects of the matter described in the previous paragraph, these financial statements present fairly, in all material respects, the statement of financial position of the United Way of Prince Edward Island as at March 31, 2017 and results of its operations, changes in net assets and its cash flow for the year then ended in accordance with Canadian Accounting Standards for Not-for-Profit Organizations.

JUNE 20, 2017  
STRATFORD, PEI



CHARTERED PROFESSIONAL ACCOUNTANTS

# FINANCIAL REPORT

UNITED WAY OF PRINCE EDWARD ISLAND  
STATEMENT OF FINANCIAL POSITION  
MARCH 31, 2017

	<u>ASSETS</u>	
	<u>2017</u>	<u>2016</u>
<b>CURRENT</b>		
Cash		
Unrestricted	\$ 637,811	\$ 540,878
Restricted (Note 3)	<u>2,301</u>	<u>9,456</u>
	640,112	550,334
Short term investments		
Unrestricted	117,048	310,375
Restricted (Note 3)	28,237	85,310
Receivables		
Pledges (Note 4)	283,692	354,251
GCWCC (Schedule 5)	9,232	10,706
HST	13,370	6,155
Prepays	<u>3,934</u>	<u>5,249</u>
	<b>1,095,625</b>	<b>1,322,380</b>
<b>INVESTMENTS</b>		
Unrestricted	128,152	-
Restricted (Note 3)	61,107	17,720
<b>TANGIBLE CAPITAL ASSETS (Note 5)</b>	<u>26,411</u>	<u>32,056</u>
	<b>\$ 1,311,295</b>	<b>\$ 1,372,156</b>
	<u>LIABILITIES</u>	
<b>CURRENT</b>		
Payables including government remittances payable of \$5,288 (2016 - \$5,425)	\$ 20,740	\$ 6,259
Defered revenues	6,941	13,318
Current priority program	385,105	247,775
Current lease obligations (Note 6)	2,339	2,318
Current designations to other charities - prior year campaign	<u>103,591</u>	<u>109,953</u>
	<b>518,716</b>	<b>379,623</b>
Priority programs - long term committed amounts	196,730	265,891
Designations to other charities - 2016 campaign	131,990	150,593
Lease obligations (Note 6)	<u>4,740</u>	<u>7,080</u>
	<b>852,176</b>	<b>803,187</b>
	<u>NET ASSETS</u>	
<b>UNRESTRICTED</b>	367,474	456,483
<b>INTERNALLY RESTRICTED (Note 3)</b>	<u>91,645</u>	<u>112,486</u>
	<b>459,119</b>	<b>568,969</b>
	<b>\$ 1,311,295</b>	<b>\$ 1,372,156</b>

ON BEHALF OF THE BOARD OF DIRECTORS

UNITED WAY OF PRINCE EDWARD ISLAND  
STATEMENT OF OPERATIONS  
YEAR ENDED MARCH 31, 2017

	<u>2017</u>		<u>2016</u>
	<u>Budget</u>	<u>Actual</u>	<u>Actual</u>
<b>REVENUES</b>			
<b>CAMPAIGN</b>			
Gross campaign revenue	\$ 940,000	\$ 832,043	\$ 942,120
Provision for pledge losses	<u>(43,056)</u>	<u>(40,004)</u>	<u>(45,222)</u>
<b>NET CAMPAIGN REVENUES</b>	<u>896,944</u>	<u>792,039</u>	<u>896,898</u>
<b>OTHER REVENUES</b>			
Designation admin fee	-	12,295	10,841
Wage subsidy	-	8,031	-
Workshop registrations	-	6,738	-
Interest	9,500	4,992	8,305
Other income	-	1,492	-
Unrealized gain on investment	-	41	-
Prior year pledge unrecoverable amount	-	(30,287)	(18,572)
Bequests	-	-	2,000
WCB premium rebate	-	-	219
Loss on disposal of tangible capital asset	-	-	(653)
	<u>906,444</u>	<u>795,341</u>	<u>899,038</u>
<b>EXPENSES</b>			
Campaign (Schedule 2) - Page 15	293,217	291,704	312,657
Community development (Schedule 3) - Page 16	611,292	617,802	570,962
Uncollected (recovery) prior designations not disbursed	-	(4,315)	2,334
	<u>904,509</u>	<u>905,191</u>	<u>885,953</u>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	<u>\$ 1,935</u>	<u>\$ (109,850)</u>	<u>\$ 13,085</u>

