
LOCAL LOVE

**NORTHUMBERLAND UNITED WAY
SINCE 1969**



ANNUAL REPORT
2018/2019



A MESSAGE FROM OUR BOARD PRESIDENT

Your Northumberland United Way (NUW) has made some great progress over the last year, progress that is essential to the challenges our community faces. You will find more detail on this in Heather's letter that captures some of the many NUW accomplishments.

Our mission is to make our community measurably better because of the work of Northumberland United Way. That all starts with you, and for you we are most grateful. You appear in many different roles: community partner, donor, event participant or volunteer. You (or is that "U"?) are literally at the centre of NUW. You not only make change possible, you make change happen and United Way is there to help. You gave, and you made a difference.

A couple of measures: This past year saw the reinstatement of smaller community grants, and the upcoming year calls for an increase in overall funding back into the community well above inflation.

I must mention that the Board is both excited, grateful and a little disappointed about Heather. Excited that she has found a wonderful and challenging opportunity close to home; grateful for the infrastructure and processes she introduced that continue to work now, and in the years ahead; and (selfishly) disappointed as she was a such a treasure to Northumberland.

A welcome to our new Board President, Bruce McCartney. Enthusiastic, positive and a great partner, I am glad to say your Board is in good hands. Your Board, in their roles as stewards for you and our community, are well prepared for the challenges ahead.

Finally, I would also like to thank the staff - Cathy, Dianne, Terry, Maggie and Debbie - I know how hard you have worked for our community. Northumberland and NUW are lucky to have you.

Gerald Blackstock, President



United Way Northumberland exists to bring people and resources together to build a strong, healthy, safe community for all. Together we positively impact thousands of lives every year in Northumberland County.

At United Way we are amazed, inspired, and grateful for the exceptional leaders in our community, across all sectors who showed their local love by raising awareness and necessary funds. With your support, we have maintained local investments to our funded community partners and initiated smaller community grants.

Your generous support helped tackle some of the most daunting and pressing issues facing individuals and

families in our community such as community counselling for mental health wellness, food and housing security, prevention and intervention programs to support child and youth wellbeing and success.

Once again, our inspirational staff and campaign team worked incredibly hard. We could not do what we do without this dedicated, ambitious group. A few notables include:

- Hosted an NHL Alumni hockey game with special guest Walter Gretzky, in partnership with Habitat for Humanity Northumberland
- Launched a successful sponsorship and business partner program
- Hosted a Boston Cream Donut Day promoting 211 with Tim Hortons Colborne location
- Held a signature online auction that met and exceeded its goal

As we look forward to 2019/2020, this will be a time of both celebration and reflection as United Way Northumberland celebrates and thanks the community for 50 years of support. We will also be celebrating the 20th Anniversary of our signature Challenge the Dragon, Dragon Boat Festival.

I would like to express my sincere thanks to our Board of Directors, staff, volunteers, donors, community and government stakeholders. Your support fuels our work.

Together, we are making great things possible in our community.

Heather Norris, CEO



OUR TEAM

Board of Directors

Executive

Gerald Blackstock, President
 Bruce McCartney, President
 Michael McAllister, Treasurer
 Adrienne Bell-Smith, Secretary

Directors

Doreen Cunneen
 Linda Goldie
 Sandy Holmes
 Scott McCracken
 Tim Miller
 Kristina Nairn
 Nick Palalas
 Bill Pyatt
 Jay Robinson
 Jason Schmidt
 John Wilcox

Governance

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 Sandy Holmes
 Scott McCracken
 Jason Schmidt
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 Michael McAllister
 Bruce McCartney
 George Gordon
 Anneke Russell
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 Adrienne Bell-Smith, Vice-Chair
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 Bill Pyatt
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 Paul Allen
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Bill Pyatt, Chair
 Bruce McCartney
 Gerald Blackstock
 Linda Goldie

Finance & Audit

Michael McAllister, Chair
 Scott McCracken
 Tim Miller
 Nick Palalas
 Les Andrews
 Jessica Vriend

