

2018/19  
REPORT TO THE  
COMMUNITY

in this together



United Way  
Oxford



**show your local love**



# a message to our community



**KELLY  
GILSON**  
Executive Director  
United Way Oxford



**GISELLE  
LUTFALLAH**  
Board President  
United Way Oxford

This past year was one of great new opportunities, exciting work, enhanced learning and plenty of changes!

Much of our efforts were focused on how we, and everyone in Oxford, can “Show Our Local Love”. That is really at the heart of what United Way does. We invest in programs and services that help people build resiliency and self-esteem while helping them move forward to a better tomorrow. We support and engage volunteers in meaningful work that enhances skills, connections and

deepens relationships. We provide capacity building opportunities to strengthen the non-profit sector and the volunteers who guide those efforts. And we work with partners from business, government, labour, education, health care, faith communities and more to mobilize around areas of interest to help create lasting change. Those are just some of the ways that we all show our local love!

As part of our commitment to truly understanding our community we held many community conversations this past year. We visited small groups of individuals across Oxford to listen to what they had to say. We heard about their aspirations for themselves and their families, we heard about what matters to them, what would make their lives and community better and we learned about the barriers that stand in their way. Thanks to our incredible volunteers, these conversations are the foundation of our work and they will help us to continue to focus our investments.

We are an organization blessed with the best staff – hard working, dedicated, smart, creative and passionate about making a difference in the lives of people here in Oxford County. We were saddened to say farewell to a few and happy to welcome others this past year. That cycle helps us to continue to strive to embrace new opportunities and capitalize on individual skills.

Our Board, Volunteers and Staff are incredibly grateful for the support we receive throughout our community. It truly takes a village to create the kind of caring and supportive community that we all want to call home. Our efforts would not be possible without each and everyone who helps us by “Showing Their Local Love” by donating and volunteering. Together we are changing lives by helping to move people out of poverty, by building strong and healthy communities and making sure that all of our kids have what they need to thrive and grow.

# our campaign chair



**LESLIE  
FARRELL**

Campaign Chair  
United Way Oxford

Leading the United Way campaign for the past two years has been an enjoyable, rewarding and eye-opening experience. I believe in giving back to my community and through United Way I have met so many people that have the same belief. We know that by working together we are helping people across our community. As an active volunteer I have learned about the needs in Oxford, about the programs and services available, and about the gaps that can cause people

to fall through the cracks. I have seen the commitment of staff, the passion of volunteers and the gratitude of those that have had assistance to move forward. And I have seen lives changed.

I am humbled when I meet workplace volunteers and community citizens who are committed to helping; they are enthusiastic cheerleaders who define what it means to 'Show Your Local Love!' Those champions work with our amazing staff to create awareness, to showcase success and impact, and provide an easy and effective opportunity to invest in positively changing lives right here at home.

I would like to personally thank every single person and every company or organization that contributed to our 2018 Campaign. It is so rewarding to see how those dollars will be invested

in local programs and services to help meet needs that otherwise would go unmet. I am grateful for your belief in our work and your deep trust of our organization. And I promise that we will work hard to earn that each and every day.







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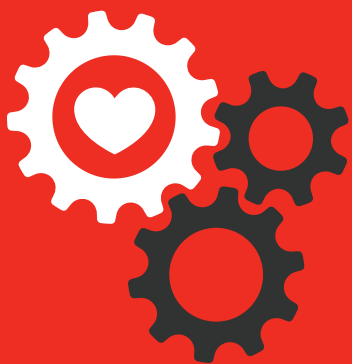




**ROD  
POTGIETER**  
Community Impact  
Committee Chair

# our

OUR VOLUNTEERS  
AND STAFF  
SPENT MANY  
HOURS HOSTING  
COMMUNITY  
CONVERSATIONS  
DESIGNED TO  
ENSURE THAT  
UNITED WAY TRULY  
UNDERSTANDS  
THE NEEDS IN OUR  
COMMUNITY.



United Way Oxford is committed to investing for impact and making the best decisions we can with the dollars that donors entrust to us. We strive to address areas of immediate needs and to look to change social conditions that will address root causes.

This past year we entered into the second round of our 3-year funding cycle using our new Investment Framework. Using lessons learned over the last few years, our Community Impact Investment Council volunteers reviewed statements of interest, and then full applications, from agencies across Oxford County who are aligned with our investment strategies and looking to support people as they strive for a better tomorrow. The process started in September and wrapped up at the end of February. For the 25+ active volunteers who are willing to share their knowledge it is intense, interesting and extremely rewarding work. Together, they contributed almost 900 hours towards making the most strategic funding decisions designed to have the best impact; it is not easy work! We are so grateful for their belief in and commitment to our efforts.

