



United Way
Centraide
Canada

Annual Report 2025



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MESSAGE FROM
UNITED WAY CENTRAIDE CANADA

A strong, thriving United Way Centraide Movement for positive social change

Even in challenging times, communities across Canada continue to show resilience, compassion, and strength.



People across Canada are facing real pressure, from the rising cost of living to the local effects of global instability and the steady drumbeat of difficult news. The community services sector is under pressure too. For millions of people, it remains an essential source of support, even as organizations work through staff burnout, limited capacity, rising demand, and chronic underfunding.

These pressures are not felt in the same way everywhere. They play out differently across the country, shaped by the realities of different communities and the people who call them home.

For some, it means stretching every dollar to keep food on the table as grocery prices rise. For others, it means living one payment away from losing their housing. Newcomers continue to face barriers to employment and stability, and many students are struggling to keep up. At the same time, communities continue to step up to support one another in practical, meaningful ways.

The impact on mental health is significant. Mental Health Research Canada found that nearly half of Canadians say current economic conditions are negatively affecting their mental health. That reality is also reflected [in a recent national survey](#) on financial anxiety led by United Way Centraide Canada (UWCC) and Léger in late 2025 ([see page 5](#)). These findings are sobering, but they also reinforce why strong local support systems matter so much.

In this environment, the United Way Centraide (UWC) Movement continues to demonstrate its value. It is growing, it is adapting, and it remains a trusted source of support in communities across Canada. We are proud to share this year's report, which reflects the impact of the UWC network in 2025 and UWCC's ongoing work to strengthen the Movement. As the first full year of our new five-year strategic plan, 2025 was

an important milestone. More than eight million people were served by over 3,700 community service organizations that received funding and support from local UWCs last year. That reach matters, and so does the collective effort behind it.

Through our continued partnership and investment in 211, we also helped connect hundreds of thousands of people across the country with support when they needed it most. That work is a practical example of what is possible when we invest in systems that help people find the right support at the right time.

This progress was guided by the five key imperatives of UWCC's strategic plan: Growth, Powerful Voice, Thriving Network, Connected Community, and Strong National Team. These priorities are reflected throughout this report. In the pages that follow, we show how they took shape in 2025 through advocacy, data and insights, partnerships, knowledge sharing, and collective action across the network.

None of this would be possible without the leadership of local UWCs across the country, and the commitment of our partners, collaborators, and supporters. Together, we are helping drive meaningful social change in communities from coast to coast to coast. We are also strengthening the case for a more resilient community services sector that can respond to people's needs today and be ready for what comes next.

To everyone who is part of the UWC Movement, thank you for the leadership, commitment, and care you bring to this work.

A handwritten signature in black ink, appearing to read 'Dan Clement'.

Dan Clement
President & CEO

A handwritten signature in black ink, appearing to read 'Karen Macdonald'.

Karen Macdonald
Chair, Board of Directors

Growth

Through partnerships, innovation, and a relentless commitment to driving social change, the United Way Centraide network achieved unprecedented growth and impact in 2025.



GROWTH

By the numbers: Impact in 2025

From the high cost of food and housing to the impacts of tariffs and climate change, people across Canada continued to experience increasingly complex barriers to stability and well-being in 2025.

From coast to coast to coast, UWCs remained steadfast in their commitment to help people of all ages and all backgrounds access the support they need to thrive.

Here’s a look at how the United Way Centraide Movement made a difference in 2025.



Mobilized over \$550 million to support the needs of more than eight million people in 5,000 communities across Canada.



Investments supported basic needs, community connections, disaster and emergency response, inclusive employment programs, learning and education, mental health and addictions, building resilience together, and strengthening the community services sector as a whole.



United Way Centraides collectively sat at over 900 community tables, contributing directly to solutions designed to meet the unique needs of the people and communities they serve.

GROWTH

Canada’s federal public service employees continue to create transformative impact for people and communities

Canada’s federal public service employees continued to step forward for the UWC Movement with remarkable generosity in 2025, even in the face of significant workforce downsizing and ongoing modernization.

