

2000 ANNUAL REPORT

PRESIDENT'S REPORT

This was another successful year for our United Way. As you will see from the following highlights, we have made good progress on both operational and strategic issues:



- * A Campaign Achievement of a record \$429,600 thanks to the leadership of Robert Marshall and his Campaign Cabinet.
- * The introduction of a Leadership Giving Program that raised \$20,000 in "new" donations.
- * The first United Way Mini-Putt Marathon that raised \$10,000.
- * The establishment of the Allocations Review Task Force to undertake a major review of our Allocations Process.
- * A change in our name to The United Way of Haldimand and Norfolk to reflect the recent municipal restructuring.
- * The Incorporation of The United Way of Haldimand and Norfolk
- * The establishment of the Haldimand County Task Force to study how the United Way can strengthen its presence in and ownership by the residents of Haldimand County.

All of this would not be possible without the help of all our volunteers, the behind the scenes people, the troops in the trenches. These are the people that help carry our organization and take care of the small jobs and details that need to be done. The board cannot thank the volunteers enough for all the work they do for the organization.

This was my first year as President and I could not have made it without the help of the other Board

BOARD OF DIRECTORS:

Rob Girvan <i>(President)</i>	<i>Simcoe</i>
Heather M. MacNeill <i>(Vice-President)</i>	<i>Nanticoke</i>
Wayne Campbell <i>(Treasurer)</i>	<i>Simcoe</i>
Jennie Chanda <i>(Past President)</i>	<i>Delhi</i>
Karen Anderson ‡	<i>Walsingham</i>
Deena Denton- Wojtowicz †	<i>Port Dover</i>
Keith Flexman	<i>Simcoe</i>
Ken Hearnden	<i>Vittoria</i>
William Kolasa	<i>Dunnville</i>
Al Lynn	<i>Nanticoke Basin</i>
Robert Marshall	<i>Simcoe</i>
Chris Szymezko †	<i>Delhi</i>

STAFF:

Vincent Taylor	<i>Exec. Director</i>
Evelyn Nobbs	<i>Admin. Assistant</i>

† Appointed during the year

‡ Resigned during the year

members. I would like to personally thank everyone for their support and patience and for the assistance given from our staff.

I look forward to the challenges of 2001 as we work together to improve and strengthen our community.

Rob Girvan, President

Mission

Working with others, the United Way of Haldimand and Norfolk improves people's lives and strengthens the community.

CAMPAIGN REPORT

The 2000 campaign achieved a record high \$429,600 due to the enthusiastic support of many, many volunteers.

The backbone of each year's campaign are the many workplace campaigns. The tremendous efforts of all the workplace campaign coordinators are remarkable, and the generosity of the employees in all of the workplace campaigns is humbling.

Our corporate partners are to be commended for their generosity, their commitment and support for making each year's campaign a success.

New to our campaign this year was the Leadership Giving Program, chaired by Wally Anderson. As a first year effort this program was a tremendous success, and a heartfelt thanks goes to Wally and the many Friends, Builders, Leaders and Patrons who so generously contributed to this year's success.

Also new to this year's campaign, was the Mini-Putt Marathon conceived and organized by Keith Flexman. This special event was hugely successful, both as a fun way of raising funds and as a means of bringing diverse groups together in the United Way cause.

The 2000 marketing campaign was inspired and focused on the many people in the workplaces who make it happen for United Way. Martin Keen of *Wilberforce Communications* conceived the idea and produced all of our posters, ads and brochures. Martin, with assistance from Fred Mudge of *Rose Le Studios*, volunteered many hours in preparing another first class marketing campaign.

Once again the local media have been hugely supportive in helping us get the message out there. Lastly, I would like to express my gratitude to the members of the Campaign Cabinet who, when approached, stepped up to the plate willingly and effectively. A big thanks to the United Way staff too. This was a team effort, and I am honoured to be associated with such a great group of people.

Robert Marshall, Campaign Chair



CAMPAIGN CABINET

Robert Marshall	<i>Campaign Chair</i>
Deena Denton- Wojtowicz	<i>Camapign Vice-Chair</i>
Wally Anderson	<i>Leadership Giving</i>
Keith Flexman	<i>Special Events</i>
Ron Kowalsky	<i>Simcoe/Nanticoke</i>
Sue O'Dwyer	<i>Public Service</i>
Peter Rasokas	<i>Education</i>
David Runions	<i>Nanticoke Basin</i>

FINANCIAL REPORT

STATEMENT OF OPERATIONS (*see page 4*): \$294,204 was allocated to funded agencies compared to \$290,333 in 1999. In addition there were designations to funded agencies of \$4,300 and to other organizations of \$1,500.

The surplus for the year is \$30,396 compared to a surplus of \$10,382 in 1999.

Campaign costs are \$51,754 (12.3% of campaign revenue). Administration costs are \$29,671 (7.1% of campaign revenue). Program costs are \$19,673 (4.7% of campaign revenue). Campaign and administration costs total 19.4% of campaign revenue, down from 23.2% in 1999.

STATEMENT OF FINANCIAL POSITION (*see page 4*): 2000 campaign revenue of \$423,792 is deferred to 2001. The 2000 campaign expenses of \$66,190 is deferred to 2001.

The Board has established a *Stabilization Fund* to provide for stability of agency funding. In the event of a campaign shortfall or a major downturn in the economy, the Fund may be drawn upon. \$30,000 has been transferred to the Fund.

