



United Way
Brant

ANNUAL REPORT

2019

2020

BRINGING PEOPLE
TOGETHER

TO MAKE THINGS
BETTER



MESSAGE TO THE COMMUNITY

We simply cannot reflect on the year that just ended, without putting it into context by looking forward to the challenges we will face in the year to come.

When 2019 began, we knew it would be a year filled with hard work and planning as we put the finishing touches on the major initiatives identified as part of our 2018 -2020 strategic plan.

2019 saw the *largest and most successful* Giant Warehouse Sale in the 18-year history of this event.

Celebrating the multi-generational support of the Williamson family with the launch of a *free community use space* for local charities named in their honour.

We enjoyed many successes over the last year, and as much as these are worth celebrating in their own right, they became even more important as we finished the year.

With the onset of the COVID-19 global pandemic, we were faced

with a period of fundamental change that we have not seen in our 70+ year history. We can confidently say the work we did in 2019 has been key to our ability to respond to unexpected challenges we now face in 2020.

We completed our two (2) year Community Impact Project and identified “Belonging” as our new area of focus for community impact.

With your support over the last year, we can be there to help like we always have before.

Community Impact Project

In 2018 Brant United Way launched an ambitious project with two (2) goals:

- Become Community Experts by identifying the area(s) of most significant need in our community, and
- Create the framework and best practices to identify where Brant United Way could make the most significant impact in our community.



This was a big undertaking. It not only took time to do it right, but it also took having the right partner. We were proud to be able to develop a partnership with Wilfrid Laurier University to help lead this process.



Identified Needs

Housing Crime Navigating the Systems Inclusion
 Employment & Training **Aging and Seniors Issues** Disabilities
 Children & Youth **Isolation** Newcomers
Poverty LGBTQ2S
 Technology **Food Security** Transportation **Mental Health**
 Parenting Supports **Substance Abuse** Education

Throughout the consultation, **Social Isolation** was consistently raised as a significant concern in its own right and in relation to other community needs.

THIS IS A GOOD COMMUNITY TO CALL HOME...

61.5% Of respondents report a **strong, or very strong, sense of belonging.**
 Most people (**87% of respondents**) did not report any concerns with feeling safe.

3 in 5 people report having the ability to thrive in our community.

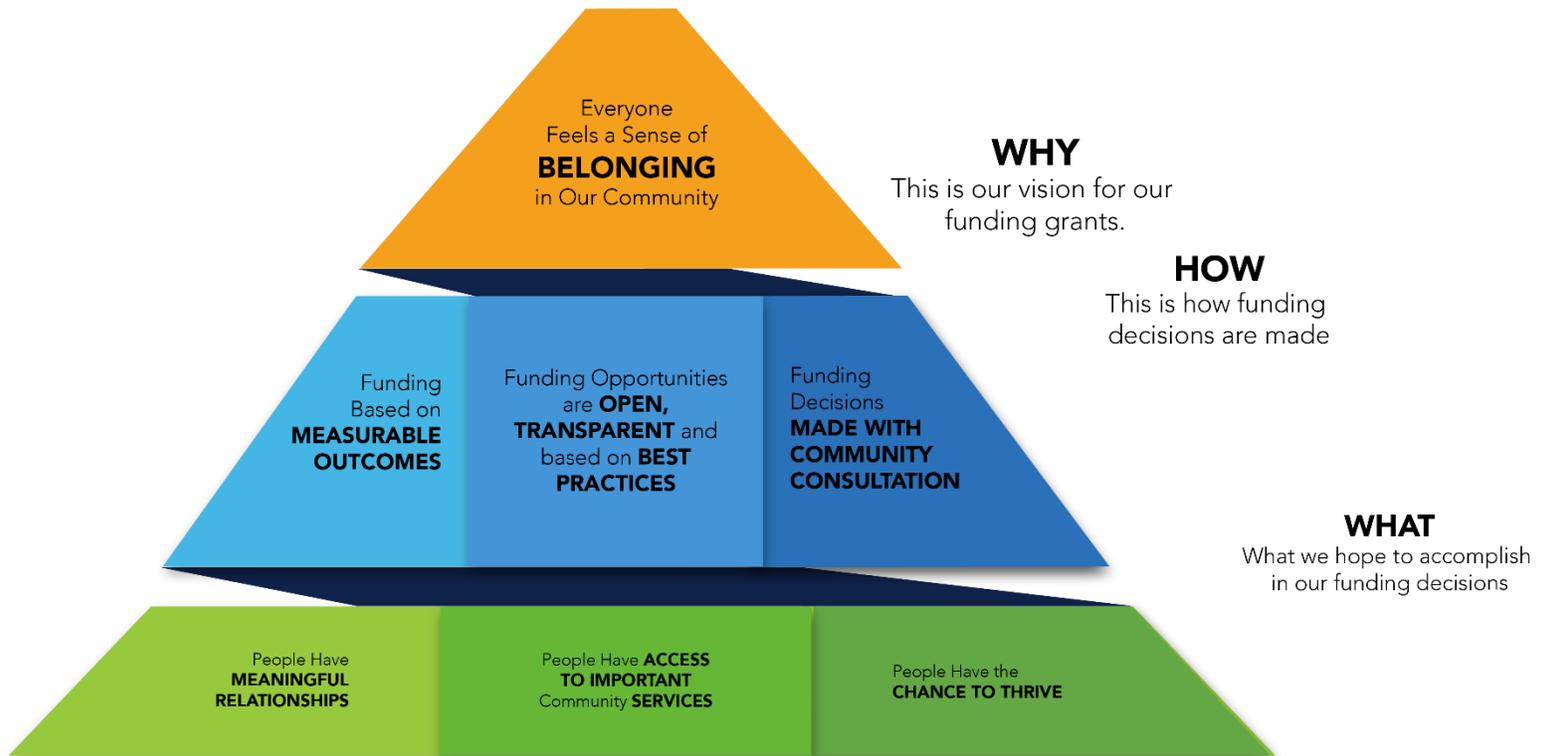
1 in 10 respondents said they did not feel accepted in their community.