United Way Centraide Canada is proud to manage the Government of Canada Workplace Charitable Campaign (GCWCC), one of the country’s largest and most impactful workplace charitable campaigns. Each year, federal public service employees and retirees come together to raise awareness and funds, with 56 UWCs serving as local campaign managers and

supporting federal organizations in delivering their workplace campaigns across the country.

In 2025, the campaign raised more than \$25 million, supporting the vital work of United Way Centraides, HealthPartners, and over 6,000 registered Canadian charities nationwide.

We extend our heartfelt thanks to the hundreds of volunteers, thousands of donors, and the dedicated UWC staff in communities across Canada. Your commitment and generosity made the success of the 2025 GCWCC possible.



Powerful Voice

As local experts on social issues affecting people and communities across Canada, the UWC network stepped forward as a leading national voice for awareness, investment, and change.



Canada-wide survey on financial anxiety aims to drive change and awareness

In 2025, UWCC was proud to partner with Léger, Canada’s largest market research and analytics firm, to survey Canadians about financial anxiety in the face of the deepening cost of living crisis. By establishing data-driven insights into the root causes and impacts of financial anxiety, our aim was to help UWCs nationwide leverage this information to deliver targeted supports for those they serve.

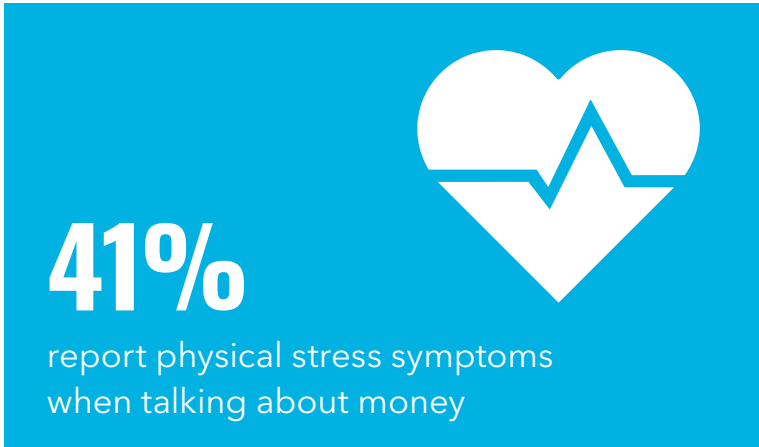
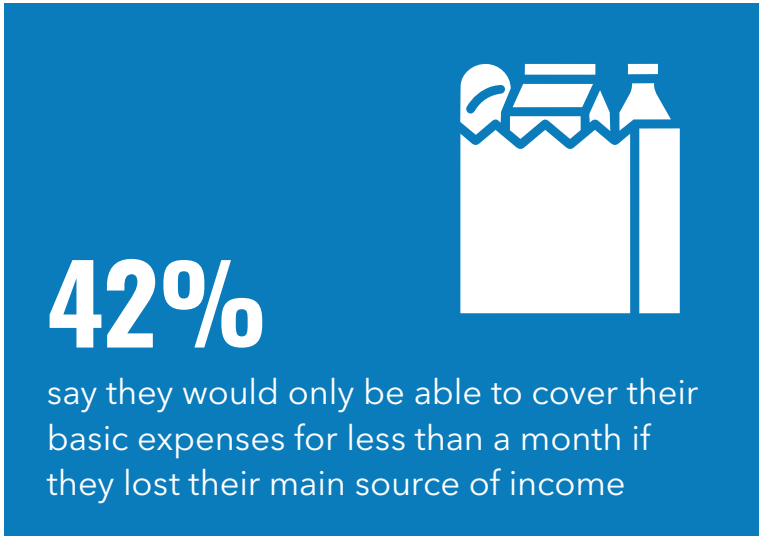
The results, [released in October 2025](#), are sounding alarm bells.

More than half of people living in Canada feel anxious about their personal finances, and nearly as many report physical stress symptoms when talking about money. A full 42% say they would have less than a month’s worth of expenses covered if they lost their main source of income.

These findings underscore the significant financial pressures faced by people in Canada, particularly low-income individuals and families. And as these challenges grow, UWCs and essential community services nationwide are seeing ever-increasing demand for support—pointing to the urgent need to invest in the strength, sustainability, and growth of the sector.

