

# 2017-2018 Annual Report



**United Way**  
Prince Edward Island

# A Message from the President of the Board and CEO

PEI is known as a place where we all look after one another. But the reality is more complicated. Many Islanders are being left behind. This year, the United Way has adopted a new community impact strategy which focuses our work and investment on eliminating poverty on PEI.

In order to end poverty, we need to understand the issues, be willing to be bold, try new ideas, and work together. It is difficult work but not impossible. Every Islander has a role to play and United Way helps connect us in our efforts to create a prosperous and inclusive province.

We believe the right connection can change everything. And that is why we:

- Invest in local programs so Islanders can connect to services in their own communities – where and when they need them.
- Invest in and connect the community sector to maximize resources and impact.
- Connect donors to the issues and places that are important to them.

Change doesn't happen alone. Thank you to all of our supporters and partners, over the past year. We are proud to be part of a strong community of people with such compassion and commitment to making positive change.



Rob Lantz  
President, Board of Directors

Andrea MacDonald  
CEO

# United Way of PEI

We create long-term, sustainable change across PEI. To do so we focus on **moving people from poverty to possibility, creating strong communities, and helping kids be all that they can be.**

We know our Island community. Through research, consultation and experience, we make sure the right people, organizations and skills are at the table to **solve the tough problems.**

2,613

DONORS

561

VOLUNTEERS

13

FUNDED  
PARTNERS

100%

LOCAL



# FROM POVERTY TO POSSIBILITY

## PROGRAM SPOTLIGHT

*"When my husband and I went to Family Service PEI we were heading towards bankruptcy. We were put on a debt repayment program, and were to pay a percentage of our debt once a month. We really feel that this program saved us from going bankrupt, and helped us get our credit record back on track. We also used the budget planner that was recommended with the plan to help us out. Now our debt is paid off and we can afford the things we could not before. We are both so glad that they could help us out, and hopefully can help others out, too."*

- Credit Counselling Client, Family Service PEI

meeting the basic needs of our province's most vulnerable people, giving every Islander the opportunity to realize a better future.

Those living in poverty often face overwhelming debts and low financial literacy, leaving them more vulnerable to the cycle of poverty. Agencies like *Family Service PEI* aim to break this cycle by providing vulnerable Islanders with credit counselling and debt repayment programs.

The United Way of PEI works to ensure that all Islanders have access to the financial services they require to reach their greatest potential. Family Service PEI's *It's Your Right* program provides opportunities for participants learn about financial abuse, their own financial risk factors, and how to improve their financial literacy and money management skills. The aim of *It's Your Right* is to empower Islanders to manage their finances in a way that meets their values, needs, and desires.

By funding programs like *It's Your Right*, the United Way of PEI hopes to help all Islanders fulfill their most basic needs, opening the door for a future full of possibility.



# 51



seniors received credit counselling to improve their financial literacy with *Family Service PEI*

# 1



New full-time Coordinator dedicated to supporting families tackle the transition from renting to home ownership at *Habitat for Humanity*

# HEALTHY PEOPLE, STRONG COMMUNITIES

creating vibrant neighbourhoods and communities, where everyone experiences a sense of belonging and connection to one another.

## PROGRAM SPOTLIGHT

*"My son was shy and struggled with ADHD which caused learning disabilities as well as anger issues. Our doctor recommended getting him involved in a sport. It was the best decision we could have made as he now has someplace to let out his energy. He has learned new coping skills and had made life-long friends. He's definitely happier now!"*

*- Parent of KidSport Participant*

Recent reports state that only 45% of PEI students meet national physical activity guidelines. Staying physically active is important for everyone, and participating in sports helps develop healthy lifestyles. Organized sport teaches children important life skills such as leadership, commitment, teamwork and self-confidence. Unfortunately, the associated costs can make it unattainable for many Island families.

KidSport PEI believes all Island children should have the opportunity to experience the positive benefits that sport offers. The United Way of PEI provides support and funding to KidSport to help level the "playing field" for children and youth on PEI.



Alzheimer Society  
PRINCE EDWARD ISLAND



The Arthritis Society



25 

youth with disabilities improved their mental and physical health through **Therapeutic Riding** with *Joyriders*

89% 

of participants felt more confident in their ability to make a difference in how their mind and body age after attending **Brain Fitness Fun** sessions with the *Alzheimer Society*

# ALL THAT KIDS CAN BE

giving children and youth across PEI the support they need to get a great start in life, do well in school, and reach their full potential.



