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26 UNITED WAYS CENTRAIDES ACROSS CANADA
OUR VISION:
Everyone in every community has the opportunity to reach their full potential.

OUR MISSION:
Empower everyone to improve lives and build strong communities.

OUR VALUES:
Demonstrate trust, integrity, respect, inclusivity and transparency
Energize and inspire volunteerism and volunteer leadership
Endorse innovation, partnerships and collective action
Provide non-partisan leadership
Embrace diversity
2019 Review

On behalf of the Board of Directors and staff of United Way Centraide Canada (UWCC), we are pleased to share our 2019 Annual Report, marking a century of local love for our communities.

For 100 years, UWCC has led and supported initiatives to help solve Canada’s most challenging social issues. Today, we work differently than we did in 1919; however, generosity, openness, tolerance, diversity, compassion and collective responsibility remain, as always, at the core of our mission.

In 2019, we celebrated 100 years of engaging Canadians in building stronger communities across Canada. It was also a year of renewal as we engaged the senior volunteer and staff leadership of United Way Centraide (UWC) to renew our vision, mission and shared values through our Future State project.

We brought this vision to life through our sustained effort to raise awareness and drive solutions to our communities’ most #unignorable issues: poverty, homelessness, right to housing, youth achievement, domestic violence and mental health. We did this through our advocacy and active participation in federal public policy, through our #unignorable awareness campaign and through our effort to mobilize and strategically invest over $540 million across Canada.

This important work served to build a strong foundation to allow UWCC and its network of UWC members across Canada to mobilize individuals, corporate, labour and foundation partners in response to the COVID-19 pandemic we are facing in 2020.

FUTURE STATE PROJECT

Last July, following a year-long collaborative engagement process involving senior leaders and volunteers across the country, we published the final Future State report. The report unveiled our shared purpose, value proposition and strategy narrative and articulated a vibrant shared vision, mission and values to guide our national network.

In the fall, we asked every local United Way Centraide (UWC) board to engage in this work by interpreting the Future State findings through a local lens. Then, we sought the local endorsement of two key elements that comprise our future state agenda:

1. The strategy narrative which articulates our shared purpose and is core to defining who we are, what we do and our shared vision for communities in Canada; and

2. The three foundational priorities – social expertise, excellent service and shared systems and solutions – that will guide our work as a national network.

This engagement process resulted in an overwhelming vote in favour of both key elements. On the strength of these endorsements, we can move forward with these foundational priorities shaping our strategic direction over the next three years.

Perhaps the most gratifying and affirming part of the Future State process was the unprecedented level of engagement by UWC volunteers, board leaders, and staff. Whether you provided input at the Leaders Forum, sat on the Movement Advisory Council, participated in regional meetings, or shared your thoughts in one of the countless local conversations about where we go from here, you responded with courage, clarity and generosity.

PUBLIC POLICY AND ISSUE LEADERSHIP

This past year, as we have throughout the past century, UWCC offered its expertise and pragmatic leadership to the development of federal policies that address some of Canada’s most pressing social issues.

Last spring, UWCC contributed to the development of the government’s historic National Housing Strategy Act and Poverty Reduction Act. We participated in the National Right to Housing Network steering committee and in the Canadian Housing Policy Roundtable. We presented to the House of Commons Standing Committee on Finance (FINA) to offer UWCC’s perspectives and to strengthen each piece of legislation before they were passed in June.
At a special Senate Committee hearing on the charitable sector, UWCC urged senators to support investment and access to capital for human services organizations to strengthen their use of technology and digital capabilities needed to sustain a strong and resilient charitable sector in Canada.

In October, just before the federal election, we equipped our network with a federal election toolkit and penned an op-ed published in the Toronto Star. In the piece, we urged the next government to commit to the elimination of poverty, preventing millions of Canadians from thriving. “We all have potential; we don’t all have the same opportunity to fulfil it. Tackling poverty is about building hope — a belief in the potential of all Canadians. Our failure to eliminate poverty is socially and economically unacceptable” (Dan Clement, Toronto Star, October 1, 2019).