[Read the full report here.](#)

FINANCIAL ANXIETY IN CANADA: KEY FINDINGS



POWERFUL VOICE

Advocating for a strong community services sector

Throughout 2025, UWCC leveraged the media to advocate for the well-being of people and communities by investing in the community services sector while demonstrating our social issue expertise as a major thought leader.

In May, UWCC authored an [open letter published in the *Hill Times*](#) co-signed by UWCs from across Canada. The letter called on the incoming federal government to protect Canada's economic strength and ensure no one is left behind by investing in essential community services.

In June, [a joint letter signed by the board chairs](#) of United Way Centraide Canada, BGC Canada, YMCA Canada, and other major federated non-profits, called on the Government of Canada to invest in the community services sector to ensure it can continue serving Canadians—and be ready for the next crisis.

In August, the *Hill Times* featured an [op-ed by Dan Clement](#) advocating for renewed investment in social

infrastructure, an under-recognized economic engine that contributes 8.9% to Canada's GDP and provides essential services to more than eight million people nationwide.

Closing the year, in November we published a message co-signed by 138 non-profits and community service organizations celebrating the federal government's [investment in the Department for Women and Gender Equality \(WAGE\)](#). And an op-ed by Dan Clement was [published in *The Philanthropist Journal*](#), exploring shifting funding models being increasingly undertaken by community organizations, including UWCs. In this piece, Dan shares an in-depth look at how some community organizations are reimagining their roles and leveraging their on-the-ground knowledge of community needs in unique and innovative ways.

You can find all of our op-eds, articles, and blogs on [our website](#).

// To foster a resilient, productive Canadian economy that works for people in Canada, we must invest in the social infrastructure that supports essential community services that return value to the economy and to communities, and we need to do it now.

— **Dan Clement**
in an op-ed published
in the *Hill Times*
AUGUST 7, 2025

Shining a light on pressing social issues with new National Issue Summaries

With deep roots in the communities they serve, UWCs are the leading experts on social issues impacting people nationwide. They're also at the helm of the coordinated community response to these issues, ensuring individuals and families have access to the resources and support they need to thrive.

For the first time, UWCC has brought together research and data from the Movement's work across Canada to develop a series of National Issue Summaries. Supporting sector advocacy efforts and showcasing the network's vast expertise, these summaries offer accessible, engaging information about critical social issues such as housing, food security, mental health, and more, and what UWC is doing about them.

Each summary aims to define the issue, provide an overview of key challenges, identify those most impacted, and showcase how UWCs are developing solutions. Central to our knowledge sharing efforts and reflecting the UWC Movement's ability to connect research with local expertise, these summaries are available online to anyone seeking to learn more about issues of national concern and the UWC Movement's response.

ACCESS THE NATIONAL ISSUE SUMMARIES

You can also learn more and access the summaries [on our website](#).

	Housing and Homelessness	
	Food Security	
	Mental Health	
	Youth Mental Health	
	Aging in Place	
	Employment	



POWERFUL VOICE

Labour Force Strategy: Driving system change to support a thriving community services sector

We continued to develop a comprehensive, first-of-its-kind Labour Force Strategy, a project first launched in 2023 with the support of the McConnell Foundation. The Labour Force Strategy aims to support and protect the well-being of the 620,000 paid workers employed by the community services sector, with a focus on those on the frontlines of the care economy.

Throughout the year, we advocated for workers through [pre-budget submissions](#), [op-eds](#), and [open letters](#) that called on the government to invest in a strong and thriving sector for the benefit of everyone in Canada. As the sector faces a “trilemma”—the triple challenges of demand that exceeds capacity, financial instability, and a workforce crisis—government

investment is urgently needed to ensure community service organizations can continue to meet the evolving social needs of people nationwide.

We also continued to collaborate closely with sector leaders, partners, and funders to identify new opportunities for advocacy and system change.

“With demand [for community services] anticipated to increase, we cannot afford to lose skilled workers. ... Investing in the sector is a win-win for government, communities, and the economy.”

— Excerpt from United Way
Centraide Canada’s Pre-Budget
Submission for the Department
of Finance
AUGUST 25, 2025



Strengthening the power and impact of 211

Throughout 2025, 211 remained a trusted, reliable source of information and support for hundreds of thousands of people across Canada, especially in the face of climate change-related disasters.