Boys & Girls Club of Charlottetown



## PROGRAM SPOTLIGHT

*"It is more than just a summer job or a few PD days. It is an opportunity to give students the courage and confidence they need to grow and to succeed in school. Seeing the progress made by students is the best part. Every student deserves the chance to become confident in their abilities and to be unafraid of making mistakes."*

– Jessica, PEI Literacy Alliance

When Chase\* arrived for *Ready, Set, Learn*, a free summer tutoring program provided by the *PEI Literacy Alliance* & the *PEI Association for Newcomers to Canada*, he was self-conscious about his reading and writing. His tutor, Melissa\*, picked up on this and tried to find a way to make him more comfortable. She discovered that he loved the video game *Minecraft* and began to implement it into their lessons; soon, he began to enjoy his tutoring sessions.

By the end of the summer Chase had transformed into an avid reader, raising his literacy skills back up to grade level. The creativity and attention of his tutor changed his relationships with reading and writing for the better and he was no longer the shy, self-conscious boy who had first come to *Ready, Set, Learn*.

United Way of PEI helps fund programming like *Ready, Set, Learn*, providing much needed educational and emotional support to children, helping youth to develop the confidence and competencies to be all that they can be.

\*Names have been changed

720 

children maintained or improved their reading level over the summer through *Ready, Set, Learn* from the *PEI Literacy Alliance*

81% 

of students reported improved understanding of healthy relationships after attending sessions with *Family Violence Prevention Services*

# COME TOGETHER, LEAVE CONNECTED



*"The United Way of PEI through this conference has given non-profit organizations across PEI an opportunity to meet each other, discuss common problems and learn from some of the best in the business. It would be wonderful to see this become an annual event."*

*– Conference Attendee*

The *Come Together, Leave Connected\** conference was designed with the intent of uniting current and future leaders of the community sector to expand knowledge through professional development, increase impact through networking, celebrate shared contributions, all with a lens to developing a shared vision of the future. The conference was held on PEI in September 13th and 14th, 2017.



Over 100 organizations and individuals represented a wide diversity of interests and focus areas, including but not limited to social services, arts and culture, agriculture, environment, employment, education, and sports and recreation.

*\*This initiative was made possible by the Community Fund for Canada's 150th, a collaboration between the United Way of PEI, the Community Foundation of PEI, the Government of Canada, and extraordinary leaders from coast to coast to coast.*





# New Island Food Security Grants

Thanks to the success of the 2017 PEI Burger Love's "GIVE BACK BURGER" Campaign and the participating restaurants who donated \$1 for every burger sold, 10 *Island Food Security Grants* were awarded in 2017.

Funded programs are focused on increasing access to **local affordable food** for Islanders.





# FINANCIAL REPORT

UNITED WAY OF PRINCE EDWARD ISLAND  
STATEMENT OF FINANCIAL POSITION  
MARCH 31, 2018

|   | <u>ASSETS</u>       |                     |
|---|---------------------|---------------------|
|   | <u>2018</u>         | <u>2017</u>         |
| <b>CURRENT</b>  |                     |                     |
| Cash  |                     |                     |
| Unrestricted  | \$ 348,162          | \$ 637,811          |
| Restricted (Note 3)   | <u>3,563</u>        | <u>2,301</u>        |
|   | <b>351,725</b>      | <b>640,112</b>      |
| Short term investments  |                     |                     |
| Unrestricted  | 496,811             | 117,048             |
| Restricted (Note 3)   | 90,401              | 28,237              |
| Receivables   |                     |                     |
| Pledges (Note 4)  | 290,457             | 283,692             |
| GCWCC (Schedule 5)  | 8,769               | 9,232               |
| HST   | 1,131               | 13,370              |
| Prepays   | <u>6,928</u>        | <u>3,934</u>        |
|   | <b>1,246,222</b>    | <b>1,095,625</b>    |
| <b>INVESTMENTS</b>  |                     |                     |
| Unrestricted  | -                   | 128,152             |
| Restricted (Note 3)   | -                   | 61,107              |
| <b>TANGIBLE CAPITAL ASSETS (Note 5)</b>                                       | <u>17,308</u>       | <u>26,411</u>       |
|   | <b>\$ 1,263,530</b> | <b>\$ 1,311,295</b> |
|   | <u>LIABILITIES</u>  |                     |
| <b>CURRENT</b>  |                     |                     |
| Payables including government remittances payable of \$5,905 (2017 - \$5,288) | \$ 19,223           | \$ 20,740           |
| Deferred revenues   | 17,786              | 6,941               |
| Current priority program  | 417,208             | 385,105             |
| Current lease obligations (Note 6)  | 2,360               | 2,339               |
| Current designations to other charities - prior year campaign                 | <u>97,864</u>       | <u>103,591</u>      |
|   | <b>554,441</b>      | <b>518,716</b>      |
| Priority programs - long term committed amounts                               | 80,000              | 196,730             |
| Designations to other charities - 2017 campaign                               | 140,813             | 131,990             |
| Lease obligations (Note 6)  | <u>2,380</u>        | <u>4,740</u>        |
|   | <b>777,634</b>      | <b>852,176</b>      |
|   | <u>NET ASSETS</u>   |                     |
| <b>UNRESTRICTED</b>   | 391,932             | 367,474             |
| <b>INTERNALLY RESTRICTED (Note 3)</b>   | <u>93,964</u>       | <u>91,645</u>       |
|   | <b>485,896</b>      | <b>459,119</b>      |
|   | <b>\$ 1,263,530</b> | <b>\$ 1,311,295</b> |

