

20

annual
report

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United Way
Brandon & District

Local Love in Action



“ I can truly say I would not be where I am today without CNIB, my family would not be where we are today without CNIB ”

- **CNIB Recipient**

An Organization Supported by United Way
Brandon & District



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@unitedwaybdn

www.brandonuw.ca

Acknowledgement

United Way Brandon & District recognizes and acknowledges that our work is done on the original unceded territory of the Dakota Sioux, Treaty 2 and the Homelands of the Metis Nation, as well we embrace the relationship we have with all Indigenous peoples of this shared region: the Anishinabe, Sioux, Metis, Cree, and Oji-Cree included.

We acknowledge the harms and mistakes of the past, and dedicate ourselves to moving forward in partnership with Indigenous Communities in a spirit of truth, reconciliation and collaboration.

Mission

Empower everyone to improve lives and build strong communities.

Vision

Everyone in every community has the opportunity to reach their full potential.

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.

Diversity, Equity and Inclusion are part of our core values and is central to the United Way Brandon & District's mission and impact. We are proud to be part of a community made up of such a diverse social fabric.



Executive Message

On behalf of the United Way Brandon & District Board of Directors, I am happy to present to you the 2020 Annual Report.

It has been a year of success and growth for our local United Way. We continued to offer our two youth programs; Coats for Kids and Tools for School. We coordinated our Community Relief Fund as well as acted as the facilitator for Government of Canada funds designated to our region. We sustained our relationships in our community, joining advisory and leadership tables, and worked to ensure that we are engaging in dynamic and innovative partnerships that represent our community and its diversity.

The spring of 2020 introduced us to unexpected challenges within our organization, as it did for most individuals, families, businesses and communities worldwide. However, our United Way's performance exceeded the expectations based on its offerings, capacity to adapt and deliver help, while taking on new programs and execute the annual fundraising campaign. Despite the collective trauma that we as a society have, and are going through, our team came through once again and we so are proud of their accomplishments.

Fundraising for the Corporation's activities remains critical to all of our work. The team placed great emphasis on keeping donors engaged and informed of the impacts made possible by their support. In addition to the funds raised for Community Crisis

Relief and the Holiday Hamper Project, the annual fundraising campaign saw an incredible increase of 14% over 2019. Thank you to all the generous individuals, businesses, workplaces, foundations and leadership donors who contributed over this past year. So much of what we do would not be possible without this support.

Our United Way is looking to continue the momentum we built in 2021 as we partner with local organizations and researchers to complete a Community Indicator Scan. We will be evaluating our current Strategic Plan and creating a new dynamic plan to encompass the next three years. Our staff team are using new and innovative ways to create fundraising events and capture campaign data. As one fiscal period ends, another is already building force towards our initiatives in the upcoming year.

“ I hope you all realize how wonderful your service is and especially what wonderful people you are to be so genuinely kind and helpful. ”

- **Elspeth Reid**
Staff

On United Way Brandon & District

Executive Message Cont.

I would like to thank my Board colleagues for their dedication, work and commitment over the last year. I am proud to work with these individuals who bring their expertise and time to the organization. I would also like to thank our staff team for their perseverance, resilience and innovation over the past year.

Our Board of Directors would also like to extend our sincere appreciation to the Province of Manitoba for being the largest contributor to our organization's sustainability through their annual operating grant. We would also like to acknowledge and give thanks to the Government of Canada for their trust, partnership, and allocation of much needed funds for our region through the New Horizons for Seniors Program and Emergency Community Response Funding.