Less than 50% of people said they had engaged in a community activity in the last year.

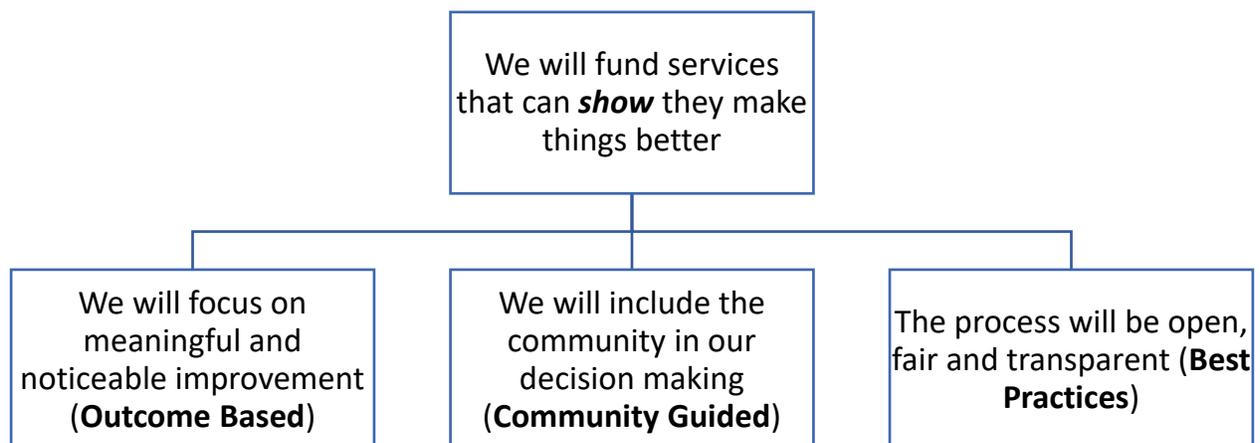
1/4 of respondents report that existing community resources are weak, or very weak, in meeting their needs.

...BUT WE CAN MAKE IT BETTER FOR EVERYONE.

Community Impact Project



In 2020 we will launch a fully open call for funding applications, where all local charities have the opportunity to apply and where funding decisions based on being able to demonstrate meaningful community impact.



2019 Annual Campaign



 **United Way**
Brant

Support charity and out smart your friends at

CUTTHROAT TRIVIA



2019 Campaign Revenue

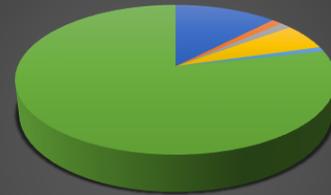
\$1,361,035

(Campaign revenue is now based on actual dollars received, not pledged.)

2019 Community Investment

\$1,313,095

Community Investment



- Staffing
- Program Expenses
- UW Membership
- 211
- Administration
- Grants and Donor Choice

New Financial Practices

This year, Brant United Way moved to the restricted fund method of accounting which required the last two years of financial performance be restated.

While this created an impact in our current year's performance, it will provide greater stability in the long-term with more accessible and accurate financial statements that will in turn facilitate better informed decision making for years to come.

Acknowledgements

The last year was only possible with the support of thousands of donors, volunteers, and community supporters. These are just some of the people who make Brant United Way Possible...

- There are over **150+ volunteers** who made the Giant Warehouse Sale happen, and who stayed late to make sure everyone had a chance to shop. Because of them, this was the **most successful Giant Warehouse Sale ever**, welcoming more shoppers, getting the best reviews and raising over 40% more than the previous record year.
- Nearly 425 community members shared their time and insight as part of the community impact project. The information gathered from the townhalls, focus groups and on-line survey will **shape our priorities** for years to come.
- Every year **hundreds of people** step forward and accept the role of workplace champions. Adding the responsibility of running a campaign to everything else they do. **They really are the life blood** of our annual campaign.
- The team at **Wilfrid Laurier University** joined us in **a project unlike anything we have ever attempted**, and we could not have done it without them. To Anh, Bob, Heidi and the team, thank you for believing in us and making us just a little bit smarter in the process.
- We also want to recognize two departing Board members who, over the last few years, stepped up when it mattered most.
 - Steve Portelli (Board President) led with a strategic vision and a steadfast belief in what we could accomplish, and
 - Nick Nemes (Treasurer) who never gave up and worked to ensure the financial stability and viability of the organization.

Finally, here at Brant United Way **everything starts with our donors**. To everyone who supported our campaign, we want to thank you. **Without you, there would not be a Brant United Way.**