

2011 Fast Facts



United Way
Peel Region

Who we are

The **mission** of United Way of Peel Region is to engage with our community, through partnerships, to ensure people are cared for, connected and included.

Our **vision** is to champion and inspire sustainable change that strengthens community and improves lives.

Our **values** are Inclusion; Visionary; Accountability; Collaboration; Integrity; Volunteerism.

What we do

We invest in a network of essential services that provide basic needs, help develop coping skills, provide economic opportunities and engage people in making our community great.

Why we do it

- 1 in 10 seniors are victims of abuse. In most cases their abuser is someone close to them.
- 1 in 5 people in Peel will experience a serious mental illness or substance abuse issue in their lifetime
- 1 in 7 people in Peel are living with a disability.
- 1 in 7 people in Peel live in poverty.
- 33% of Peel's recent immigrants live in poverty.
- In recent years, domestic disturbances in Peel have increased almost 40%.
- Nearly 40% of seniors living alone in Peel are living in poverty.

United Way of Peel Region funded agencies provide a lifeline to thousands of people living in Mississauga, Brampton and Caledon.

Our priorities

Last year we raised \$13,882,962 to improve lives, strengthen neighborhoods and make our community great.

RESILIENT PEOPLE

- Agencies helped 1,914* seniors gain independence, receive social support and reduce their isolation
- Agencies helped 24,926* adult, children and youth with disabilities to live independently, learn work skills and stay engaged in the community
- Agencies provided shelter, counseling and support for 17,385* women and children who have been victims of violence and/or abuse, helping them heal and rebuild their lives
- Agencies provided counseling, support, job training and basic skills to 26,358* individuals affected by mental health issues

* Based on numbers provided by agencies. Individuals who have accessed services at multiple agencies may have been counted more than once.

STRONG FAMILIES

- Agencies helped 23,261* families and children to have a better quality life by supporting programs to increase parenting knowledge, skills and resources; support children in schools and enhance family relationships
- Agencies helped 24,627* youth to participate in educational and recreational after school programs, mentoring programs, counseling sessions and violence prevention and leadership
- Agencies provided food and basic necessities to 19,130* individuals including children who are living in poverty and/or homeless

VIBRANT COMMUNITIES

- Agencies increased resident engagement and services to 88,669* residents by providing key services and volunteer opportunities in various neighborhoods



United Way
Peel Region

United we can.

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United Way is a registered charity.
Charitable business number:
10810 2807 RR0001

How we do it

The Community Fund includes all contributions to United Way of Peel Region that are not directed by the donor to other United Ways or other registered charities. Our Community Fund supports a vital network of social services, helps to build strong agencies, fosters community partnerships focused on collective action and supports our work as an advocate for social change.

Where our donations come from

- 44.5% individual donors gifts under \$1,000
- 27.0% corporate gifts
- 15.5% leadership gifts (over \$1,000)
- 10.2% special events
- 1.3% direct mail
- 1.5% incoming designations from other United Ways

Investing in our future

We invest in initiatives that provide opportunities to engage people in our community and to improve their quality of life. Together with the Region of Peel, we invested in our communities' futures through:

- Neighbourhood Development Grants. We invested \$148,500 to fund community building resident-led projects that provide opportunities for residents to work with community agencies to improve the quality of life in their neighbourhoods.
- Social Purpose Enterprise Grants. We invested \$36,600 to help provide job training and employment opportunities to individuals outside the traditional workforce including single parents, newcomers and those with mental health challenges as part of our poverty reduction strategy.
- Youth in Action Grants. We gave \$9,000 in one-time funding to youth-led projects that address community issues in our region.

We make sure every dollar invested makes a difference

All funded agencies must meet a strict set of performance criteria to ensure accountability and impact. Results are monitored throughout the year by experienced United Way Community Investment staff and volunteers.

We keep our administrative costs to the minimum... well below Canada Revenue Agency's threshold for non-profit's ratio of costs to revenue. Based on our audited financial statements* our cost of fundraising, which includes a portion of our operating cost, is 16.7%.

In 2011/12 we project our Community Fund Investments to be \$9,916,992. An additional \$2,005,485 was designated to other United Ways and charitable organizations.

* In 2010/11 we transitioned to a new fiscal year. This resulted in 15 months of expenses being accrued instead of our normal 12 month cycle.

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