

United Way of Peel Region is the largest funder of social services after Government.

On behalf of our fellow Board members and the many volunteers, donors, community partners, our funded agencies, our staff who share our commitment, please accept our sincere thanks.

Your support has made a difference. But there's more to be done. The dramatic and unprecedented growth in Peel Region over the last twenty years has made it impossible for our community's social services infrastructure to meet the need for services on its own.

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United we can be resilient

United Way of Peel Region is making a big difference in the lives of individuals and families living in Brampton, Mississauga and Caledon. Together with the Region of Peel, United Way is investing in our future – building resilience in individuals, families, neighborhoods and entire communities.

United we can have strong families

We helped 44,649 immigrants and newcomers to maximize their skills. We helped provide a higher quality of life for 23,261 at risk families. We helped 24,627 children and youth reach their full potential.

United we can create more vibrant communities

We supplied food and basic necessities to 19,130 individuals, including children who are homeless and/or living in poverty. We supported 26,358 individuals with mental health issues. We supported 17,385 vulnerable women and children who were abused. We helped 24,926 individuals with disabilities. We helped 1,914 seniors to become healthier and live independently.

United Way of Peel Region is the connector

On the following pages you will see photos of and read stories about a few individuals and families impacted by United Way agencies, programs and services. United we have, and will, continue to transform lives.

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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
- Vision
- Voluntarism
- Accountability
- Collaboration



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Cover photo by Naturally Beautiful Photography - www.naturallybeautifulphotography.com
Special thanks to our volunteers for participating in our photo shoot.



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United we can... We give and dignity respect support.

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2010/11 Annual Report
United we can.

Resilient People – Strong Families – Vibrant Communities

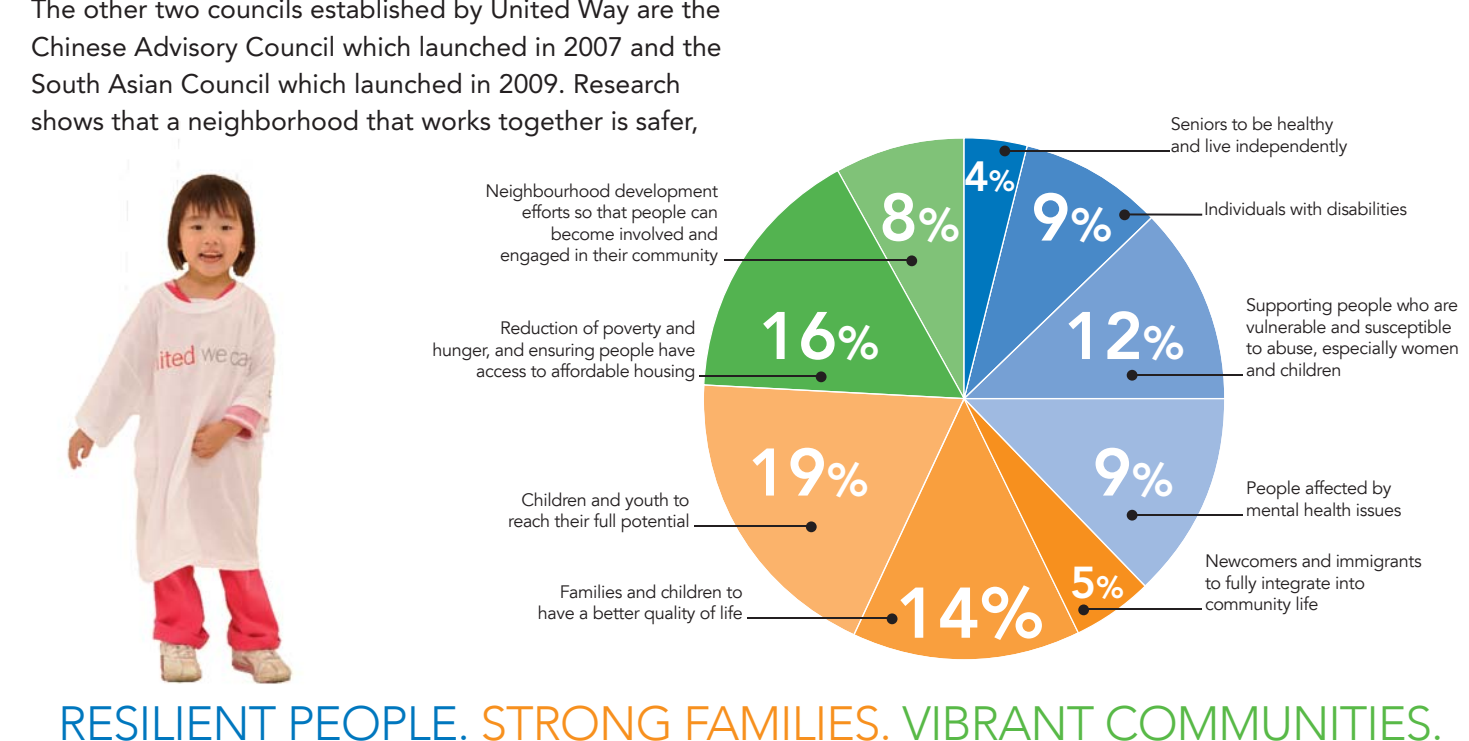
United Way strengthens the delivery and use of a vital network of services to build stronger families, individuals and communities.