**CAPACITY BUILDING AND BUSINESS INTELLIGENCE (BI)**

Building a Future State that’s modern, responsive and effective requires the use of robust data and analytics, shared systems and solutions, and exceptional donor services.

In 2019, we took significant steps to position UWCs to meet the opportunity to become a genuinely modern network of community builders. UWCC established a data partnership with 211 Ontario and started to receive data transfers and built initial prototypes to feed into UWC dashboards. This work will inform our approach to expand 211 data acquisition and analytics in the future.

We developed and launched the Key Account Management tool to capture more accurate data on key corporate accounts to help our UWC network manage and steward crucial donor relationships.

And finally, in a report to be published in 2020, the UWCC business intelligence team has looked at the performance of UWCs that have recently gone through amalgamation by analyzing key performance indicators and their acquired capabilities, through interviews with their subject matter experts. The report illustrates data and stories of how UWCs are providing services to a broader range of communities enabled through their regional transformation and capacity building strategy.

**MARKETING, COMMUNICATIONS AND BRAND**

Since 2018, the #UNIGNORABLE platform has been further defining the UWC brand across much of the country by shining a spotlight on local community issues like poverty, homelessness, domestic violence, mental health and social isolation and inviting people to get involved. In 2019, we realized its national reach by expanding the campaign to all UWCs and with French language adaptation (#JamaisIndifferents).
2019 also saw the completion of the third phase of the national brand health research project. Data from the study has been vital to strategic planning at the national and local levels.

CONCLUSION
2019 was a high-water mark for collaboration and engagement for our movement of community builders. It is impossible to overstate our gratitude for the energy, wisdom and courage of UWC’s vast and varied stakeholders.

Thanks to you, we laid the groundwork for the future and, in doing so, were well prepared with a stronger UWC ready to act rapidly and in unison to support our local communities in the face of an unprecedented crisis as we entered 2020.

As it was in 1919, the hallmark of our movement is the courage to adapt and respond to tackle our most pressing national needs. Indeed, 100 years of local love is what fuels our future.

Sincerely,

Yuri Fulmer
Board Chair

Dan Clement
President & CEO
1913-1919 During the First World War, hundreds of communities in the U.S. formed “War Chests” to raise money for the needs of the troops as well as the wives and children left behind. After the war, the “War Chests” were transformed into “Community Chests” to fund local agencies.
An early example of Community Chest advertising. The Community Chest brand was invented in Rochester, New York in 1919 and was adopted by hundreds of federated fundraisers across North America by the early 1940s. An early example of Community Chest poster advertising from 1925.
Special Thanks

to United Way Centraide Canada’s 2019 supporters

United Way Centraide Canada is grateful to the outstanding individual donors and organizations that have made remarkable contributions to support our mission. By contributing to United Way Centraide Canada, our supporters are helping us act as a national voice on social issues, provide leadership and support for United Ways Centraides across the country, and create opportunities for a better life for everyone in our communities:

$10,000 +
- Kate Bayne, Laura Bayne, Michael Bayne & Jessica Bayne Hogan
- Yuri Fulmer
- Canada Life
- Estate of Brenda Francelia Caesar
- Estate of Muriel Mabel Whiting
- Estate of Verner Norgaard
- Estate of Howard Somers

$1,200 to $9,999
- Louise Bellingham
- Jacques Bérubé
- David Blumenthal
- Kwan Leung Chan
- James Cherry
- Dan Clement
- Caroline Davis
- Serge Desrochers
- Nicole Fontaine
- Christine Hanlon
- Jason Hatcher
- Ellen Hodnett
- Poya Kherghehpoush
- Sharon Lupton
- Karen MacDonald
- Louise Powell-McCarthy
- Rob and Debbie McCulloch
- Geraldine McDonald (gift in memory)
- Riley Mills
- Debra Pozega Osburn
- Paul Totten
- Evelyn Waters
- Bill Wolfe

Corporate and Foundation Support
($1,200 to $9,999)
- Deloitte LLP
- Eaton Industries Canada
- Ena and Bernard Tam Charitable Fund
- Ipsos
- Leon’s Furniture Limited
- Love & Light Mercy Fund at Calgary Foundation
- McFlint Foundation
- Payworks
- The Philip Smith Foundation