# FINANCIAL REPORT

UNITED WAY OF PRINCE EDWARD ISLAND  
STATEMENT OF CASH FLOW  
YEAR ENDED MARCH 31, 2017

	<u>2017</u>	<u>2016</u>
<b>CASH PROVIDED FROM (USED FOR)</b>		
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Excess (deficiency) of revenues over expenses	\$ (109,850)	\$ 13,085
Item not requiring an outlay of cash		
Depreciation	<u>6,053</u>	<u>4,649</u>
	(103,797)	17,734
Changes in non-cash working capital items		
Receivables	64,818	30,513
Prepaid insurance	1,315	(3,914)
Payables, including government remittances payable of \$5,288 (2016 - \$5,425)	14,479	(9,007)
Accrued allocations and designations	43,203	(20,051)
Deferred revenues	<u>(6,377)</u>	<u>1,824</u>
	<u><b>13,641</b></u>	<u><b>17,099</b></u>
<b>CASH FLOWS FOR FINANCING ACTIVITIES</b>		
Proceeds from lease obligation	-	11,696
Payment of lease obligation	<u>(2,318)</u>	<u>(2,298)</u>
	<u><b>(2,318)</b></u>	<u><b>9,398</b></u>
<b>CASH FLOWS FOR INVESTING ACTIVITIES</b>		
Purchase of tangible capital assets	(407)	(21,537)
Purchase of investments	(12,064)	(101,861)
Redemption of investments	94,841	100,802
Growth in investments, net of purchases and redemptions	<u>(3,915)</u>	<u>(4,418)</u>
	<u><b>78,455</b></u>	<u><b>(27,014)</b></u>
<b>CHANGE IN CASH</b>	<b>89,778</b>	<b>(517)</b>
<b>CASH, BEGINNING OF YEAR</b>	<u><b>550,334</b></u>	<u><b>550,851</b></u>
<b>CASH, END OF YEAR</b>	<u><b>\$ 640,112</b></u>	<u><b>\$ 550,334</b></u>
<b>CASH CONSISTS OF:</b>		
<b>CASH, UNRESTRICTED</b>	\$ 637,811	\$ 540,878
<b>CASH, RESTRICTED</b>	<u>2,301</u>	<u>9,456</u>
	<u><b>\$ 640,112</b></u>	<u><b>\$ 550,334</b></u>

# 14 UNIQUE PROGRAMS

TO SUPPORT ISLANDERS IN COMMUNITIES ACROSS THE PROVINCE IN 2016.



Boys & Girls Club of Charlottetown

# UNITED WAY CAMPAIGN CHAIR



**GORD MCNEILLY**

**CAMPAIGN CHAIR 2015-2017**

The United Way of PEI has been very fortunate to have Gordon McNeilly as volunteer campaign chair for the past two years.

Gord's love of the Island, career as a professional speaker, motivator and trainer coupled with his passion for improving the overall health and wellness of the people in our communities is a winning combination as the chair of our campaign.

Gord is keenly aware of the issues Islanders face and in his capacity as campaign chair rallies people to support the United Way by promoting giving back and working together.

Gord has agreed to remain as campaign chair for 2018 to help continue with the momentum gained over the past two years!

# UNITED WAY BOARD



Top Row (left to right):

Carol O-Hanley – **President**  
Rob Lantz – **Vice-President**  
Douglas (Ross) White – **Treasurer**  
Kate Ryan  
Debbie Bovyer

Bottom Row (left to right):

Lea Bryden  
Melody Dover  
Janet Joyce  
Jennifer MacKinnon  
Gardiner MacNeill

# UNITED WAY STAFF



The United Way of PEI has five full time staff managing the daily operations of the organization. At varying times throughout the year employees are loaned or funded by government or other groups to help with the campaign or special projects.