The 2025 wildfire season, which was the second worst in Canadian history, deeply impacted people and communities across the country. In Manitoba, the impacts of wildfires hit hard, with more than 32,000 residents evacuated from their homes over the course of several months in the northern, eastern, and western regions of the province. During that time, government communications directed residents to access support by contacting 211 Manitoba, a program of United Way Winnipeg—underscoring the service’s vital role in crisis management. The 211 Manitoba team also participated in community response tables preparing to welcome and support thousands of families forced to evacuate.

With 211 experiencing growing demand, the United Way Centraide network and our partners took steps to strengthen its platform and plan for the future.

In collaboration with 211 service partner FindHelp Information Services, a project to refresh the 211.ca website commenced in fall 2025. The [new site](#), which features improved navigation, updated messaging, and the addition of a new national data dashboard, officially launched on 211 Day on February 11, 2026.

That same day, over 70 landmark buildings across Canada illuminated their façades in red—the colour of 211—to celebrate and promote this vital helpline to support and services. In addition to these stunning illuminations, 38 municipal and provincial leaders issued official proclamations declaring February 11 as 211 Day in their communities, demonstrating strong public support for this critical service.

And in October 2025, United Way Centraide Canada and eight UWCs convened the 211 Canada Leadership Table, a group of 20 community service partners, for an annual in-person gathering in Ottawa. Members shared insights and best practices and set strategic priorities for the future of 211.



POWERFUL VOICE



Leveraging 211 data to understand homelessness in Canada

In 2025, United Way Centraide Canada once again coordinated the annual update of a national list of shelter service providers through a formal agreement with the federal government’s Homelessness Policy Directorate of Housing, Infrastructure and Communities Canada (HICC).

Completed through the 211 service network, which maintains detailed listings of community and social services, this annual update provides critical data for the Shelter Capacity Report published by HICC—advancing our collective understanding of homelessness in Canada and shining a light on service gaps impacting people nationwide.

Between January and August 2025, 18% of unmet needs identified through 211 contacts were related to temporary financial assistance, indicating that available services could not keep pace with rising demand. This marks a 50% increase compared to 2024 and a 62% increase since 2023.



Thriving Network

A strong, thriving network is the beating heart of the United Way Centraide Movement. Here's how we invested in the reach, power, and efficiency of the network in 2025.



THRIVING NETWORK

Building a stronger, more efficient network

In 2025, a range of new and improved membership standards officially came into effect to guide strong and consistent oversight of governance, IT/data management, and privacy and security across the network. We also launched a new, streamlined reporting system to support UWCs in their adoption of the standards and capture better insights into network-level risk, compliance, and performance. This major milestone will uplift and advance the work of all United Way Centraides nationwide.

To help UWCs take steps to protect their long-term growth and sustainability, we created and shared the new Governing for Long-Term Growth and Impact Toolkit and Champions Initiative.

We also celebrated the successful onboarding of four UWCs to our new shared customer relationship management (CRM) system. This system is part of a multi-year strategy to enhance collaboration, strengthen data management, and improve engagement with donors and community members across the network.

In addition to these initiatives, we marked the official merger of United Way Southern Vancouver Island and United Way British Columbia in early 2025. Creating more capacity for local support and presence in Southern Vancouver Island and right across the province while improving operational efficiency, this merger will significantly enhance efforts to improve the lives and well-being of people and communities in every corner of British Columbia.



THRIVING NETWORK

Understanding our collective impact through the power of data

Last year brought the full realization of our efforts to gather data from across the United Way Centraide network to demonstrate our collective impact.

Through a major project undertaken in close collaboration with UWCs nationwide, we collected 6,000 investment and data reports that are now allowing us to carefully track total investments related to key issues, how funding is being deployed, how many people and communities are being served across Canada, and other metrics.

Here, we're pleased to share just a few highlights of our collective impact in 2025.



\$104M
INVESTED

To help 2.5 million people access housing, food, and other basic needs



\$38M
INVESTED

To help 1.1 million people access mental health and addictions counselling, supports, and services



\$48M
INVESTED

To strengthen the community services sector through capacity building, community engagement, coalition building, and more

Connected Community

As a network, we are committed to collaborating, sharing knowledge, learning together, and driving solutions for people and communities across Canada.