This past year, our volunteers and staff spent many hours hosting community conversations designed to ensure

that United Way truly understands the needs in our community. We gathered people from across the County, and from all backgrounds, ages and walks-of-life, and listened as they spoke of what mattered to them, what their aspirations were and how we could create a community that met their expectations. People really want similar things – they want a community where everyone's basic needs are met, where everyone has a sense of belonging, and where there are supports and services for those that need them. The full report, in the form of Community Narratives, will be released later in 2019. Not only will it guide our work at United Way, but we are confident that many other organizations will find the information useful and help deepen their understanding of our community.

As the Chair of the Community Impact Investment Council I also see how United Way continues to work with other community organizations so that we can invest, collaborate, support, mobilize, advocate and partner to best meet the needs of Oxford County residents. In this way, we all work together in the community to show our local care and concern.



# impact

**Life is complicated** – for the family living in poverty, the child struggling in school or the person living with a mental illness, there is often no single way to move forward. This is why United Way invests in programs that have a wide range of impact. A single donation to United Way Oxford means you are helping 14 local organizations and numerous collaboratives create hope and possibility for the 110,000 people living in our community. When you give to United Way, you are changing local lives.



Helping meet basic needs in a dignified manner, to strengthen employment readiness by addressing and removing barriers. Addressing root causes and supporting people as they transition from a life of poverty to one of possibility.



Nurturing children and youth by strengthening resiliency, self-esteem and a sense of belonging to create positive change that will last a lifetime.



Supporting mental health and reducing addictions through accessible, client-centered services. Working to inform the community and raise awareness, empower people to have a voice and create welcoming spaces for us all.

# a report from our treasurer



**DAVE HEWITT**  
Treasurer  
United Way Oxford

It has been my pleasure to once again serve in the role of Treasurer for 2018/19. Along with the Members of the Finance Committee, our Board is committed to ensuring strong financial oversight, transparency, efficiency, controlled expenditures, prudent investments, and appropriate long-term planning. People are

very generous and want to make a difference here in Oxford County. We are honoured to be responsible for the accountability of our donors' dollars. Our goal is to ensure that we have the resources to invest wisely in our community and to then measure and track the impact of those funding initiatives. We are proud to say that our fundraising and administrative costs are approximately half of what the Canadian Revenue Agency (CRA) mandates. We encourage all donors to be informed and educated about their investments and recommend that they visit the CRA website under Charities Listings as well as our own [www.unitedwayoxford.ca](http://www.unitedwayoxford.ca) for accurate, reliable information.

I would like to thank the Members of the Finance Committee, the Board of Directors and the Staff for their guidance and support this past year. And to all of the individual donors, thank you for trusting us and for believing in our work here in Oxford County.







THANK YOU TO  
DENNIS AND JOAN  
VOLLMERSHAUSEN  
AND OTHER  
COMMUNITY  
LEADERS WHO  
MADE THIS  
PROGRAM  
POSSIBLE.

# leadership challenge grant

The Leadership Challenge Grant was launched in 2017 through the generosity and guidance of Dennis and Joan Vollmershausen, and continued through the 2018 campaign. The grant is a commitment of funds sponsored by individuals and/or companies each year to match all donations at the leadership level of \$1,200 or more, as well as any increases from existing

leadership donors. The Grant is a powerful motivator that encourages new and recurring donors to double the impact of their investment locally. Leadership giving is a United Way Oxford program that identifies and personally recognizes individuals who make annual gifts of \$1,200 to \$25,000. These generous gifts create impactful opportunities for children,

youth, individuals and families throughout our community, resulting in a brighter future. Thank you to Dennis and Joan Vollmershausen and other community leaders who made this program possible. It has created an opportunity to deepen the impact of our work here in the community!

# investing for impact

We comply with United Way of Canada's Transparency, Accountability and Reporting TAFR standards.

Our latest Canada Revenue Agency annual T3010 registered charity disclosure is available at: [www.canada.ca](http://www.canada.ca)

We actively solicit in-kind donations, sponsorships, pro-bono services and the support of volunteers to keep expenses as low as possible. This ensures that as much as possible from every dollar goes directly to the community.

Every year, hundreds of volunteers come together to raise funds for services that benefit their family, friends and neighbours.