United Way tackles the root causes of poverty, violence, isolation and discrimination.

We encourage and support community partnerships to work together to tackle complex social issues like poverty, opportunities for immigrants and newcomers and early childhood development.

This year United Way of Peel Region launched the Black Advisory Council to give Peel's diverse Black community a strong united voice to develop programs, services and initiatives to help our community thrive. There are more than 95,000 Black community members in Peel. The Council includes African, Caribbean, Canadian, and anyone whose ethnic or ancestral origins are in Africa. The 52-member council includes representatives from business, health, education and the community.

The other two councils established by United Way are the Chinese Advisory Council which launched in 2007 and the South Asian Council which launched in 2009. Research shows that a neighborhood that works together is safer,



RESILIENT PEOPLE. STRONG FAMILIES. VIBRANT COMMUNITIES.

United we can. United we did.

Without you there would be no way.

The successful fundraising campaign of 2010 proves how true this statement is. In partnership with our volunteers, donors and community partners, we achieved a record-setting \$13,882,962 to fund essential services and support for those who need us most.

It was very hard work for our campaign cabinet, our board of directors, account executives, employee campaign chairs, workplace canvassers, event volunteers, sponsored and loaned representatives and United Way staff. Thank you cannot begin to express our sincere gratitude.

Our corporate supporters made this year's campaign one of the best yet! For the first time, PepsiCo Canada introduced its Leadership Challenge Grant, which provided matching funds for new or increased gifts of \$1,000 or more to United Way's Community Fund. The company's two business units - PepsiCo Beverages Canada, which includes brands such as Pepsi, Gatorade and Tropicana; and PepsiCo Foods Canada, which includes Frito Lay Canada and Quaker foods & snacks contributed new funds totaling \$100,000 to establish the grant.

General Mills Canada kicked off their leadership campaign at a local area food bank and as part of their employee campaign they "Stuffed the Bus" with employee-donated gently used toys and clothing and nonperishable food items for a donation drive for local United Way funded agencies.

Citi Cards produced large preprinted paper angels which were displayed in every office of employees who participated in Citi Cards employee campaign.



Credit Valley Hospital, Trillium Health Centre and William Osler Health System ran a joint campaign for United Way in 2011. Intuit Canada was one of the many organizations that participated in Day of Caring in 2010. The event was sponsored by TD Canada Trust.

