



2021-2022 ANNUAL REPORT



United Way
Northumberland



A MESSAGE FROM BOBBIE & MAGGIE

This past year at United Way Northumberland has been unlike any we have experienced before. Despite the impact of the global pandemic and changes to our current economy, donors and volunteers have continued to support the great work of United Way and our community partners.

It has been incredible to watch our community come together to support one another during these challenging times. We are so grateful for our donors and community members for helping to build a community that is more inclusive, equitable and accepting for all. Together, with your support, we are shaping Northumberland County into the home we all deserve. **Thank you for being a part of something great.**

We have experienced incredible success with our Northumberland Eats program that continues to ensure access to meals for those in need. Multiple partners and caring community members have helped raise awareness around period poverty and products for people locally through our Period Promise campaign. We continued to grow awareness and the use of 211 to help connect people to services they need most and continued our Backpacks for Kids program that helps kids feel ready for the upcoming school year.

Our investments into the community included annualized funding, two rounds of grants, and an additional \$30,000 in top ups to community partners locally. Will Week raised over \$10,000 for local programs and we partnered for another successful Northumberland Rocks Back concert.

Some of the most important work we have accomplished this year relates to our work in equity, diversity, and inclusion. Through a partnership with United Way Hastings & Prince Edward, United Way Northumberland and more than 150 people have taken part in multiple community conversations aimed at developing a community-wide action plan. This work will help guide our continued commitment to community partners by placing a lens of diversity, equity, and inclusion on everything that we do.

This success would not be possible without a dedicated board and staff team who have worked diligently to ensure we remain relevant and connected to community issues. It is because of the dedication and commitment of these people that we continue to support our local not-for-profit sector in Northumberland County. We want to sincerely thank the team at United Way and our community who have made it possible.

As leadership shifts at United Way with the resignation of current CEO Bobbie Dawson and with the appointment of Maggie Darling as Acting Executive Director, our board continues to look toward the future of the organization. The philanthropic landscape is changing, and our board and staff team at United Way will be focused on community needs in a way that allows for long term sustainability and impact. We look forward to another successful year and we thank you for your continued commitment to making our community great for everyone.

Sincerely,



Bobbie Dawson
Outgoing CEO



Maggie Darling
Acting Executive Director

A SPECIAL MESSAGE FROM OUR TEAM

Thank you to our outgoing CEO, Bobbie Dawson, for your hard work and dedication to United Way Northumberland over the past 3 years. You have been a vital member of the team, and brought new and innovative ideas to our organization. We are stronger because of your leadership.

Best of luck, Bobbie, in the next chapter of your journey! You will be missed!

- Maggie, Cathy, Dianne & Chelsea

A MESSAGE FROM OUR PRESIDENT

This last year United Way Northumberland was unique in many ways. The impact of COVID-19 and the changes it caused to our economy were felt throughout the community at large. Fortunately, we were able to have the continued support of volunteers and the community as we were able to continue to work with our community partners.

I want to say a special thanks to our community as a whole for your continued support through donations and volunteering. Thank you to the wonderful Board of Directors who helped guide United Way through these turbulent times and finally, thank you to staff at United Way for their dedicated support, hard work, and innovative ideas that helped us navigate the past year.

Finally, as I pass the reins of President on to Rick Riley, I am excited for the future of United Way Northumberland. Our board will have strong leadership with significant experience over a wide array of areas. Maggie Darling stepping in as Acting Executive Director, following the resignation of CEO Bobbie Dawson, provides for a seamless transition in the leadership of the organization. Maggie has been with United Way for several years and has a great relationship with the community, board and staff, and a vast knowledge of the United Way movement as a whole. While Bobbie will be missed and we wish her the best on her future endeavors, I am excited for this coming year at United Way Northumberland and the years that will follow. I am confident that with the continued support of our great community, United Way will continue to be a philanthropic champion.

Sincerely,

Scott McCracken
Board President





Our staff team: (L to R): Dianne Turk, Maggie Darling, Chelsea Rankin, & Cathy Cavanagh

Board of Directors

Executive

Scott McCracken, President
Bruce McCartney, Past President
Rick Riley, Vice-President
Nick Palalas, Treasurer

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Francis Duguay
Suzanne Gerweck
Linda Goldie
Adam Giddings

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Strategic Planning

Bill Pyatt
Suzanne Gerweck
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Bruce McCartney

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Rick Riley, Chair
Suzanne Gerweck
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Anne Sauve
Rebecca Vaughan
Christine Wilson
Paul Allen
Jennifer Bradford
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Michelle Verbeem

Finance, Audit & IT

Nick Palalas, Chair
Adam Giddings
Cory Hazael
Francis Duguay
Tim Miller

Summary Statement of Operations

For the year ended March 31	2022	2021
Revenue		
Fundraising cash and pledges	\$ 452,358	\$ 559,843
COVID-19 Community Relief fund	19,030	21,992
Major/Special Gifts	87,565	20,000
Stocks and Shares	73,355	42,721
Grant Fund	21,148	20,000
Funds transferred from other United Ways	29,410	21,214
Sponsorship	20,000	11,000
Fundraising Events		
United Way events	16,685	30,426
3rd party events	6,353	4,905
United Way Programs		
Back Packs for Kids	15,126	19,790
Day of Caring	-	24,120
Northumberland Eats	91,636	-
Ontario 211	18,000	18,000
Period Promise	625	1,050
Program Administration Fees	3,127	
Government of Canada		
New Horizons for Seniors	-	44,682
Emergency Community Support Fund	-	420,829
Municipal Funding		
Safety & Wellbeing Plan	-	15,000
Social Service Relief Fund	3,730	2,070
Amortization of Deferred Contributions	9,703	9,176
HRSDC Grant	4,455	4,029
Investment Income	10,877	29,958
Less: Uncollected Pledges	(12,736)	(18,161)
Total Revenue	870,447	1,302,644
Expenditures		
General Management and Administration	75,703	68,290
Fundraising	228,224	212,812
Allocations and Programs		
Community Grants	21,148	20,000
Community Programs	253,581	221,128
COVID-19 Community Relief Fund	20,300	21,992
Government of Canada Funding	-	432,292
Allocations to Community Partners	338,000	348,000
Designations to Other Charitable Organizations	4,931	12,876
Total Expenditures	941,887	1,337,390
Excess (Shortfall) Revenue over Expenses	(71,440)	(34,746)
Government Subsidies		
Temporary Wage Subsidy	81,246	132,527
EXCESS REVENUE OVER EXPENSES	9,806	97,781

Leading the Way Donors

Paul Allen & Shelley Oakman
Doug Bates
Tom Behan
Peter & Louise Blecher
Paul & Anne Burnham
Karen Chalovich
Drs. Vern Chase & Pat
Stapley- Chase
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Employee Giving Campaigns Donors

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Cameco Fuel Manufacturing
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TD Bank
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Vandermeer Toyota
Warkworth Institution

Would you like to be recognized as a donor? Contact Dianne at dturk@nuw.unitedway.ca

THANK YOU

We are proud to call Northumberland County home, and it is because of the caring nature and generosity of our neighbours like you.

This year, your support has helped the 1 in 3 people in Northumberland County who access a United Way funded program each year - people like Olivia, who accessed virtual counselling services or John, who received grocery delivery and in-home help.

Thank you for believing in United Way Northumberland and helping to create a stronger, more accepting community for all.



United Way
Northumberland

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