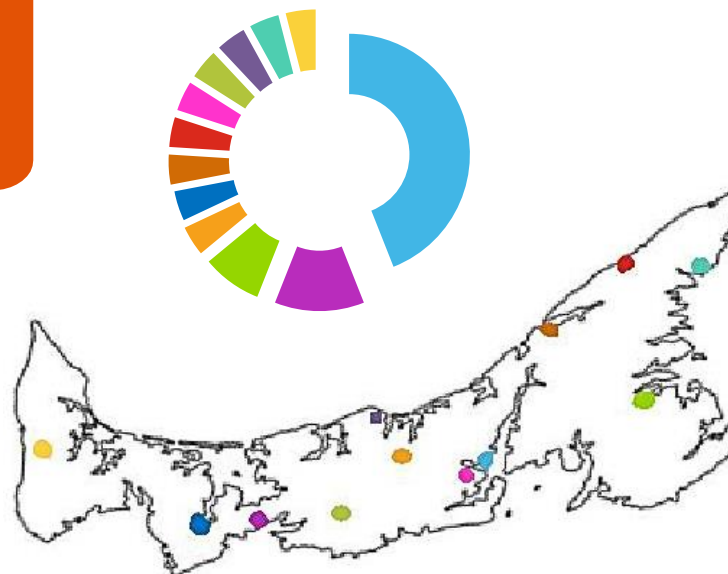
UNITED WAY OF PRINCE EDWARD ISLAND  
STATEMENT OF OPERATIONS  
YEAR ENDED MARCH 31, 2018

|   | <u>2018</u>     |                  | <u>2017</u>         |
|---|-----------------|------------------|---------------------|
|   | <u>Budget</u>   | <u>Actual</u>    | <u>Actual</u>       |
| <b>REVENUES</b>   |                 |                  |                     |
| <b>CAMPAIGN</b>   |                 |                  |                     |
| Gross campaign revenue (Note 9)                         | \$ 885,000      | \$ 845,233       | \$ 832,043          |
| Provision for pledge losses                             | <u>(42,480)</u> | <u>(40,820)</u>  | <u>(40,004)</u>     |
| <b>NET CAMPAIGN REVENUES</b>                            | <b>842,520</b>  | <b>804,413</b>   | <b>792,039</b>      |
| <b>OTHER REVENUES</b>                                   |                 |                  |                     |
| Community Foundation grant                              | -               | 45,000           | -                   |
| Prior year pledge unrecoverable amount                  | -               | 30,812           | (30,287)            |
| Wage subsidy  | 10,000          | 16,484           | 8,031               |
| Workshop registrations                                  | -               | 9,710            | 6,738               |
| Interest  | 4,500           | 4,859            | 4,992               |
| Other income  | -               | 3,220            | 1,492               |
| Unrealized gain on investment                           | -               | -                | 41                  |
|   | <u>857,020</u>  | <u>914,498</u>   | <u>783,046</u>      |
| <b>EXPENSES</b>   |                 |                  |                     |
| Campaign (Schedule 2) - Page 15                         | 243,519         | 249,313          | 279,409             |
| Community development (Schedule 3) - Page 16            | 612,901         | 638,148          | 617,802             |
| Uncollected (recovery) prior designations not disbursed | -               | 260              | (4,315)             |
|   | <u>856,420</u>  | <u>887,721</u>   | <u>892,896</u>      |
| <b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>    | <b>\$ 600</b>   | <b>\$ 26,777</b> | <b>\$ (109,850)</b> |

# YOUR INVESTMENT

## Where the money was invested

When you donate to the United Way of PEI, you are investing in the future of your own community.

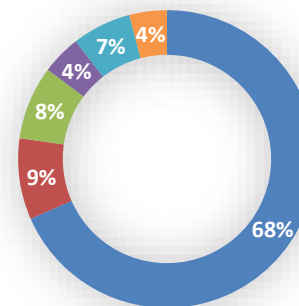


- Charlottetown
- Summerside
- Montague
- Hunter River
- Wellington
- Morell
- Saint Margarets
- Cornwall
- Kinkora
- North Rustico
- Souris
- Bloomfield

## How the money came in

We rely on the generosity of corporate and individual donors from across the Island.