- Wahl Canada Inc.
- Williams-Leir Foundation

In-Kind Support
- Canada Post
- Dan Normandeau (Conversart)
- Joe Media
- KPMG Management Services LP
- Northstar
- TAXI
- The Coaching Studio

National Media Partners
- Asian Television Network
- Atedra
- Autotrader
- Bell Media
- CBC
- Facebook
- Juice Mobile
- Kijiji
- Oath
- Post Media
- Rogers
- Shaw Media
- Snapchat
- Spotify
- Star Metroland Media
- Suite66
- The Globe and Mail
- The National Post
- The Weather Network
Our Commitment to Responsible Stewardship

At United Way Centraide, we are mindful of the significant trust placed in us. Maintaining the confidence of our donors and partners through transparency and following rigorous ethical standards continues to be a top priority.

United Way Centraide has a long history of responsible stewardship of our communities’ resources. We continue to be acknowledged for our best practices, promoting openness and accountability, and make our administrative and fundraising costs available to the public.

In addition to following the standards set by the Canada Revenue Agency, United Way Centraide Canada has developed its own Transparency, Accountability and Financial Reporting policies, which are intended to ensure the highest degree of transparency and accountability when reporting financial information by member United Way Centraide organizations.

United Ways Centraides strive to ensure that donor dollars are invested to maximize community impact. Donating to local United Ways Centraides is one of the best ways to drive lasting and positive change in our communities across the country. Taking an evidence-based approach to investment, leveraging donor gifts with investments from partner organizations, engaging hundreds of thousands of volunteers in support of community work, and soliciting pro-bono services, sponsorships and in-kind donations are just some of the ways we ensure the support of our donors is invested in the most effective manner possible.

United Way Centraide Canada is proud to be a member of Imagine Canada and to be recognized for its leadership role in the non-profit sector.
1930s

Mid-1930s advertisement for Toronto’s Federation for Community Service. Notice the explicit message that the work of the Federation does not duplicate government relief.

The Publicity Committee of Canadian Community Chests developed a national campaign poster in 1934 for use by Chests across Canada for the very first time. Although not used by all Chests, it nevertheless represents a significant yet tentative first step in our movement’s history towards a common visual identity.

1937’s national poster design for Canadian Community Chests.
In 1936, the Canadian Welfare Council sponsored a coast-to-coast radio drama promoting the work of Canada’s Community Chests through the fictional story of a penniless family evicted from their beloved home.

Winnipeg Chest advertisement from 1937 featuring the American slogan: “Be A Good Neighbour”.

1937 Advertisement for the French Canadian Federated Charities of Montreal.

To the Members of United Way Centraide Canada

OPINION
The summary financial statements of United Way Centraide Canada (the “Entity”), which comprise:

• the summary statement of financial position as at December 31, 2019
• the summary statement of operations and changes in net assets for the year then ended
• and related notes

are derived from the audited consolidated financial statements of the Entity as at and for the year ended December 31, 2019 (the ”audited financial statements”).

In our opinion, the accompanying summary financial statements are consistent, in all material respects, with the audited financial statements, in accordance with the criteria disclosed in Note 1 in the summary financial statements.

SUMMARY FINANCIAL STATEMENTS
The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor’s report thereon, therefore, is not a substitute for reading the Entity’s audited financial statements and the auditor’s report thereon.

The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

MANAGEMENT’S RESPONSIBILITY FOR THE SUMMARY FINANCIAL STATEMENTS
Management is responsible for the preparation of the summary financial statements in accordance with the criteria disclosed in Note 1 in the summary financial statements.

AUDITORS’ RESPONSIBILITY
Our responsibility is to express an opinion on whether the summary financial statements are consistent, in all material respects, the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards 810, Engagements to Report on Summary Financial Statements.