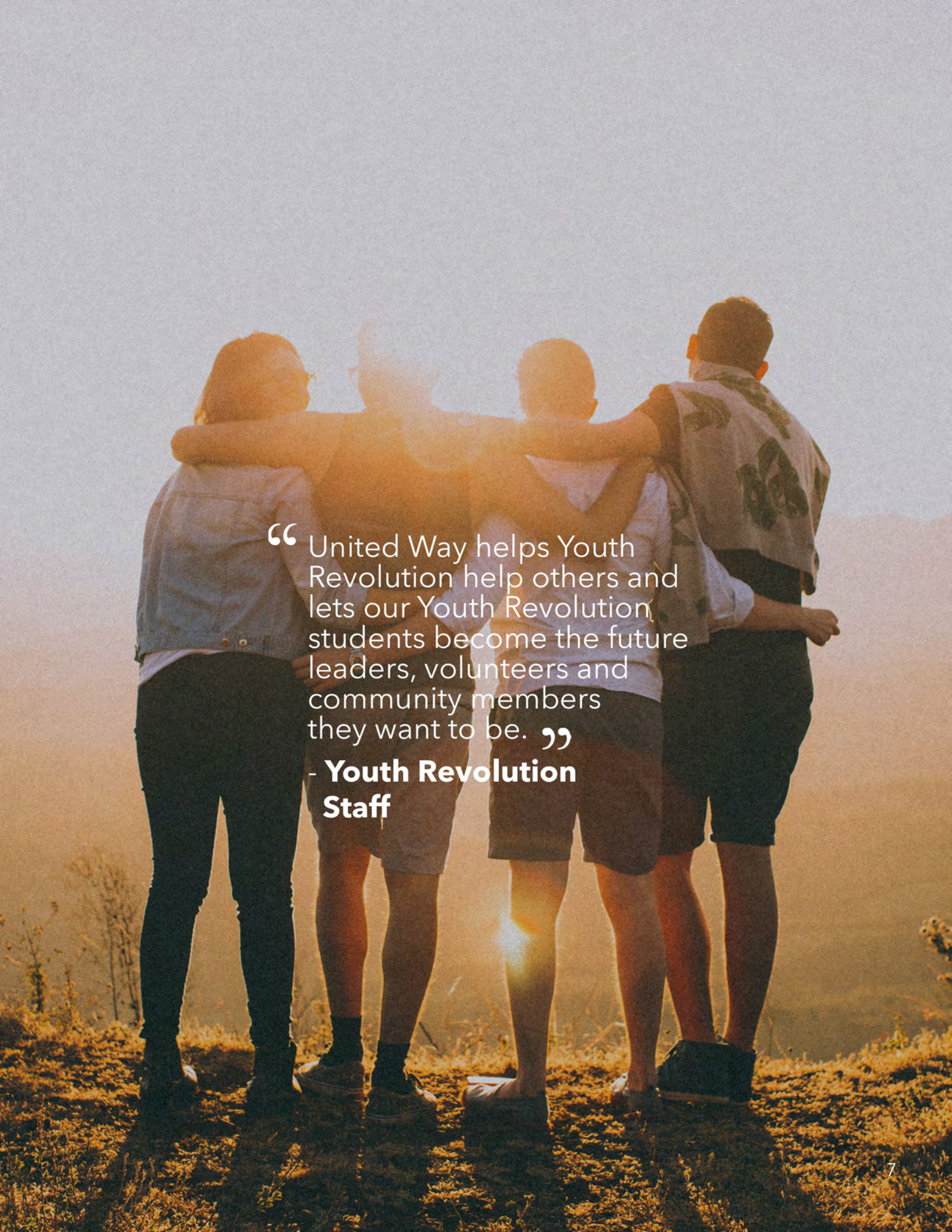


Cynamon Mychasiw
CEO



Sarah Peto
Board Chair



A photograph of four people standing on a grassy hill, silhouetted against a bright, hazy sunset sky. The sun is low on the horizon, creating a strong lens flare and casting long shadows. The people are standing close together, with their arms around each other's shoulders, suggesting a sense of community and support. The overall mood is warm and hopeful.

“ United Way helps Youth Revolution help others and lets our Youth Revolution students become the future leaders, volunteers and community members they want to be. ”

- Youth Revolution Staff

2020 Board of Directors

United Way Brandon & District is governed by its Board of Directors, a diverse group of community leaders and key decision makers who provide vision, strategic leadership, accountability and stewardship.



Board Chair
Sarah Peto



Vice Chair
Darren Grills



Treasurer
Karla Dane



Director
Kathy Black



Director
Jim Doppler



Director
Samantha Falloon



Director
Denalee Fitzsimmons



Director/Labor
Carol Grant



Director
Lauren Hiltner



Director
Krystal Kayne



Director
Randy Klassen



Director
Naseer Malik



Director
Michael Poole



Director
Scott Preston



Director
Roberta Roesen



Director
Ken Shumay

Staff Team

For more information, visit:
staff team visit: www.brandonuw.ca/ourteam



CEO
Cynamon Mychasiw



Director of Operations
Janis Evens



Campaign Director
Areta Donnelly



Marketing & Communications Director
Bryan Podworny



401 holiday hampers were provided by United Way Brandon & District and our community support

This is What Accountability Looks Like

It feels good to give.

We want you to feel good about how we put your dollars to work.

Trust and confidence are our priority.

At United Way, we not only follow standards set by the Canada Revenue Agency, but also the United Way Centraide Canada developed transparency, accountability and financial reporting (TAFR) policies.

We subscribe to the Donor's Bill of Rights Code of Conduct.

Leveraging Impact

Your support of our United Way, whether it be big or small, makes a difference and creates possibilities. Gifts are leveraged through our connections and partnerships with social service agencies, businesses, unions, government and more to amplify our collective impact.

We keep administrative costs low. Through a grant from the Province of Manitoba and special events revenues we are able to commit 100% of donor dollars back to direct impact initiatives in our community.

Risk Management

To view our risk management Policy visit: www.brandonuw.ca/risk

Annual Registered Charity Disclosure - Stats and CEO Salaries

Our latest CRA annual T3010 disclosure is available at:

<http://bit.ly/CRA-UWBDN>

Our Board of Directors reviews our budget and CEO salary and a compensation disclosure is prepared annually by our independent audit firm. Staff and CEO compensation ranges can be viewed in the T3010 link above.