Sharing knowledge and building connections at the 2025 Mid- and Small-Market United Way Centraide Conference

In May 2025, representatives of more than 20 United Way Centraides from across Canada gathered in Toronto for the Mid- and Small-Market United Way Centraide Conference.

An important opportunity for UWCs serving smaller and rural communities to connect, learn from one another, and collaborate, the conference welcomed 104 participants and featured talks by leaders from across the UWC Movement and the broader non-profit and charitable sector. At a time when the community services sector is facing unprecedented pressures, the conference created a safe, welcoming space for UWC and sector leaders to network, engage in knowledge sharing, and strengthen our collective efforts to help people and communities thrive.

Thank you to the Organizing Committee

Glenda Banda
United Way Guelph Wellington Dufferin

Emily Beall and Shantal Ingram
United Way Haliburton Kawartha Lakes

Kelly Gilson and Amanda Kreiger
United Way Oxford County

Brian Shelley
United Way Simcoe Muskoka

Bhavana Varma
Conference Coordinator



Strong National Team

As the national office of the UWC Movement, United Way Centraide Canada is deeply committed to being an employer of choice and demonstrating strong leadership in the community services sector. This includes advancing diversity, equity, inclusion, and Indigenous reconciliation in everything we do.



Strengthening the systems that support our network and communities

Over the past year, our 2025–2030 Strategic Plan has served as a clear guide for our work, helping us focus our efforts around five key imperatives: Growth, Powerful Voice, Thriving Network, Connected Community, and Strong National Team. As the first year of implementation unfolded, we sharpened our role as a national office, aligning our organizational structure, resources, and priorities to support these strategic objectives.

Significant progress was made across all five imperatives. Through our Thriving Network work, we partnered closely with United Ways and Centraides and our Membership Accountability and Performance Committee to implement new standards in governance, cybersecurity, data management, and privacy, all critical measures that strengthen our Movement and mitigate risk. We also continued advancing shared Business Transformation Solutions, including shared CRM, in partnership with local United Way Centraides. To support long-term Growth, we launched a multi-year planned giving strategy and established a Growth Leadership Table comprised of major market CEOs. Under Powerful Voice, we

expanded our leadership on financial well-being by launching the Financial Anxiety research pilot project, creating a new national research and awareness platform that elevates, informs, and shines a light on United Way Centraides' role in solutions to alleviate these stressors. Through Connected Community, we develop our approach and plans for our National Conference in Halifax in 2026.

This progress occurred amid significant economic and social challenges. Rising costs, housing pressures, food insecurity, and growing demand for community services continue to affect Canadians across the country. These realities reinforce the importance of our work and the vital role UWC's plan in building and strengthening Canada's social infrastructure. Together, we remain committed to strengthening communities, advancing collective resilience, and building a future where everyone has the opportunity to thrive.



Partnerships

We are proud of our strong collaborations with partners like the Canadian Labour Congress as we work together to champion the rights and well-being of workers and communities across the country, building a strong and thriving future for everyone in Canada.



PARTNERSHIPS

Building capacity for social impact with Labour Programs & Services

Last year, we proudly championed and supported the work of Labour Programs & Services (LPS), our partnership program with the Canadian Labour Congress (CLC). LPS aims to improve the lives of workers and address social issues faced by working people through advocacy, training, access to services, and more.

In 2025, LPS staff provided training to over 300 union members across Canada through the Labour Community Advocate Training program. This critical program provides participants with information about the social issues faced by working people, the resources available in their communities, and employment readiness skills, and helps participants explore the ways in which unions and other labour bodies can help build resilient and respectful communities.

LPS also continued to offer Peer Helper Training, which empowers union members to effectively support co-workers impacted by layoffs or workplace closures; the CLC’s Domestic Violence at Work training; and Worker Referral Assistance Training for Unifor members as part of their Paid Education Leave Program.

PARTNERSHIPS

Introducing the Period Promise campaign

In 2025, LPS worked closely with United Way British Columbia and its Labour Participation Department to officially relaunch its long-running Period Poverty initiative as Period Promise. In partnership with UWCs nationwide, the CLC, local labour councils, and federations of labour, the campaign launched on a national scale to advocate for an end to period poverty in Canada. Partners also collected and distributed menstrual products to help address inequitable access in communities nationwide.