## SUMMARY STATEMENT OF OPERATIONS

	2019 (\$)	2018 (\$)
<strong>REVENUE:</strong>		
Campaign Revenue	1,188,524	1,202,547
Designations from other United Ways	50,596	55,134
Pledge Loss	(45,000)	(65,927)
Grants, Sponsorships and Other Income	70,778	49,006
Investments	22,441	17,507
	1,287,339	1,258,267
<strong>EXPENSES:</strong>		
Fundraising Expense		
Campaign Cost	168,213	183,043
Allocation of Management & Administration Costs	55,319	48,610
	223,532	231,653
Distribution and Community Programs and Service Expenses		
Allocations to Agencies	591,752	522,700
Allocation to Community Initiative Fund/Community Services	56,768	79,413
Donor Directed Designations	67,315	96,739
Other Program Costs	278,797	274,072
Allocation of Management & Administration Costs	59,929	52,661
	1,054,561	1,025,585
<strong>EXCESS (DEFICIENCY) REVENUE OVER EXPENSES</strong>	<strong>9,246</strong>	<strong>1,029</strong>

Our 2018/19 Audited Financial Statements are available on our website at [www.unitedwayoxford.ca/reports/](http://www.unitedwayoxford.ca/reports/) or by contacting our office at 519-539-3851.



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With your support,

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**\$1+ million invested** in 14 partner agencies, collaborative projects and partnership tables to create stronger, healthier communities for today and tomorrow.



Delivered **35 programs** across the County that help kids be all they can be, move people from poverty to possibility and build strong communities

# our sponsors

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United Way Oxford would like to thank the following companies, organizations, foundations and labour partners for their generous title sponsorship support in 2018.



BOSTON PIZZA  
WOODSTOCK



**mw&co.**  
micacchi warnick & company  
chartered professional accountants



Toyota Motor  
Manufacturing  
Canada Inc.



BY CHOICE HOTELS



## MARKETING MATERIAL AND PROFESSIONAL SUPPORT

104.7 Heart FM  
Forvan Technology Services Inc.  
Guarantee Company of North America  
Jenna Graham Photography  
Oxford County  
Pow Engineering  
RBC Dominion Securities  
Red Barn Design Inc.

## SUPPORTING EVENT & INITIATIVE SPONSORS

Allen Lumber Building Centre  
AMC Glassworks  
C&D Lanes  
Can-Tario Brick & Stone  
Carman's Foto Source  
Charles Dickens Pub  
Chris Camboia of Century 21 Woodstock  
Cindy Ross Independent Avon Sales Representative  
Colie Cakes  
Cowan Park/Reeves Community Hall  
Crabby Joe's Woodstock  
Craigowan Golf Club  
Dairy Farmers of Ontario  
Danica Olivia Pet Photography  
Dennis and Joan Vollmershausen & Friends of United Way

Dr. Bonnett Cosmetic Care  
Eddycrest Furniture  
Emmie and Mae Bridal  
Fanshawe College  
Farm Credit Canada  
Finkle St. Tap and Grill  
Floral Occasions  
Fusion Youth and Technology Centre  
Good Beginnings  
Goodlife Fitness Woodstock  
Gunn's Hill Artisan Cheese  
HAAS  
Hair at Home – Sam Van Der Woude  
Harry Schut Fotoschut Photography  
Home Depot  
Innerkip Highlands Golf Club  
It's All About You Catering – Jed Lau  
Jenne Todd – ENJO Consultant  
Julie Hawkins  
Kelsey's Woodstock  
Lloyd's Electric  
Lyndon Fish Hatcheries  
Made in the Shade  
McClay Brothers BBQ  
Natural Motion Health  
Navy Vets Association  
Oxford Occasions  
Oxford Regional Labour Council  
Oxford Source for Sports  
Oxford Tirecraft  
Panino's Catering

Pilates and Stretch Studio  
Plant Inspired Kitchen  
Road House Band  
Roberts and Co.  
SAF Holland  
Schaus Decorating & Design Centre  
Scott's No Frills  
Serenity Massage Clinic  
Sleeman Breweries  
Sport Chek Woodstock  
Staples Woodstock  
Street Beat DJ Service  
Sysco Southwestern Ontario  
Teased Bridal  
The Magnolia Gallery  
Theatre Woodstock  
Tillsonburg Station Arts  
Tim Hortons - Norwich Ave  
Two Guys and a Whisk  
Unifor Local 2163  
Unifor Local 636  
Unifor Local 88  
Upper Thames Brewing Company  
Van Wees Mostly Roses  
VeroniCAKES  
Vetus Designs  
VON Oxford Sakura House  
Woodstock District Community Complex/The City of Woodstock  
YMCA Woodstock