To view our annual financial statements visit :

www.brandonuw.ca/annual-reports-financial-statements





Impact in the Community

COR Enterprises is a wonderful organization we support, here is a story:

“ We have a 65 year old gentleman that only started at COR... He had maintained other paid employment for years at Vern’s Appliance and Cumming and Dobie. Cumming and Dobie closed and his personal circumstances changed and he came to COR. He is a very friendly person and has fit right in at COR and made many friends. He immediately expressed interest in continuing with paid employment and approached the COR Job Coach. He has already secured positions: Rosser Laundromat and Regent Custom Cresting. Most recently he started at CKLO/Star FM and works 3 mornings a week. An employee there that I know told me they are loving the gentleman as he is so friendly and personable. ”

- Employee of COR Enterprises

A United Way Brandon & District Supported Agency



“ This is the one and only program that Julie has ever willingly participated in at Family Visions. We can't say enough about the benefits of music therapy and how it can change someone's life for the better.”

- **Staff at Family Visions**

On the Music Therapy Program Supported by United Way
Brandon & District

Treasurer's Report

Our goal at United Way Brandon & District is to ensure the public and donated funds we are entrusted with are used to provide the highest quality services and supports possible.

We continue to operate in an environment of austerity and restraint. The budget for the 2020 year saw a slight increase for rising costs, however we were able to come in under budget for the period. We were, once again, challenged to manage rising costs of services within budget allocations while providing sustainable funding to 29 local agencies through our Community Fund.

United Way Brandon & District has a culture of prudent financial management, and is in compliance with the Transparency, Accountability and Financial Reporting standards for United Way Centraides in Canada. This has allowed the Board of Directors and the Leadership Team to balance the vision of sustaining our multi-year funding commitments with our financial responsibilities, despite the challenging fiscal environment of the past year.

Ongoing support from our funders, the generosity of individual and corporate donors, the dedication of our volunteers, and the passion of our caring staff make it possible for us to deliver innovative and impactful investments in our local community. We thank our funders and donors for their continued support and confidence in our United Way. In these challenging and changing times, this support is needed more than ever and is very much appreciated.

Financial results of United Way Brandon & District are prepared by staff and are fairly presented in accordance with the Generally Accepted Accounting Principles. These financial results have been audited by our external auditors BDO Canada LLP.

While this report contains the Auditor's Report and a detailed selection of the audit findings for 2020, full audited financial statements are available upon request through the United Way Brandon & District Office or on our website brandonuw.ca.

We thank you for continuing to support our United Way especially during these challenging times, and look forward to continuing to make a difference in the lives of local individuals and families. Without you, there would be no way.



Karla Dane
Treasurer

Financial Highlights

We provide financial statements in alignment with Canadian accounting standards for not-for-profit organizations and United Way Centraide Canada's Transparency, Accountability, and Financial Reporting.

This year your support enabled us help stabilize our community's social service agencies and their programs by providing them with the funding needed to continue their valuable work.

To view our financial statements visit:

www.brandonuw.ca/annual-reports-financial-statements

Where the Money was Spent

1%

Youth Philanthropy

1%

Coats for Kids

1%

Tools for School

2%

Holiday Hamper Project



3%

Community Action Grants

8%

Donor Designations

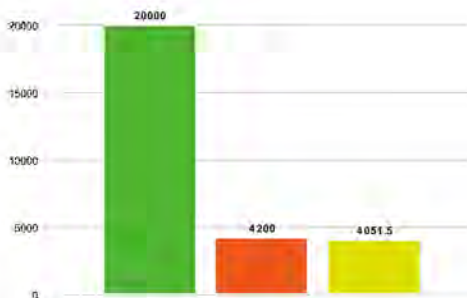
42%

COVID Funding

42%

Multi-Year Funding

Community Action Grants



We realize many of our grassroots organizations struggle to operate on small budgets and unexpected expenses can be an overwhelming challenge that can affect their daily operations. We offered the Urgent/Emergent grant, which included:

- **One time funding**
- **Maximum of \$10,000**
- **Used to fund crisis or emergency situations**

Revenue by Source

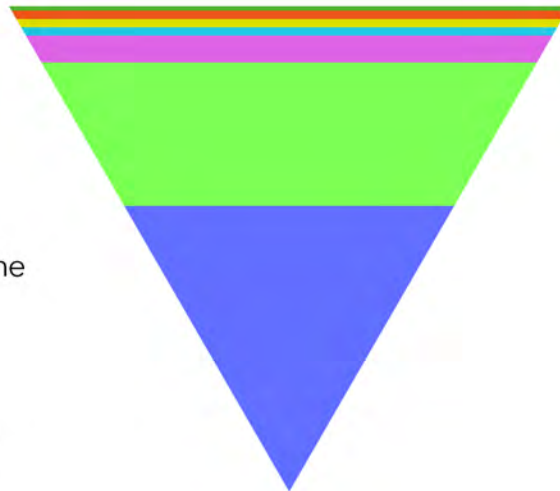
Total operating revenue for 2020 was \$1,492,551.88

1%
General Grants

2%
Gift in Kind

2%
Operations Income
& Interest

3%
Holiday Hamper
Project



“ Thanks for the great presentation. I will use this at work but also personal life with raising children & teenagers. ”

- **Attendee at SERC Presentation**

SERC is supported by United Way Brandon & District

12%
Province of
Manitoba

30%
COVID Relief
Grants &
Fundraising

50%
Campaign
Donations



Community Impact

Because of your support and commitment to our community, our United Way can continue to provide hope, help, and a pathway to a better future by helping people realize there is a better future.