Chart Title



- Workplace Giving
- Corporate Giving
- Individual Giving
- Events and training
- Grant contributions
- Other

# LEADING THE WAY

*A special thank you to our leadership donors.*

## Platinum

(\$10,000+)

Joan & Regis Duffy  
Foundation  
Wade MacLauchlan

## Gold

(\$5,000-9,999)

Brian Matheson  
Margaret Blue

## Silver

(\$2,500 - \$4,999)

Maureen Denison  
John Gaudet  
Anita Gordon  
Dr. Anne MacDonald  
Andrea MacDonald

## Bronze

(\$1,000 - \$2,499)

Alan Banman  
David Beamer  
Francois Beaupre  
Chris Beck  
Shelley Betts  
Patricia Bolger-Gallant  
Verna Bruce  
Lea Bryden  
Janice Burke  
Bernard Butler  
Linda Carr  
Phillip Champion  
Robert Chapman  
Krista Collier  
Chris Costain  
Jocelyn Curran  
Elizabeth Douglas

William Driscoll  
Wade Gregory  
Shannon Hartigan  
Phillip Henderson  
Patricia Jackson  
Susan & Ron Keefe  
Sandra Lambe  
Paul Ledwell  
Alan Long  
James Lovering  
Ann MacAdam  
Tommy MacDonald  
Royce MacDonald  
Sandra Mackinnon  
Jaqueline MacNeill-Doiron  
Meghan McCarthy  
Alan McIsaac  
Brian McMillian  
Amy-lee Meunier  
Walter Natynczyk

Cathleen O'Grady  
Jacqueline O'Keefe  
Gary Palmer  
Darren Peters  
Teresa Pound  
Alexandra Shaw  
Douglas Shcurman  
Paul Shea  
Colleen Soltermann  
Elizabeth Stewart  
Katie Lynne Testu  
James Thompson  
Rene Tremblay  
Christine Veale  
Michael Vriends  
Francis Watts  
David Webster  
C B Willis  
Stephan Yarrow

# OUR PEOPLE

## Our 2017 Campaign Chair

Gord McNeilly

## Our Board of Directors

Rob Lantz – **President**, Gardiner MacNeill – **Vice-President**, Randy Cannon – **Treasurer**, Carol O’Hanley – **Past President**, Melody Dover, Kate Ryan, Jennifer MacKinnon, Paul Alan, Lea Bryden, Carl Pursey

Alzheimer Society, The Arthritis Society, Boys & Girls Club of Charlottetown, Boys & Girls Club of Summerside, Family Service PEI, Habitat for Humanity PEI, Joyriders, The Kidney Foundation, Native Council of PEI, PEI Family Violence Prevention Services, PEI Literacy Alliance, SportPEI, Stars for Life

## Our Funded Partners

## Our Staff

Andrea MacDonald – **CEO**, David Webster – **Manager of Community Impact**, Kim Batchilder – **Finance Manager**, Jennifer Carter – **Office Manager & Finance Assistant**, Deanna Carroll – **Resource Development Manager**

...and a special thanks to all of our wonderful volunteers and donors!

# THE YEAR 2017 IN PICTURES

## April 2017 PEI BURGER LOVE

36 restaurants participated in the Give Back Burger campaign, raising over \$60,000 to support **Island Food Security Grants**. These funds help give Islanders access to local, affordable food.



## June 9 2017 DAY OF CARING

This year we were grateful to have 70 volunteers working on 7 projects supporting various non-profits across PEI. Volunteers put their skills to work, painting fences, planting trees, and even helping to build a house!



## September 29 2017 2017 CAMPAIGN KICKOFF

We made sure to start our campaign off right, with an incredible luncheon at the Delta Prince Edward Hotel in Charlottetown.



## November 28 2017 GIVING TUESDAY

Islanders were #unselfie in their support for the United Way, as they celebrated community service on Giving Tuesday through donations, volunteering, and some great pictures.



## December 3 2017 FAMILY FUN EVENT

The Summerside Capitals joined us for an afternoon of ball hockey and family fun, along with a draw for an amazing trip for 2 donated by WestJet.



## February and March 2018 GAME CHANGER AWARDS

Marlee Gregory, Judy Gallant, Lisa Rose, Erin Veale, and Brian Strongman were recognized as Game Changers for their active volunteerism. Each recipient accepted their award in front of friends and family on the court at an Island Storm basketball game.



## March 31 2018 UWPEI ONLINE AUCTION

The 2017 Campaign year ended in March with UWPEI's annual online auction. Auction items included office supplies, art pieces, vacation packages, and much, much more!