Chartered Professional Accountants,
Licensed Public Accountants
Ottawa, Canada
April 2, 2020
# SUMMARY STATEMENT OF FINANCIAL POSITION

As at December 31, 2019, with comparative information for 2018

**United Way Centraide Canada**

<table>
<thead>
<tr>
<th>Assets</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$860,432</td>
<td>$969,656</td>
</tr>
<tr>
<td>Restricted cash and investments</td>
<td>169,903</td>
<td>154,106</td>
</tr>
<tr>
<td>Short-term investments</td>
<td>1,750,000</td>
<td>1,000,000</td>
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<tr>
<td>Amounts receivable</td>
<td>55,862</td>
<td>85,951</td>
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<tr>
<td>Prepaid expenses</td>
<td>78,641</td>
<td>87,027</td>
</tr>
<tr>
<td>Related parties receivable</td>
<td>62,656</td>
<td>182,670</td>
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<tr>
<td></td>
<td>2,977,494</td>
<td>2,479,410</td>
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<tr>
<td>Tangible capital and intangible assets</td>
<td>91,457</td>
<td>173,274</td>
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<tr>
<td>Long-term investments</td>
<td>798,616</td>
<td>–</td>
</tr>
<tr>
<td>Investments - life insurance</td>
<td>14,092</td>
<td>23,088</td>
</tr>
<tr>
<td></td>
<td>3,881,659</td>
<td>2,675,772</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current liabilities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$329,043</td>
<td>$306,348</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>258,446</td>
<td>5,105</td>
</tr>
<tr>
<td>Restricted contributions and donation</td>
<td>68,898</td>
<td>21,323</td>
</tr>
<tr>
<td>Funds held in trust</td>
<td>97,960</td>
<td>97,960</td>
</tr>
<tr>
<td>Donations payable to related parties</td>
<td>3,045</td>
<td>34,823</td>
</tr>
<tr>
<td></td>
<td>757,392</td>
<td>465,559</td>
</tr>
<tr>
<td>Deferred capital contributions</td>
<td>18,896</td>
<td>39,509</td>
</tr>
<tr>
<td>Deferred revenue - life insurance</td>
<td>14,092</td>
<td>23,088</td>
</tr>
<tr>
<td></td>
<td>790,380</td>
<td>528,156</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net assets:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>1,707,941</td>
<td>1,493,206</td>
</tr>
<tr>
<td>Invested in tangible capital and intangible assets</td>
<td>72,561</td>
<td>133,765</td>
</tr>
<tr>
<td>Internally restricted – Strategic Initiatives</td>
<td>1,261,000</td>
<td>400,000</td>
</tr>
<tr>
<td>Internally restricted – Ongoing Commitments</td>
<td>49,777</td>
<td>120,645</td>
</tr>
<tr>
<td></td>
<td>3,091,379</td>
<td>2,147,616</td>
</tr>
<tr>
<td></td>
<td>$3,881,659</td>
<td>$2,675,772</td>
</tr>
</tbody>
</table>

See accompanying notes to summary financial statements.
## SUMMARY STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