Over 500 volunteers every year offer their time and commitment so that lives can improve, all because of the power of Community Impact.

Approach

We are more than just a fundraising organization, we also advocate and collaborate with other organizations and agencies to effect social change in our community. We have successfully raised an annual campaign that at present provides multiyear funding for 29 agencies in our community and in turn those 29 agencies offer 35 different programs & services to individuals in our community.

“ You can choose what you eat and it’s healthy for you too. ”

- **Student at George Fitton School**

On Brandon's Food For Thought Program Supported by United Way Brandon & District



Impact Distribution

From Poverty to Possibility

Brandon Literacy Council	\$20,000
Helping Hands	\$21,967
Samaritan House Ministries	\$35,000
YWCA Brandon	\$45,000



Building Strong Communities

Canadian Red Cross	\$12,000
CNIB	\$20,000
COR Enterprises	\$25,000
Family Visions	\$10,000
LDAM	\$20,000
Mood Disorders	\$7,500
MS Society	\$20,000
Parkinson Canada	\$11,000
SERC	\$13,000
SPIN (Suicide Prevention)	\$7,500
St. John's Ambulance	\$7,500
The Counselling Centre	\$30,000
The Women's Centre	\$20,000
Westman Aphasia	\$10,000

Helping Kids be all They can Be

Big Brothers Big Sisters	\$10,000
Diabetes Canada	\$5,000
Child & Family Services	\$35,000
Coats for Kids	\$2,000
Food for Thought	\$20,000
Society of MB w/Disabilities	\$7,500
The John Howard Society	\$30,000
Tools for School	\$10,000
YMCA of Brandon	\$45,000
Youth for Christ	\$15,000
Youth Revolution	\$10,000



A photograph of three young children, two girls and one boy, smiling and laughing together. They are wearing colorful, patterned clothing. The image is partially obscured by a large, semi-transparent yellow circle that contains the text.

Helping Kids Be All They Can Be

“ Two years ago, we began working with a child who had a diagnosis of a significant global delay. When the child started at the PEP, he had very little language skills, did not show an understanding or interest in toilet training, was constantly moving from activity to activity, dumping toys/activities on the floor, and his interaction with peers consisted of grabbing toys away from others.

Our staff worked collaboratively with parents and professionals in the community to develop and implement an individual support plan. This plan helped the child make significant gains in every developmental area during the two years that he was here.

Our work with that child did not stop there! Because this child's parents were separated and having challenges co-parenting in a cohesive way, our staff began working with the child's parents in order to build consistency and stability at home. Over time, staff developed strong, trusting connections with each parent and were able to help each of them to recognize that it was best for their child when they parented "on the same page".

As a result of this work, this child was able to begin Kindergarten this year. In a recent conversation with his kindergarten teacher, she was excited to tell us that the child is doing so well that staffing supports are rarely required!

We believe that this success would not have been possible without the hard work of our staff and the variety of services that we tapped into. This entire process is not possible without the support from the United Way, and we are incredibly grateful for your continued support. ”

- Staff From The Preschool Enrichment Program

A United Way Brandon & District Supported Program



Helping Kids Be All They Can Be



The Impact

Students of all ages are able to play an active role in making a difference, helping others, and giving back in their community. We are able to support educating our youngest and growing the next generation of advocates.



40,087 meals/snacks were distributed throughout the Brandon School Division last year to ensure kids have a **good start to their day.**



43 vulnerable and at-risk children were provided with a variety of opportunities and experiences vital to their **healthy growth and development.**



26 youth were **provided support programs** to help them make better decisions and life choices.



770 children had **access to a safe, supervised and fun program** in their neighbourhood before and after school.



From Poverty to Possibility

“ When I came to Meredith Place, I was in a bad place. I was homeless, no job, and no means of bettering anything in my life. I felt doomed, felt like I was falling apart emotionally. I had no initiative to do anything for myself. And I was struggling with mental health issues when I came.

When I was here, I was nervous, shy and skeptical. I then met the other residents and with time, a part of my life became more comfortable. Hearing the stories of the other residents overcoming addictions, abuse, physically and emotionally, helped me in knowing that I am not alone and that other people are going through tough times in their lives. Meredith Place was the start of many doors opening and helped me with understanding and what needs to be changed. They helped me get out of the rut that nothing would change as I had lost myself for a while.

The staff here are honest, kind, patient, and I couldn't ask for better. They were helpful with everything. They helped me prepare mentally, physically into the next stage of my life. They gave me support, resources and pointed me in the right direction. The staff helped me connect with community resources, helped me when I was applying for places to live, and even asked me to help out with some repairs to Meredith Place. That gave me a sense of pride and that I was actually good for something.