National campaign materials to support the relaunch were developed by United Way Halton Hamilton, a long-standing champion of the initiative, in partnership with United Way Centraide Canada.



PARTNERSHIPS

Thank You to Our Supporters!

Thank you to the many generous individuals, foundations, and organizations whose partnership, philanthropy, and shared vision uplifted the work and impact of United Way Centraide Canada in 2025.

In addition to those whose names are listed here, we also thank and celebrate our donors who have chosen to give anonymously. While your names remain private, your support is deeply valued.

\$300,000+

The Globe and Mail

\$10,000-\$49,999

AbbVie Corporation
Bruce & Anne Jarvis Allen
Caterpillar Foundation Fund
Candace Shaw
CIBC and Employees of CIBC
Danny Faria
Estate of Michael Allan Smedley
HSBC Bank Canada Pensioners Association Plan C
John Cherry
National Post
PPI Management Inc.
The O’Donoghue Family Fund
Senkiw Family Foundation
TC Transcontinental - raddar^{TC}
Employees of United Way Centraide Canada

\$1,200-\$9,999

Ad Hoc Research
Adonis Partners In honour of HSB Canada
Bell and Employees of Bell
BMO Financial Group and Employees of BMO Financial
Boardwalk REIT Limited Partnership
Brian Kim
Canada Post
Canadian Internet Registration Authority
Canadian Labour Congress
Cattran Family

CeCe Baptiste
Christine Hanlon
Clayton MacFarland
Dan Clement
David Mulrooney
David Wood
Deloitte Management Services and Employees of Deloitte Management Services
Derek McConomy
Edward Whelan
Ellen Hodnett
Enterprise Holdings
Frances Kwong
Garry Lees
George Nightingale
Gowan Consulting
Helene Vandelac
Henry Chung
Ian Ives
Irvin Klinghofer Charitable Fund
Jane Newcombe
Jodi Carradice
John Rogers
Judy Shum
Kanachi Angadi
Karen Macdonald
Kavian Moradhassel
LCBO
Lison Noblet
Louise Powell-McCarthy
Love & Light Mercy Fund
Lucie Gravel
Mary and Paul Mirsky

Michael Grunspan
Michel-Ange Doubogan
Morgan Stanley and Employees of Morgan Stanley
Mr. David and Mrs Glenda Gilliland
Muriel Mason
Midran LTD and Employees of Midran LTD
Paul Grant
PayPal
Peter Rabuano
Petra Haneberry
Pierre Baraby
Rudy Kerklaan
Sagard Holdings LP
Serena Trentini
Staples Canada
Suncor and Employees of Suncor
Sylvie Prevost
Tene Knibbs
The Estate of Ann Marion Anderson
The McFlint Foundation
Theresa Saint Pierre
Valeurs mobilières Desjardins Inc.
Vincent Massé
Wawanesa Mutual Insurance Company
Williams-Leir Foundation
World Web Technologies Inc
Yannick Hébert
198 Anonymous Donors

Summary Statement of Financial Position

As at December 31, 2025, with comparative information for 2024.

UNITED WAY CENTRAIDE CANADA

Assets	2025	2024
Current assets:		
Cash and cash equivalents	\$1,270,500	\$1,595,031
Restricted cash and cash equivalents	1,343,597	739,710
Restricted Government funds and cash equivalents	-	6,006
Short-term investments	2,325,000	3,687,500
Amounts receivable	87,034	123,706
Prepaid expenses	232,514	164,415
Related parties’ receivable	402,701	347,055
	5,661,346	6,663,423
Tangible capital and intangible assets	129,971	106,345
Long-term prepaid expenses	8,631	4,937
Long-term investments	4,345,379	2,532,364
Investments - life insurance	18,544	17,067
	\$10,163,871	\$9,324,136