For the year ended December 31, 2019, with comparative information for 2018

**United Way Centraide Canada**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>$ 652,152</td>
<td>$ 555,537</td>
</tr>
<tr>
<td>Fees and contributions</td>
<td>525,015</td>
<td>519,435</td>
</tr>
<tr>
<td>Investment and interest income</td>
<td>64,563</td>
<td>42,295</td>
</tr>
<tr>
<td>Membership dues</td>
<td>4,489,136</td>
<td>4,522,443</td>
</tr>
<tr>
<td>Other revenue</td>
<td>164,745</td>
<td>71,649</td>
</tr>
<tr>
<td><strong>Total Revenue:</strong></td>
<td>5,895,611</td>
<td>5,711,359</td>
</tr>
<tr>
<td><strong>Expenses:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amortization of tangible capital and intangible assets</td>
<td>96,795</td>
<td>101,043</td>
</tr>
<tr>
<td>Bank charges and interest</td>
<td>7,666</td>
<td>14,941</td>
</tr>
<tr>
<td>Conferences, meetings and travel</td>
<td>498,618</td>
<td>379,940</td>
</tr>
<tr>
<td>Insurance</td>
<td>4,911</td>
<td>4,749</td>
</tr>
<tr>
<td>Membership and publications</td>
<td>583,725</td>
<td>531,427</td>
</tr>
<tr>
<td>Office</td>
<td>29,737</td>
<td>22,539</td>
</tr>
<tr>
<td>Other services</td>
<td>143,867</td>
<td>108,566</td>
</tr>
<tr>
<td>Photocopying and printing</td>
<td>13,130</td>
<td>16,620</td>
</tr>
<tr>
<td>Postage and courier</td>
<td>1,539</td>
<td>1,658</td>
</tr>
<tr>
<td>Professional and consulting fees</td>
<td>605,542</td>
<td>808,744</td>
</tr>
<tr>
<td>Rent and occupancy</td>
<td>242,570</td>
<td>214,691</td>
</tr>
<tr>
<td>Salaries and employee benefits</td>
<td>2,557,942</td>
<td>2,702,890</td>
</tr>
<tr>
<td>Subsidies</td>
<td>74,150</td>
<td>124,806</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>91,756</td>
<td>88,645</td>
</tr>
<tr>
<td><strong>Total Expenses:</strong></td>
<td>4,951,948</td>
<td>5,121,259</td>
</tr>
<tr>
<td><strong>Excess of revenue over expenses</strong></td>
<td>943,663</td>
<td>590,100</td>
</tr>
<tr>
<td><strong>Net assets, beginning of year</strong></td>
<td>2,147,616</td>
<td>1,557,516</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td>3,091,279</td>
<td>2,147,616</td>
</tr>
</tbody>
</table>

See accompanying notes to summary financial statements.
NOTES TO SUMMARY FINANCIAL STATEMENTS

Year ended December 31, 2019

United Way Centraide Canada was incorporated on April 1, 1972 under the Canada Corporations Act. Effective July 8, 2013, United Way Centraide Canada continued its articles of incorporation from the Canada Corporations Act to the Canada Not-for-Profit Corporations Act. United Way Centraide Canada is a registered charitable organization for the purposes of the Income Tax Act (Canada) and as such is not subject to income tax and is able to issue donation receipts for income tax purposes.

United Way Centraide Canada is the national voice for the United Way - Centraide Movement in Canada and internationally and in addition provides leadership and support to its members in achieving a shared mission to improve lives and build community by engaging individuals and mobilizing collective action.

1. SUMMARY FINANCIAL STATEMENTS:
The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, as at and for the year ended December 31, 2019.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

(a) whether information in the summary financial statements is in agreement with the related information in the complete audited financial statements; and

(b) whether, in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statements of changes in net assets and cash flows do not provide additional useful information and as such has not included them as part of the summary financial statements.

The complete audited financial statements of the United Way Centraide Canada are available upon request by contacting these organizations.
This amazing national campaign poster from 1942 marked the first time that all Canadian Community Chests used the same campaign image and common slogan: “Preserve the Homes They Fight For”.
The 1946 Disney Trailer “A Feather in His Collar” was available for a small fee from the Community Chests and Councils of America for use by local Community Chests in the U.S. and Canada.

The public checks up on campaign progress in downtown Vancouver, September 1945.

This wartime ad from the Community Chest of Winnipeg featured the national slogan: “Worth Fighting For, Worth Giving For” and was typical of how Canadian Chests made a direct link between the war and the need to support domestic social services at home. Much of the advertising spoke of the war on the home front as an “all-time war” against poverty and other social ills.
Board Members

Officers

Yuri Fulmer
Chair

Ayn Wilcox
Vice Chair

Serge Desrochers
Treasurer

Dan Clement
Secretary of the Board,
President and CEO

Directors

James Cherry

Mojdeh Cox

Caroline Davis

Ann Divine

Christine Hanlon

Jason Hatcher

Donald Lafleur
(November 2019)

Karen Macdonald

Carmen Vierula

Debra Pozega Osburn

John Rogers

Craig Rowe
Leadership

STANDING COMMITTEES:

Executive Committee
Yuri Fulmer
Committee Chair
Serge Desrochers
Donald Lafleur
Debra Pozega Osburn
Ayn Wilcox
Dan Clement