Meredith Place made me strong enough to move on. I found inner strength. I left behind pain and hurt I felt when I came here. Meredith Place deserves more recognition than what they get. This place is a saving grace and I could not be where I am or done what I have done on my own without them. ”

- **Jon Doe, A Resident From Meredith Place**

A United Way Brandon & District Supported Agency



From Poverty to Possibility

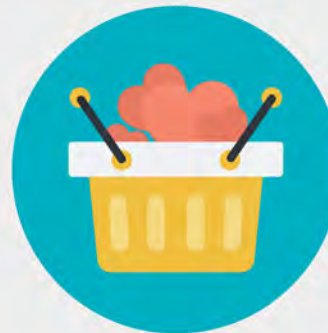


The Impact

Poverty is a far reaching, complex issue that is no stranger to Brandon. Once an individual falls into poverty, it very easily becomes a vicious cycle that ends up continuing for many generations to come.



27,867 hot meals were distributed to individuals by Helping Hands Soup Kitchen.



18,924 Food hampers went out to families struggling to keep themselves fed.



277 people had a safe and warm bed to sleep in and had supports in place to secure actual housing.

The United Way Brandon & District is working to provide access to immediate support for individuals and families.



Building Strong Communities

“ ‘You have Parkinson’s disease.’ The words I feared I would hear but knew to be true. Words that uprooted us, confused us, scared us. Now what?

This new journey started almost two years ago. I saw doctors, therapists and caseworkers and had a battery of tests just to confirm what we already knew. We became obsessed trying to find out what was next. My wife and I spent hours researching the disease, the pace of progressing and research projects to find a cure. However, the one thing we didn’t have in our community was the emotional and physical support from like minded folks going through the same life journey. Then we discovered the Brandon & Area Parkinson support group. This group provides support to both patient and family in nonclinical fashion. They offered us a safe place to share our stories, our fears. Ongoing workshop providing us information on everything from tax information to medical cannabis, adding valuable insight applicable to the disease.

Most recently we participated in an exercise program called Centred Strength bringing together Parkinson and MS patients and their caregivers. Sponsored in part by YMCA, the program was designed to assist us continue to work at staying healthy and slow the progression of the disease. The program was well run and was in a non-judgemental environment that we as patients appreciate.

The Prairie Mountain Region Parkinson Canada programs are an asset to those of us in rural areas dealing with this terrible debilitating disease. The programs help make our days a little easier. ”

- **Vaughn and Susan Glasgow**

On The Parkinson Society, A United Way Brandon & District Supported Agency



Building Strong Communities



The Impact

The focus of building a stronger community is working with the individuals in our community to ensure a stronger, safer place for everyone to live. The United Way Brandon & District engages community members to improve access and availability to resources needed to revitalize our neighbourhoods.



8,780

opportunities focused on family strengthening programs and services to help local families and ensure **better outcomes for children.**



693 opportunities were available to individuals with a disability to participate, be included and supported.



171 women affected by trauma had services, support and advocacy available to help them to ensure a safe, healthy and happier life for them and their children.

“ I would just like to say this mental awareness night has been a lifesaver. It is good to know that there are people out there who really care. ”

- **Attendee at MDAM**

Manitoba 211

Manitoba 211 helps Manitobans who are looking to find the right community or social resource but don't know where to start. Manitoba 211 also makes it easy for service providers and first responders to direct others to the right resource.

Services are grouped together into categories that include food and clothing, housing and homelessness, health, mental health, employment, newcomers, children and parenting, and youth.

Manitoba 211 is full service including phone, text and or chat capacity as well as online access.

The website is a partnership between the United Way and Volunteer Manitoba.

Visit Manitoba 211:
<https://mb.211.ca/>



Light It Up!

We lit up the Keystone Centre Dome Build red in celebration of MB211 Day!



Did You Know?

The Learning Disabilities Association of Manitoba-Brandon Chapter was able to create 3 new programming initiatives that have had a tremendous impact on Adults with Learning Disabilities because of the funding they receive from the United Way Brandon & District.

COVID-19 Relief

COVID-19 is having unprecedented effects across our communities. Along with our partners, United Way Brandon & District is working to address the most pressing needs, supporting our network in new and caring ways, ensuring everyone in our communities gets the help that they need. We know that many people could not, and cannot, afford to adequately prepare for how COVID-19 is affecting their family. Many do not have supports should they need to self-isolate. Those who already face barriers - things like poverty, homelessness and social isolation - need even more help during this time. This is why we are listening to and working closely with our community partners to identify areas of urgent need and co-creating impactful and timely solutions.

Putting Your Dollars to Work

The COVID-19 pandemic shows just how vital United Way's connected and co-ordinated network of front-line community agencies is now—and will continue to be in the weeks and months to come. By partnering with grassroots organizations and government to provide a lifeline to individuals and families, we are ensuring there are fewer gaps in essential services. Here's how we're making sure our agencies can keep doing this vital work.