Net assets are \$88,207 compared to \$53,561 in 1999.

Wayne Campbell, Treasurer



ALLOCATIONS COMMITTEE REPORT

A total of \$301,700 will be allocated to assist in the funding of 19 local programs offered by 12 of the 13 current funded agencies of the United Way in Haldimand and Norfolk (see details below). St. John Ambulance did not submit a funding submission for the current year.



The submissions for funding were reviewed by the committee which then prepared its allocation recommendations for approval by the United Way's Board of Directors. We did not conduct on-site visits to the agencies this year as we are currently in the midst of a comprehensive review of our Allocations Process. A task force began this review in the summer of 2000 and expects to make its final report in 2003.

A special thank you to the members of the Allocations Committee who, as usual, have tough decisions to make; and, to the Task Force members who have committed their time and expertise to the Review Process.

ALLOCATIONS COMMITTEE

Heather M. MacNeill (<i>chair</i>)	<i>Nanticoke Caledonia</i>
Derek Bishop	<i>Simcoe</i>
Rob Girvan	<i>Simcoe</i>
Kathy Guillemette	<i>Delhi</i>
Chris Szymezko	

ALLOCATIONS REVIEW TASK FORCE

	<i>Board member</i>
Heather M. MacNeill (<i>chair</i>)	<i>Allocations Committee</i>
Derek Bishop	<i>District Health Council</i>
Lynn Bowering	<i>Ont. Trillium Foundation</i>
Trudi Collins	<i>Health and Social Services</i>
Patti Moore	<i>Consultant</i>
	<i>Health and Social Services</i>
	<i>Imperial Oil</i>

AGENCY	PROGRAM	2001	
Big Brothers & Big Sisters Association of H-N	Matching	56,800	
	In-School Mentoring	<u>4,400</u>	61,200
Caledonia & District Multi-Service Centre	Information & Referral		12,000
	Public Education		12,500
Canadian Mental Health Association of H-N			30,900
Canadian National Institute for the Blind			11,100
H-N Information Centre	Information & Referral		12,000
H-N Literacy Council	Basic Literacy		
H-N REACH	Adult Counselling	36,600	
	Volunteer	13,600	
	Life Skills Education	<u>10,400</u>	60,600
H-N YM-YWCA			12,500
Norfolk Community Help Centre	Settlement	8,000	
	Volunteer Travel	<u>2,000</u>	10,000
Norfolk Association for Community Living	Family Home Service	7,200	
	Job Links	6,500	
	Community Connections	14,300	
	Getting Connected	<u>4,900</u>	32,900
Quetzal Family Homes	Women's		18,500
The Salvation Army (Simcoe)	Family Services		<u>27,500</u>
TOTAL ALLOCATIONS TO AGENCIES			301,700
Transfer to Stabilization Fund			15,000
United Way Campaign, Administration and Program Preliminary Budget			<u>102,096</u>
TOTAL			<u>418,796</u>

STATEMENT OF OPERATIONS FOR THE YEAR ENDED DEC. 31, 2000		
	2000	1999
	\$	\$
REVENUE		
Contributions - 1999 Campaign	419,806	388,121
Summer Career Placement Grant	3,237	3,718
Ontario Lottery Corporation Funding	804	8,133
Sundry	1,851	1,937
Designated Contributions - 2000 Campaign	5,800	—
	<u>431,498</u>	<u>401,909</u>
EXPENDITURES		
Campaign Costs	51,754	49,318
Administration Costs	29,671	40,596
Program Costs	19,673	11,280
	<u>101,098</u>	<u>101,194</u>
FUNDS AVAILABLE FOR ALLOCATION TO AGENCIES	<u>330,400</u>	<u>300,715</u>
Allocations to Funded Agencies	294,204	290,333
Designations to Funded Agencies	4,300	—
Designations to Other Organizations	1,500	—
	300,004	290,333
NET SURPLUS FROM OPERATIONS	<u>30,396</u>	<u>10,382</u>

STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2000		
	2000	1999
	\$	\$
CURRENT ASSETS		
Bank and Short Term Investments	117,781	90,526
Pledges Receivable	315,600	311,593
Accounts Receivable and Prepaid Expenses	6,559	5,024
Prepaid Campaign Costs	66,190	55,654
	<u>506,130</u>	<u>462,797</u>
INVESTMENTS	<u>125</u>	<u>130</u>
CAPITAL ASSETS	<u>8,505</u>	<u>10,556</u>
	<u>514,760</u>	<u>473,483</u>
CURRENT LIABILITIES		
Accounts Payable and Accrued Liabilities	2,761	2,765
Deferred Revenue	423,792	417,157
	<u>426,553</u>	<u>419,922</u>
NET ASSETS		
Net Assets Restricted for Stabilization Purposes	<u>30,000</u>	<u>—</u>
Net Assets Restricted for Endowment Purposes	4,931	5,197
Net Assets Restricted for Community Service Purposes	17,217	14,967
Net Assets Unrestricted	36,059	33,397
	<u>88,207</u>	<u>53,561</u>
	<u>514,760</u>	<u>473,483</u>

A complete set of Audited Financial Statements is available from the United Way upon request. Audited by Millard, Rouse and Rosebrugh, Chartered Accountants.