Governance Committee
Donald Lafleur
Committee Chair
(September 2019)
Debra Pozega Osburn
Committee Chair
Christine Hanlon
Karen Macdonald
Ann Divine
Jason Hatcher
Ayn Wilcox
Yuri Fulmer
Dan Clement

Membership Accountability and Performance Committee (MAPC)
Kingsley Bowles
Committee Chair
Brenda Aynsley
United Way Lower Mainland
Dale Biddell
United Way Simcoe Muskoka
Isabelle Dionne
Centraide Région centre-ouest du Québec
Lorraine Goddard
United Way Windsor Essex County
Malcolm Gowie
United Way Calgary & Area
Debbie McIntosh
United Way Moncton & South Eastern New Brunswick
Marilyn McLaren
United Way Winnipeg
Craig Rowe
United Way Centraide Canada

Finance and Audit Committee
Serge Desrochers
Committee Chair
Carmen Vierula
Ayn Wilcox
John Rogers
James Cherry
Yuri Fulmer
Dan Clement

AD-HOC COMMITTEES:

Indigenous Relations and Reconciliation Committee
Mojdeh Cox
Committee Chair
Caroline Davis (UWCC)
Ayn Wilcox (UWCC)
Angie Hutchinson
Darren McKee
Joanne Pinnock

Nominating Committee
Debra Pozega Osburn
Committee Chair
Caroline Davis
Jason Hatcher
Yuri Fulmer
Dan Clement
Contestants in Toronto’s “Miss Red Feather” contest, 1947

The founding of Canada’s first United Appeal in Toronto in 1956 marked the beginning of a significant transformation in our movement towards a more inclusive donor-centric model.
In 1958, the Ottawa Community Chest launched their annual campaign by releasing 25 homing pigeons carrying messages of goodwill to the citizens of Toronto and London.

The Montreal Gazette announces the launch of the city’s Red Feather campaign objective with an exciting kick off celebration – “By Land, By Sea, By Air” (September 14, 1959).

Twenty years before United Way was adopted as our organizational brand, it was originally used as a campaign slogan for the new United Appeals in the 1950s.
The 1968 Federated Appeal of Montreal campaign wrap up event, celebrating an amazing $10 million raised.

A Toronto United Appeal parade float circa 1966.
Our Team

Executive Team

Dan Clement
President & CEO

Louise Bellingham
Vice-President, Communications Marketing & Public Affairs

Louise Powell-McCarthy
Vice-President, Network Engagement & Governance

Paul Totten
Chief Operating Officer

Dan Nielsen
Vice-President, Business Integration & Transformation (December 2019)

Operational Team

Andréea Landriault
Administrative Officer

Dave Haanpaa
Executive Assistant & Human Resources Officer

Mehdy Majoub
Marketing & Communications Officer

Tiffany Narducci
Resource Development Officer

Marie-Josée Rosset
Translator

Kirthana Selvakumar
Accounting & Office Administrator

Bill Wright
Network & Systems Administrator
Our Team

Management Team

Mohammad Aryaie
Manager, Business Intelligence Solutions

Evan Clark
Manager, Marketing & Communications

Anita Khanna
National Director, Public Policy & Government Relations

Sharon Lupton
National Director, Labour Programs & Services

Jacques Bérubé
National Director, Member Services

Nicole Fontaine
Manager, Governance

Brenda Kelly
National Director, Finance & HR

Daniel Manseau
Vice-President, Québec (June 2019)

Heather Chew
National Director, Communications

Lynda Giffen
National Director, Network Engagement

Poya Kherghehpoush
National Director, Transformation Strategy & Innovation

Kayt Render
National Director, Impact Products & Partnerships

Andrew Strutt
National Director, Network Engagement

Lynda Giffen
National Director, Network Engagement

Poya Kherghehpoush
National Director, Transformation Strategy & Innovation

Kayt Render
National Director, Impact Products & Partnerships

Andrew Strutt
National Director, Network Engagement
In the early 70s, United Way Centraides began hiring Labour Partnerships staff to strengthen the already vital alliance with Labour. In 1988, the Canadian Labour Congress and United Way Centraide Canada signed a formal partnership agreement.