Providing Regular Funding

If you made a gift to United Way before the

pandemic, those dollars are already fuelling action on the front lines. We continue to invest each month in our network of agencies across Brandon. Dependable and flexible, our existing funding allows our front-line agencies to do what they do best: help our most vulnerable neighbours in the most effective ways possible. But as more people are impacted by COVID-19, the need is going to grow—outstripping what our current funding can support.



COVID-19 Relief

Emergency Funding

Community Crisis Fund

To meet the increased need, we set up a Community Crisis Fund. Within days, supporters like you stepped up and kick-started this emergency Local Love Fund.

Your generosity has made a difference, since March 2020, we've invested \$46,613 in rapid response emergency funding, to several organizations in our community;

- 7th Street Health Access
- The Women's Resource Centre
- Salvation Army
- Helping Hands Centre
- YMCA
- Community Health & Housing Association
- Keystone Centre
- United Way Essentials Gift Card Program

As donations continued to come into the fund, we were committed to a quick turnaround time to get those monies back out into the community where they were needed most.

New Horizons for Seniors Fund

United Way of Brandon & District has received \$61,793 through the New Horizons for Seniors Program (NHSP), allocated by Employment Social Development Canada. These funds were intended to serve Brandon and rural Western Manitoba. We were able to distribute these funds to registered charitable organizations for programs that serve vulnerable seniors in the Brandon and Westman region.

- Minnedosa & District Services for Seniors
- Killarney Area Services for Seniors
- Carberry Services for Seniors
- Senior Services of Turtle Mountain Area
- Seniors Independent Services Glenboro
- Senior Services of Antler River
- SAIL Virden
- Brandon Friendship Centre
- Prairie Oasis Senior Centre
- Sokol Supportive Housing
- Killarney New Horizon Senior Centre
- Minnedosa Senior Citizen's Association
- Home Assistance Neepawa & District

COVID-19 Relief

Emergency Community Support Fund

The Government of Canada announced \$350 Million Emergency Community Support Fund on April 21, 2020. This fund was to help Canadian charities and non-profits who are providing crucial resources and community-based services for vulnerable Canadians.

United Way, the Canadian Red Cross (CRC) and Community Foundations of Canada (CFC) deployed these critical funds into communities across the country through charities providing immediate responses to the pandemic. All funding recipients must be registered charities with charitable tax numbers, or in some cases a non-profit organization. No granting will be provided to individuals.

United Way Brandon & District did receive \$364,142.00 in funding to be allocated throughout Brandon and rural Westman communities, and a call for applications went out in late May. Funds were disbursed through June and July. We worked closely with Brandon & Area Community Foundation to collaborate and ensure these funds had the maximum impact.

Emergency Community Support Fund

- Big Brothers Big Sisters Brandon
- Youth for Christ
- YMCA
- The Counselling Centre
- Manitoba Possible
- Youth for Christ (in partnership with MB Metis Federation)
- Women's Resource Centre
- Samaritan House
- CFS of Western Manitoba
- Holiday Hamper Project
- Riverdale Early Learning Centre
- Prairie Oasis Senior Centre
- Family Visions Inc.
- John Howard Society Brandon
- Killarney New Horizons Senior Centre
- Senior Services of Antler River
- Sexuality Education Resource Centre



Hamper Project

With Christmas Cheer deciding to cancel the 2020 Christmas Hamper program because of the pandemic, United Way stepped up to ensure families in our community who may be in need of a hamper during the holiday season would receive one. Manitoba Health confirmed food programs such as the Holiday Hampers could still operate under the Code Red Orders as it is a social service, so using guidelines from the Provincial Government, we got to work. First we needed a place to work out of, Alternative Landscaping offered us a location (a greenhouse) to store, sort and pack Hampers. Next we needed food for the Hampers; the Christmas Cheer Board had received an ECSF grant for \$10,000.00 in the early summer to help purchase food for the 2020 Christmas Hampers. The food purchased through the grant was redirected to our Holiday Hamper program. We were unsure of how many referrals we would receive for the Hampers, so we started a food & toy drive with the help from local radio stations, Bell Media (BOB FM/Pure Country) held a two day "on air fundraiser" called "United All the Way", as well as Spark Web-radio and STAR FM/Q Country also helped promote the need for food and toys for the Hampers.

We were very fortunate a long term volunteer from The Christmas Cheer Board, Joanne Vinthers, offered her time and knowledge to help organize and run the administrative end of the project. She was a valuable asset to the project and we greatly appreciated her efforts. The community itself, corporate partners, individuals, committees, clubs and employee groups all

came together to offer their support from; adopting referred families, food and toy donations. Eight local businesses became drop off locations, financial donations allowed us to purchase gift cards from local grocery and retail stores for Hampers short of protein, and age appropriate gifts for children. An amazing amount of volunteers came to help pack and deliver the Hampers. Healthy Brandon donated 300 packages of food along with books and board games. Schools, churches, businesses, retirement homes and CFB Shilo held food and toy drives. Two local business, Expressions Entertainment and Essenza Training coordinated a 5-night curbside pickup food drive, driving through neighborhoods in the community to pick up food donations complete with Santa and holiday music in tow, lifting spirits as they went.