From right -

**Deanna Carroll** – Manager, Resource Development

**David Webster** – Community Impact Facilitator

**Marie Thompson** – Campaign Loaned Employee

**Andrea MacDonald** – CEO

**Jennifer Carter** – Office Manager & Finance Assistant

**Joanne Wigston** – Finance Officer

**Linda Lee** - Campaign Employee

*\*Kim Batchilder - Missing from photo MLOA*



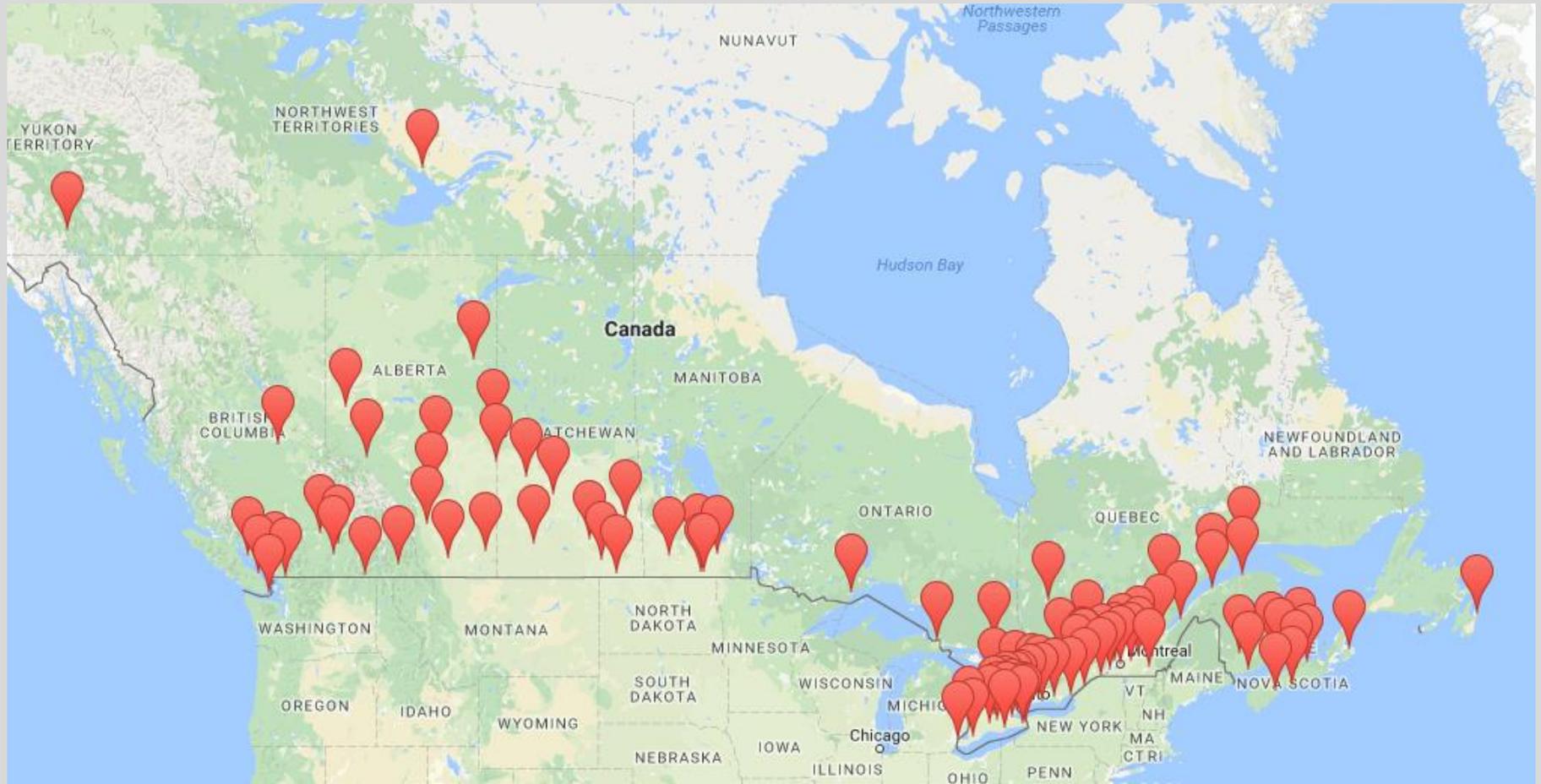
**“Mine is just one voice, but mine is a voice of many voices of people that have been helped and continue to benefit from these programs. I can’t say thank you enough.”**

**Johnny - Summerside Boys and Girls Club**



**United Way**  
Prince Edward Island

# ACROSS CANADA



United Way of PEI is a member of United Way Centraide, a federated network of 104 local United Way offices. Each United Way is registered as its own non-profit organization and governed by an independent local volunteer-led Board of Directors. Our membership with UWCC enables us to share, learn, and be inspired from a national network of social impact leaders which can be leveraged to support our local work.

# IN OUR COMMUNITY



## WHAT DOES THE UNITED WAY MEAN TO YOU?

Comment below for a chance to win a pair of VIP tickets to the Paper Lions Full Colour Super Show!



## UNITED WAY SKATE WITH THE SUMMERSIDE WESTERN CAPITALS

Come for a fun family skate with the Summerside Western Capitals in support of the United Way of PEI!

Sunday, February 26<sup>th</sup>  
12:45 - 1:45pm  
Credit Union Place Ice Pad

Admittance by donation, with all proceeds going towards helping build strong, healthy PEI communities.



## UNITED WAY OF PEI ONLINE AUCTION!



## TEXT TO DONATE



### IT'S EASY:

Text "United" to 20222 and follow the prompts!

Behind every changed life is someone like you who made it happen.



took a drive for the United Way of PEI!



## FITNESS IN THE PARK FUNDRAISER

U FIT WITH GORD!

YOGA WITH MEL!

OCTOBER 9 1pm Confederation Landing Park



Admission by donation. Thank you for your support!

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