We Connect People to Vital Services and Help Build Stronger Communities

- 1 in 7 people in Peel live in poverty
- 1 in 4 people in Peel experience one or more mental disorders in their lifetime
- 1 in 10 seniors in Peel are victims of abuse
- 1 in 7 people in Peel are disabled
- Peel Region has the longest wait for affordable housing in Ontario. A family applying for affordable housing today, may wait for the next 20 years

Together We Build Better Futures

- \$272,000 for 13 Neighborhood Development grants funded jointly by United Way and the Region of Peel
- \$61,600 in social purpose enterprise grants
- \$18,000 in Youth in Action Grants

Your investment makes a difference.

Through your generous support and volunteerism, United Way of Peel Region achieved a new record this year, raising \$13,882,962. This was a stretch goal for us at a time when so many businesses and individuals are carefully scrutinizing each and every dollar spent as we move forward together into economic recovery. It is also the time when our families and individuals need United Way services the most.

Our job is to ensure your dollars are invested wisely and strategically to achieve desired results.

All agency programs and services funding requests must meet a strict set of performance criteria based on the most current research. Results are monitored throughout the year by experienced United Way Community Investment staff and volunteers.

To assist our agencies to provide a strong, sustainable human care network to the community, United Way of Peel Region provides training and skills development.

Although stewardship of our community's investment is our most important role, this year the Finance and Audit Committee of the Board faced the additional challenge of changing the fiscal year end from December 31st to March 31st to better reflect the organization's business cycle and enhance business planning relative to our revenue and expense activities. Based on our audited financial statements our cost of fundraising, which includes a portion of our operating cost was 16.7% of our total revenue, excluding the allowance for pledge loss; a little over 3% higher than past years. This was a result of the transition to our new fiscal year which meant we accrued 15 months of expenses rather than our normal 12 month cycle.

We are grateful for the ongoing support and counsel of our board and auditors as we managed our day to day operations throughout this process change.

Norma Trim, CA
Treasurer, Finance and Audit Committee

Shirley Crocker, CGA
Vice President, Finance and Administration

Statement of Financial Position*

	2011	2009
Assets		
Current		
Cash	\$ 4,059,357	\$ 2,264,394
Short term investments	3,076,947	2,906,473
Estimated net pledges and donations receivable	8,182,484	11,642,913
Other receivables	189,022	333,384
Prepaid expenses	191,668	48,481
	15,702,480	17,215,645
Forever Fund investment	156,606	139,848
Capital assets	427,089	111,593
	\$ 16,286,175	\$ 17,467,086
Liabilities		
Current		
Payables and accruals	\$ 520,558	\$ 257,419
Community investments payable	7,781,028	9,624,691
Deferred designation revenue	4,385,201	4,195,814
Deferred grant revenue	308,592	308,542
	12,995,379	14,386,486
Deferred capital contributions	9,322	19,106
	13,005,101	14,405,592
Net Assets		
Invested in capital assets	417,767	92,487
Restricted for endowment purposes - Forever Fund	156,606	139,848
Internally restricted net assets	1,832,484	1,924,745
Unrestricted net assets	874,220	904,414
	3,281,074	3,061,494
	\$ 16,286,175	\$ 17,467,086

Statement of Operations*

	2011	2009
Campaign revenue	\$ 13,261,773	\$ 12,230,890
Centrally Coordinated Campaign (CCC)	2,075,431	2,200,669
	15,337,204	14,431,559
Sponsorship	86,448	98,329
Total gross campaign revenue	15,423,652	14,529,888
Net pledge loss	302,010	523,954
Net campaign revenue	15,121,642	14,005,934
Other income	2,266,427	2,530,068
Total revenue	17,388,069	16,536,002
Donor designations	2,927,867	3,222,870
Available for expenses, program funding and community investments	14,460,202	13,313,132
Fundraising expenses	2,946,312	2,287,133
Available for program funding and community investments	11,513,890	11,025,999
Program funding	3,145,256	3,110,522
Community Investments	8,165,812	8,240,111
	11,311,068	11,350,633
Excess (deficiency) of revenue over expenses, program funding and community investments	\$ 202,822	\$ (324,634)

* Excerpts from the audited financial statements