Volunteer drivers lined up their vehicles in the Keystone Centre parking lot, where Hampers were loaded and then off for delivery. Several local Social Service agencies, along with some of our funded partners, were contacted the next day to pick up left over food and toys ensuring that all donations were sent back out into the community for immediate use.

A total of 908 family referrals were received, 502 of those families were adopted by other families in our community and 401 families received Hampers provided by us and our community support. Over 1300 children received gifts in their family Hampers and a total of over \$33,000 was raised in financial donations.



It was an overwhelming endeavor, with such a short timeline to turnout. We couldn't have done it without all the community support, and we were grateful the community came together to fill a much needed void this past holiday season.

Sponsors & Supporters

Alternative Landscaping - Packing Location
Direct Wholesale Furniture - Trailer
Career Connections
Promotions
Bell Media- BOB FM/Pure Country
Westman Radio-Q Country/Star FM
Spark Web Radio

Drop-off locations

Career Connections
CoWorks
Harvey's Swiss Chalet
Montanas
Murray Auto Group
Planet Kia
Systems Beauty College
Toy Masters

Central United Church
Forbidden Flavours
Healthy Brandon
Kuipers Family Bakery
Shape Foods
Shoppers Mall
The Home Depot
The Protein Pantry
Tim Hortons
Victoria Inn
Helping Hands
Sobey's South End

All corporate, individual, committees, clubs, churches and employee groups.



Labour Report

Building a Stronger Community Together

United Way and the Canadian Labour Congress have been partners since 1988 - working together to strengthen communities across Canada. The partnership developed around a common interest: ensuring that workers and working families have the support they need to succeed. For many years, United Way Brandon & District has been fortunate to have a partnership agreement with the Brandon Labour Council, the most recent signed in January 2018.

Members of local Unions are campaign facilitators, contributors, and volunteers. Like United Way, our Labour partners seek to build community by working collaboratively. The commonality we share not only defines us as organizations, but defines the hearts of the people within them. We are strong, industrious people often on the forefront of new ideas and methods. We are philanthropists and volunteers and we are all hard working, community-minded individuals and families. We put people first.

We would like to say a special thank you to the Brandon Labour Council President and Vice-President. Kirk Carr, President of BLC is a past member of our Board of Directors and an active community partner and collaborator with our organization. Carol Grant, Vice-President of BLC is a past Sponsored Executive, current member of our Board of Directors, and Chair of our Community Impact Committee. These partnerships are critical to the success of our organization and we truly appreciate their passion and commitment.



“ I now live for the future. I have rediscovered skills and my quality of life is much improved. I have a more positive outlook and live a happy, satisfying life. I credit Mood Disorders.”

- **Louie**

A Local Man who Suffered from Mental Illness seeking help from MDAM - A United Way Brandon & District Supported Agency

Campaign Report

The COVID-19 pandemic hit early March of last year and everything changed - living, working, and all social interactions. We all had to adjust and adapt in our daily lives. We found ourselves in new territory, the digital world. The most challenging obstacle was how to connect with our donors using only digital platforms, our social media sites and direct email.

The loss of the one on one contact was definitely a challenge when stewarding donors, many workplaces were displaced, having employees working from their homes or on a rotating schedule.

Thanks to the support of the volunteers from various workplaces in our community, the employee giving campaigns were a success.

- We kicked off our annual campaign with a virtual radio kickoff in partnership with **Star FM/Q Country** in September 2020.

- Our annual Community Fun Lunch was a drive thru pick up spaghetti lunch provided by the **Victoria Inn**, and a zoom link for people to participate in a game of backwards lyrics from their workplaces and home office - just a little fun in the middle of the day.

- The Holiday Tree Auction was a great success again this year thanks to the support of the **Victoria Inn**. 12 families received the gift of the Holiday Spirit thanks to the care and support of 12 employee groups from various workplaces here in Brandon.

Myphone/telus
Maple Leaf Foods
RBC Royal Bank
Q Country/Star FM
Sutton-Harrison Realty
RE/MAX Valleyview Realty
Wawanesa Insurance
MB Possible
Cando Rail Services
Inclusion Westman
Sunrise Credit Union
PSAC/Westman Area Council

Our community came together to show their support of each other during a very challenging and difficult year. Our community donations are raised with the help and support of hundreds of volunteers from the workplace employee campaigns, corporate, and individual giving as well as special event revenue. Our 2020 annual community campaign successfully raised over \$761,693.95

Campaign Revenue by Source

58%
Workplace

23%
Individuals

12%
Corporate Giving

8%
Special Event Revenue



We were very fortunate to be the recipient of Tim Horton's Smile Cookie promotion this year, **\$22,367** was added to our community fund.