Liabilities and Net Assets	2025	2024
Current liabilities:		
Accounts payable and accrued liabilities	\$509,978	\$388,849
Deferred revenue	249,696	233,680
Current portion of deferred lease inducement	6,400	6,400
Restricted contributions and donations	801,536	458,502
Funds held in trust	22,571	37,353
Donations payable to related parties	519,489	243,855
	2,109,670	1,368,639
Deferred lease inducement	36,800	43,200
Deferred revenue - life insurance	18,544	17,067
	2,165,014	1,428,906
Net Assets:		
Unrestricted	3,346,438	3,176,788
Invested in tangible capital and intangible assets	129,971	106,345
Internally restricted - Strategic Initiatives	3,395,803	3,460,511
Internally restricted - Ongoing Commitments	126,645	151,586
Internally restricted - Dues Impact Reserve	1,000,000	1,000,000
	7,998,857	7,895,230
	\$10,163,871	\$9,324,136

Summary Statement of Operations and Changes in Net Assets

For the year ended December 31, 2025, with comparative information for 2024.

UNITED WAY CENTRAIDE CANADA

Revenue	2025	2024
Donations	\$743,161	\$857,617
Fees and contributions	1,854,688	2,020,105
Investment and interest income	326,162	432,635
Realized loss on disposition of investments	(15,424)	-
Unrealized gain on investments	132,411	104,716
Amortization of deferred lease inducement	6,400	6,400
Membership dues	4,852,405	5,315,807
Gifts in kind	466,031	620,342
Other revenue	74,299	121,972
Government of Canada funding	80,000	383,923
Funding allocated from (to) Restricted contributions - Government of Canada funding	366,399	(199,940)
	8,886,532	9,663,577

Expenses	2025	2024
Amortization of tangible capital and intangible assets	50,980	41,340
Bad debt	-	16,000
Bank charges and interest	8,085	12,916
Conferences, meetings and travel	414,840	967,712
Insurance	29,807	27,116
Investment portfolio management fees	23,362	19,207
Marketing	496,052	639,739
Membership and publications	617,821	775,580
Office	23,318	39,148
Other services	23,484	269,234
Photocopying and printing	69,124	65,577
Postage and courier	72,564	68,655
Professional and consulting fees	949,983	1,020,649
Program funding distribution	86,146	834,991
Recovery funding - (return) distributions of Government of Canada funding	-	(1,671,604)
Rent and occupancy	205,483	202,242
Salaries and employee benefits	5,049,198	5,067,628
Subsidies	161,989	72,727
Technology and telecommunications	500,669	438,318
	8,782,905	8,907,175
Excess of revenue over expenses	103,627	756,402
Net assets, beginning of year	7,895,230	7,138,828
Net assets, end of year	\$7,998,857	\$7,895,230

United Way Centraide Canada Notes to Summary Financial Statements Year Ended December 31, 2025

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.

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, 2025.

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 United Way Centraide Canada.

About Us

PURPOSE

United Way Centraides exist locally to serve those experiencing vulnerability in our communities and to create an equitable future for all.

VISION

We want everyone in every community to have opportunities to reach their full potential.

MISSION

We work to empower everyone to improve lives and build strong communities.

VALUES

In everything we do, we are guided by our core values of trust, integrity, respect, inclusivity, and transparency.



ABOUT US

Our Commitment to Reconciliation between Indigenous and Non-Indigenous Peoples

United Way Centraide Canada is committed to reconciliation with Indigenous Peoples.

As a national charity with deep local impact, we view reconciliation as an opportunity to honour Indigenous Peoples across this land and elevate our commitment to them. We will do this by:

- Listening to and learning from Indigenous members of our communities about Indigenous strengths and ways of knowing and being;
- Reflecting on the relationship that we have had with Indigenous Peoples;

- Collaborating with Indigenous communities and organizations whose objectives or work intersect with ours; and
- Embracing Indigenous voices, leadership, and participation in all aspects of our organization and the United Way Centraide Movement.

We will demonstrate our commitment to this journey by creating an Indigenous engagement strategy that is grounded in our relationships with Indigenous communities and integrated into our strategic plan, and by committing resources to it.



Our Commitment to Diversity, Equity, and Inclusion



United Way Centraide Canada is committed to building a more equitable future and to our vision of a country where everyone in every community has the opportunity to reach their full potential.