“The sun-like rainbow growing out of the hand... is a positive symbol. It helps signal a new United Way... vibrant, exciting, colorful, positive and changing.” - Saul Bass Creator of United Way logo, United Way Leaders Conference, 1972.

Music legend Johnny Cash was at one time a spokesman for United Way and the marginalized people the organization has helped. This is a still image from a video performance of an original song written for United Way called “God's Children are Friends of Mine”.
Thanks a Million

United Way Centraide Canada would like to acknowledge the following corporations and their employees; labour organizations and their members; and public sector groups for their longstanding partnership and exemplary support.

Each organization named here contributed $1,000,000 or more to United Way Centraide campaigns in 2019. Together, we are helping to keep our communities strong.

$1 Million +
- Alberta Union of Provincial Employees (AUPE)
- Amalgamated Transit Union
- Association of Management, Administrative and Professional Crown Employees
- Bell
- Blakes
- Bombardier Inc.
- Brookfield
- CAE
- Canada Life
- Canada Revenue Agency
- Canadian Federation of Nurses Union and its member organizations (CFNU)
- Canadian Natural Resources Limited
- Canadian Office and Professional Employees Union (COPE)
- Canadian Union of Public Employees (CUPE)
- City of Montréal
- City of Toronto
- City of Toronto Administrative, Professional and Supervisory Association Inc.
- Costco Wholesale Canada Ltd.
- Deloitte
- Department of National Defence
- Desjardins
- Employment and Social Development Canada
- Enbridge
- Enbridge Gas Inc.
- EY
- FCA Canada Inc.
- Federal Service Retirees
- Global Affairs Canada
- Government of Alberta
- Government of Québec
- Hydro-Québec
- IA Financial Group
- Imperial
- Intact Financial Corporation
- International Association of Fire Fighters (IAFF)
- International Association of Machinists and Aerospace Workers (IAM&AW)
- International Brotherhood of Electrical Workers
- James Richardson & Sons, Limited and Affiliated Companies
- KPMG LLP
- LCBO
- Magna International Inc.
- Manulife
- McCarthy Tétrault LLP
- METRO
- National Bank Financial Markets
- National Bank of Canada
- National Union of Public and General Employees and its component unions (NUPGE)
- NOVA Chemicals
- Nutrien Ltd.
- ONEX
- Ontario Public Service
- Ontario Public Service Employees Union (OPSEU)
- Osler, Hoskin & Harcourt LLP
- PCL Construction
- Pembina Pipeline Corporation
- Power Corporation of Canada
- Pratt & Whitney Canada
- Procter & Gamble
- Public Service Alliance of Canada (PSAC)
- Public Services and Procurement Canada
- PwC
- Saputo
- Service Employees International Union (SEIU)
- Shell Canada Limited
- Sun Life
- Suncor Energy
- Syncrude Canada Ltd.
- Teamsters Canada (TC)
- The Professional Institute of The Public Service of Canada
- TransAlta Corporation
- Unifor Canada
- UNITE HERE
- United Food and Commercial Workers International Union (UFCW)
- United Steelworkers
- United Way Centraide
- UPS Canada & UPS SCS Canada
- Wawanesa Mutual Insurance Company
In the late 70s and early 80s, United Way of Canada partnered with top NHL stars like Wayne Gretzky, Gordie Howe, Jean Béliveau, Henri Richard and many others to produce a series of promotional PSAs.

Mr. T leads a 1988 United Way Toronto Walkathon. United Way has enjoyed the support of many great people over its 100 years in Canada. (Toronto Star archives).
United Ways Centraides Across Canada

In 2019, there were 79 United Ways Centraides operating in Canada, in addition to our national office.