“ Together, we are going to make a difference this year! ”

- **Jenn McMillian**

Our 2021 Campaign Chair

Thank You

Financial Statements of
United Way Brandon & District
and Independent Auditors'
Report Thereon

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Report Thereon



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Independent Auditor's Report

To the Directors of United Way of Brandon & District

Qualified Opinion

We have audited the financial statements of United Way of Brandon & District (the Entity), which comprise the statement of financial position as at March 31, 2021, the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the *Basis for Qualified Opinion* section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at March 31, 2021, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

In common with many not-for-profit organizations, the Entity derives revenue from donations and fundraising activities the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Entity. Therefore, we were not able to determine whether any adjustments might be necessary to donation and fundraising revenue, excess of revenues over expenses, and cash flows from operations for the periods ended March 31, 2021 and 2020, current assets as at March 31, 2021 and 2020, and net assets as at April 1 and March 31, for both the 2020 and 2021 years. Our audit opinion on the financial statements for the period ended March 31, 2020 was modified accordingly because of the possible effects of this limitation in scope.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.



In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.



We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

BDO Canada LLP

Chartered Professional Accountants

Brandon, Manitoba
May 12, 2021

United Way of Brandon & District Statement of Financial Position

For the year ended March 31 2021 2020

Assets

Current

Cash	\$ 662,373	\$ 601,600
Accounts receivable (Note 2)	98,776	206,649
Inventory	3,351	-
Prepaid expenses	6,728	9,783

771,228 818,032

Long-term investments (Note 3)	889,567	804,975
Tangible capital assets (Note 4)	10,718	11,495
Donated life insurance assets (Note 8)	13,664	15,140

\$ 1,685,177 \$ 1,649,642

Liabilities and Net Assets

Current

Accounts payable and accrued liabilities	\$ 33,159	\$ 34,609
Deferred revenue (Note 5)	133,162	170,706
Donor designations	98,734	63,486
Fund distribution payable	500,283	500,283
Deferred donated life insurance revenue (Note 8)	13,664	15,140

779,002 784,224

Net Assets

Internally Restricted Community Response (Note 9)	41,204	69,420
Internally Restricted for Coats for Kids (Note 9)	(4,232)	(3,498)
Invested in Capital Assets (Note 9)	5,318	4,296
Internally Restricted for Operating Contingencies (Note 9)	57,429	57,429
Internally Restricted for Equipment and Software Purchases (Note 9)	21,221	21,221
Unrestricted Net Assets (Note 9)	(25,923)	(7,303)
Internally Restricted for Programs (Note 9)	13,754	13,754
Internally Restricted for Tomorrow Fund (Note 9)	797,404	710,099

906,175 865,418

\$ 1,685,177 \$ 1,649,642

Commitments (Note 6)

**United Way of Brandon & District
Statement of Changes in Net Assets**

	Internally Restricted Community Response	Internally Restricted for Coats for Kids	Invested in Capital Assets	Internally Restricted for Operating Contingencies	Internally Restricted Equipment for and Software Purchases	Unrestricted Net Assets	Internally Restricted for Programs	Internally Restricted for Tomorrow Fund	Total 2021	Total 2020
For the year ended March 31	\$ 69,420	\$ (3,498)	\$ 4,296	\$ 57,429	\$ 21,221	\$ (7,303)	\$ 13,754	\$ 710,099	\$ 865,418	\$ 352,967
Balance, beginning of the year										
Excess of revenues over expenses	(28,216)	(734)	(1,923)	-	-	(40,675)	-	112,305	40,757	512,451
Interfund transfers	-	-	2,945	-	-	22,055	-	(25,000)	-	-
Balance, end of the year	\$ 41,204	\$ (4,232)	\$ 5,318	\$ 57,429	\$ 21,221	\$ (25,923)	\$ 13,754	\$ 797,404	\$ 906,175	\$ 865,418

The accompanying notes and schedules are an integral part of these financial statements.

United Way of Brandon & District Statement of Cash Flows

For the year ended March 31	2021	2020
Cash flows from operating activities		
Excess (deficiency) of revenues over expenses	\$ 40,757	\$ 512,451
Items not affecting cash:		
Amortization of capital assets	3,723	3,890
Unrealized gain (loss) on long term investments	(121,006)	144,614
Donated shares	19,977	-
	<u>(56,549)</u>	660,955
Changes in non-cash working capital:		
Accounts receivable	107,869	(53,848)
Inventories	(3,351)	-
Prepaid expenses	3,056	(196)
Accounts payable and accrued liabilities	(1,450)	11,550
Deferred contributions	(37,544)	26,272
Donor designations	35,251	20,551
Fund distribution payable	-	(45,517)
	<u>47,282</u>	619,767
Cash flows from investing activities		
Purchase of investments	(32,442)	(653,265)
Proceeds on disposal of investments	48,878	37,844
Acquisition of capital assets	(2,945)	(9,272)
	<u>13,491</u>	(624,693)
Net increase (decrease) in cash	60,773	(4,926)
Cash, beginning of the year	601,600	606,526
Cash, end of the year	\$ 662,373	\$ 601,600

The accompanying notes and schedules are an integral part of these financial statements.