Campaign Team

Diane Saunders, Co-Chair
 Scott McCracken, Co-Chair
 Gerald Blackstock
 Jay Robinson
 John Wilcox
 Paul Allen
 Anne Burnham
 Peter Dounoukos
 Scott Fraser
 Joan Macklin
 Michelle Verbeem

Our Staff

Heather Norris, CEO
 Cathy Cavanagh, Director, Finance and Administration
 Dianne Turk, Director, Resource Development
 Debbie Beattie, Fundraising and Communications Associate



SUMMARY STATEMENT OF OPERATIONS

For full financial statements please visit
www.mynuw.org/reports-financials/

REVENUE	2019	2018
Fundraising Revenue	692,285	826,834
Designations from other United Ways	50,099	44,342
Pledge Loss	(15,829)	(19,999)
Grants & Sponsorships	16,831	19,650
Investments	5,663	6,980
Back Pack Programs	29,758	26,049
Day of Caring	17,035	14,663
Info Northumberland	30,003	27,432
Other Program Revenue	18,388	4,063
Total	844,233	950,014
	2019	2018
EXPENSES		
Fundraising Cost	197,463	185,030
Allocation of Management & Administration Costs	42,844	45,589
	240,307	230,619
PROGRAM COSTS		
Allocation to Community Partners	316,250	285,700
Back Pack Program	33,446	26,049
Community Grants	25,697	--
Day of Caring	17,035	14,663
Info Northumberland / 211	23,712	32,971
Funds Designated through Donor Choice*	17,536	111,110
Other Program Costs	118,774	167,021
Allocation of Management & Administration Costs	28,562	30,392
REVENUE OVER EXPENSES	22,914	51,489

*United Way does not evaluate agencies, programs, or initiatives funded through donor choice. Donor Choice includes fundraising dollars designated by a donor to a specific registered Canadian charity.



We love where we live, but issues like poverty, homelessness and mental illness are hurting our communities. By showing your local love, you can change that. You can make local issues #UNIGNORABLE.

OUR COMMUNITY INVESTMENT

Northumberland United Way has been changing the lives of people living in Northumberland County since 1969.

Our Funded Community Partners:

- Alzheimer Society Peterborough, Kawartha Lakes, Northumberland & Haliburton
- Big Brothers Big Sisters of Northumberland
- Cornerstone Family Violence Prevention Centre
- Green Wood Coalition
- Habitat for Humanity Northumberland
- The Help Centre of Northumberland
- Northumberland Community Counselling Centre
- Rebound Child & Youth Services
- WrapAround Northumberland

\$316,250

To Funded Community Partners

\$74,193

To Direct Programs

\$17,536

To Donor Choice

KIDS

41%

COMMUNITY

30%

POVERTY

29%

*Distribution of funding according to Focus Area

“ Thank you so much. Again an amazing group of volunteers and professionals have given our girls at Falconhurst so much!!! ”

- Day of Caring recipient

Our Programs

- Back Packs for Kids
- Day of Caring
- Info Northumberland/211



When you don't know where to turn.™

Call 2-1-1.





This year, we are celebrating 50 years of serving Northumberland County! Stay connected to see how we are celebrating.

Sign up to our newsletter so we can continue to share our impact in the community. Visit mynuw.org/contact-us

Celebrate with us at one of our upcoming signature events!

- August 14 & 15 Back Packs for Kids
- August 23 Diamonds in the Rough, Ladies Golf Tournament
- September 21 Challenge the Dragon Boat Festival (20th Anniversary!)

Follow us:



northumberlandunitedway



@nlanduw



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Thank you.

Our sincere thanks to our hard working and dedicated volunteers who give their time to help United Way achieve its objectives.

Poverty, homelessness, and mental illness can often go unnoticed. However, with your help, we can make these local issues #UNIGNORABLE.

It's thanks to people like you, who show your support through volunteering your time and local love, that United Way can focus on funding programs so that they are available when and where they're needed most.

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