We will do this by:

- Ensuring our people, the work we do, and how we do it reflects the diversity of our communities
- Continuously learning and unlearning as individuals and organizations
- Amplifying the voices of underrepresented people and co-creating equitable solutions
- Working to dismantle discriminatory structures and systems within our movement and advocate for systemic change to build an inclusive Canada

We will demonstrate our commitment to this journey by creating and implementing a DEI strategy that is integrated into our strategic plan, and by committing resources to it.

United Way Centraide Canada Statement Opposing Racism



Recent events in Canada and around the world have exposed our society’s uncomfortable truth: racism is harming our communities. Systemic racism exists in our institutions, across all sectors, and has caused significant disparities with long-lasting impact, particularly for Black, Indigenous, People of Colour individuals and communities. These issues are not new nor easily resolved.

At United Way Centraide Canada, we condemn racism as it is unjust and wrong. As community builders, we must work harder to ensure Canada becomes a truly equitable, safe and inclusive place, particularly for Indigenous peoples and racialized communities.

We are taking steps to challenge our own ways of working and thinking. We are developing new strategies on both Diversity, Equity and Inclusion and Indigenous Collaboration that will impact all areas of our work. This includes disaggregating data to

inform our community investments, analyzing the demographic composition of our staff and volunteer leadership of the United Way Centraide network, and creating an equity framework and toolkit for our members.

This work is a journey for us as individuals and as an organization. We recognize the time and resources it will require. We know it requires us to listen and learn. And we anticipate uncomfortable challenges along the way, which we will face head on.

We are committed to doing our part to build a more equitable future and to realize our vision of a country where everyone in every community has the opportunity to reach their full potential.

ABOUT US

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.

United Way Centraides strive to ensure that donor dollars are invested to maximize community impact.

Donating to United Way 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 your donation 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. Read our Donor Bill of Rights to learn more about our commitment to transparency and accountability.



Our Network

In 2025, 58 United Way Centraides supported communities across 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 Lethbridge & South Western Alberta
- United Way South Eastern Alberta

British Columbia

- United Way British Columbia

Manitoba

- United Way Brandon & District
- United Way Pembina Valley
- United Way Winnipeg

New Brunswick

- United Way Centraide Greater Moncton and Southeastern New Brunswick Region

Newfoundland and Labrador

- United Way Newfoundland and Labrador

Northwest Territories

- United Way Northwest Territories

Nova Scotia

- United Way Cape Breton

Maritimes

- United Way Maritimes

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 Halibuton 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
- United Way Simcoe Muskoka
- United Way Thunder Bay
- United Way Waterloo Region Communities

Québec

- Centraide Duplessis
- Centraide Estrie
- Centraide Gaspésie Îles-de-la-Madeleine
- Centraide Greater Montreal
- Centraide Haute-Côte-Nord/Manicouagan
- Centraide Laurentides
- Centraide Outaouais
- Centraide Québec, Chaudière-Appalaches et Bas-Saint-Laurent
- Centraide Régions centre-ouest du Québec
- Centraide Richelieu-Yamaska
- Centraide Saguenay-Lac-St-Jean

Saskatchewan

- United Way Estevan
- United Way Regina
- United Way Saskatoon & Area

Our Team



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Vice-President, Brand Strategy, Marketing and Communications

Staff

- Andréa Landriault**
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- Andrew Lamothe**
Programmer
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Vice President, Government Relations & Public Policy
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Accounting Administrator
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Network & Systems Administrator
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Senior Manager, Governance and Operations
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Senior Manager, Brand & Digital
- Émilie Patry**
Campaign Administrator, GCWCC
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Product Owner, Business Technology Solutions
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National Director, Communications
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Administrative Assistant, Resource Development
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Senior Manager, Knowledge Exchange and Learning
- Judy Shum**
Vice-President, Community Impact & 211
- Juliana Pinilla**
Digital Content Officer
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National Director, Community Impact
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Manager, Finance
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Bookkeeper

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Program Manager, Business Technology Solutions
- Wissal Benali**
Solutions Consultant, Business Technology Solutions
- Yannick Elliott**
Senior Growth Advisor



**United Way
Centraide
Canada**

116 Albert Street, Suite 900, Ottawa, Ontario (Canada) K1P 5G3
613-236-7041 | 1-800-267-8221 | info@unitedway.ca

unitedway.ca