Alberta
United Way Alberta Capital Region
United Way Alberta Northwest
United Way Calgary and Area
United Way Central Alberta
United Way Fort McMurray and Wood Buffalo
United Way Hinton
United Way Lethbridge & South Western Alberta
United Way Lloydminster & District
United Way South Eastern Alberta

British Columbia
United Way Central & Northern Vancouver Island
United Way East Kootenay
United Way Greater Victoria
United Way Lower Mainland
United Way Northern British Columbia
United Way Powell River & District
United Way Southern Interior BC
United Way Thompson Nicola Cariboo
United Way Trail and District

Manitoba
United Way Brandon & District
United Way Central Plains
United Way Morden and District
United Way Winkler & District
United Way Winnipeg

New Brunswick
United Way Centraide Greater Moncton and Southeastern New Brunswick Region*
United Way Central New Brunswick / Centraide Région du Centre du Nouveau-Brunswick
United Way Saint John, Kings and Charlotte

Newfoundland and Labrador
United Way Newfoundland & Labrador

Northwest Territories
United Way Northwest Territories

Nova Scotia
United Way Cape Breton
United Way Colchester County
United Way Cumberland County
United Way Halifax
United Way Lunenburg County
United Way Pictou County

Ontario
United Way Brant
United Way Bruce Grey
United Way Centraide North East Ontario/ Nord-est de l’Ontario
United Way Centraide Stormont, Dundas & Glengarry
United Way Centraide Windsor-Essex County
United Way Chatham-Kent
United Way City of Kawartha Lakes
United Way Durham Region
United Way East Ontario*
United Way Elgin- Middlesex
United Way Greater Toronto
United Way Guelph Wellington Dufferin
United Way Haldimand and Norfolk
United Way Halton & Hamilton
United Way Hastings & Prince Edward
United Way Kingston, Frontenac, Lennox and Addington
United Way Leeds & Grenville
United Way Niagara
United Way Northumberland
United Way Oxford
United Way Perth-Huron
United Way Peterborough & District
United Way Sarnia-Lambton
United Way Sault Ste. Marie & Algoma District
<table>
<thead>
<tr>
<th>Province</th>
<th>United Way Locations</th>
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<tbody>
<tr>
<td>United Way Simcoe Muskoka</td>
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<td>United Way Thunder Bay</td>
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<td>United Way Waterloo Region Communities</td>
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<td><strong>Prince Edward Island</strong></td>
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<td><strong>Québec</strong></td>
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<td>Centraide Gaspésie Îles-de-la-Madeleine</td>
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<td>Centraide Greater Montreal*</td>
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<td>Centraide Haute-Côte-Nord/Manicouagan</td>
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<td>Centraide Québec, Chaudière-Appalaches et Bas-Saint-Laurent</td>
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<td>United Way Saskatoon &amp; Area</td>
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<td>United Way Yorkton &amp; District</td>
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<td><strong>Yukon</strong></td>
<td>United Way Yukon</td>
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United Way Centraide Central New Brunswick’s 2019 campaign launch event featured the vibrant #UNIGNORABLE colour and Local Love iconography. #UNIGNORABLE and the French adaptation #JamaisIndifférents were launched across Canada in 2019.

United Way Windsor Essex produced an optimistic spoken-word campaign launch video inspired by #UNIGNORABLE. The video focused on youth and their potential to change the trajectory for the community.

The newly amalgamated United Way Southern Interior British Colombia kicks off their 2019 campaign with a bus pull.
This poster promotes the documentary capturing United Way City of Kawartha Lakes’ 2019 food security project at Edwin Binney’s Community Garden. The local Cogeco station that covers Peterborough and Lindsay/Kawartha Lakes produced the documentary, which premiered in 2020.

#UNIGNORABLE and #JamaisIndifferents have shone a spotlight on local community issues.

Garage Clothing partnered with Centraide of Greater Montreal to launch #JamaisIndifférents in Montreal.
There are more people living in poverty in the Greater Toronto Area (GTA) than anywhere else in the Canada. In such a prosperous part of the country, this issue often goes unnoticed. United Way Greater Toronto wanted to change that. Using augmented reality, the #UNIGNORABLE Tower was designed to make everyone aware of just how many people in the GTA are struggling. While the Tower isn’t real, the problem it represents is: more than 116,000 individuals and families in Peel, Toronto and York Region are struggling to put a roof over their heads. Standing at over 2.5 times the height of the CN Tower, the #UNIGNORABLE Tower was imagined to represent the scale of the problem and bring attention to this big and complicated issue.