# our people



## **BOARD OF DIRECTORS**

FRONT ROW – Dale Flynn Jr., Dave Hewitt, Linda Leyten

MIDDLE ROW – Rod Potgieter, Giselle Lutfallah, Elizabeth Schell, Laura Glenney

BACK ROW – Shauna Pow, Monte Shillington, Leslie Farrell, Derek Kidnie, Marilyn Price, Soraya Abud Benevides

MISSING: Katie Higginbottom, David Calder



The Wes Magill award pays tribute to Mr. Magill's commitment and desire to build a stronger community by bringing people together to create positive change. He believed that United Way was the organization to do just that. In honour of his legacy, United Way Oxford established the annual award in 1980 and is proud to recognize an individual, company or organization that encompasses his spirit and commitment.

United Way was pleased to recognize the extraordinary efforts of Cheryl Micacchi, the 39th award recipient. Cheryl joined our Board of Directors in 2012 and quickly stepped up to Chair our Allocations Committee as well as to take on the lead role in our journey towards community impact, a 5-year process. She is a passionate and tireless volunteer who led our volunteers to a new investment framework and strategies, facilitated countless community conversations, and helped launch the Getting Ahead program across Oxford County. Cheryl's dedication goes way beyond the norm; she volunteered well over 3000 hours during her time on the Board and has been an invaluable champion, colleague, mentor, peer, and advocate for our work.

Please join the Magill Family, represented by Barbara Graham (far right), and United Way Oxford in congratulating Cheryl and thanking her for her tremendous commitment to our organization and to the people of Oxford County.

# 2018 Wes Magill Award



# 2018 sponsored employee



**KENNEDY  
ATKINSON**  
2018 Sponsored  
Employee

The sponsored Employee Program is a unique professional development opportunity in which a company loans an employee to United Way Oxford for a 16 week period during our annual fall campaign. With training in fundraising techniques and the support of United Way staff, the sponsored employee assists in every aspect of our community efforts. With guidance, participants provide individualized support to over 150 workplace campaigns in Oxford County, helping

to keep costs low. In 2018, United Way Oxford was given the opportunity to work with Kennedy Atkinson from GM Canada CAMI Assembly Plant/Unifor Local 88. Kennedy was instrumental in the success of our campaign. She assisted with special events, participated in presentations, provided support to our workplace champions and clocked countless kilometres as she travelled throughout the county.

“ I am very grateful to GM CAMI Assembly Plant and UNIFOR Local 88 for their belief and commitment to United Way Oxford and their support of the Sponsored Employee program. My time as a Sponsored Employee at United Way Oxford came at a crossroads in my life. I needed to hit the reset button and that's exactly what United Way allowed me to do. It showed me clarity, humility, the concept of community and social supports. It allowed me to realize strengths I didn't know I had and it gave me the ability to relate to those in my community I wouldn't have been able to meet without being a part of United Way. Sometimes life hits you like a sack of bricks... it's unplanned and unforgiving and things can come out of nowhere. It is so reassuring to know that the people of Oxford County are there to support one another! I am thankful for my time at United Way every single day; it changed my life for the better and I'll never forget the life skills it taught me! ”

# GenNEXT

GenNEXT volunteers have been working with United Way Oxford and our community partners to get the emerging generation engaged in our community through volunteering, giving and action. We want to generate awareness and knowledge about social issues in Oxford County and link young adults in our community to the issues that are important to them. GenNEXT is a program that encourages people in their twenties and thirties to become involved with United Way Oxford through giving and volunteering. Working with a cabinet of volunteers, GenNEXT organizes our annual UDodge Tournament and Tampon Tuesday, as well as promotes volunteer activities, encourages people to contribute to their community and provides a forum for people to connect.

Tampon Tuesday ►  
UDodge ►





# 2018/19 youth united

Youth United works to build awareness of the needs in our community and to motivate youth to become involved in service. Our council is comprised of 12 young leaders who are committed to creating positive change in our community. Working together, we provide funding for local youth who have project ideas that address United Way's three pillars: From Poverty To Possibility, Strong Communities, and All That Kids Can Be. The successful applicants helped create a more positive and inclusive community within Oxford. In 2018/2019, we were able to financially support the following projects:

- Central Fitness Club - Julia Little & Hailey Plant, Woodstock Collegiate Institute & Central Public School
- Grow Girls- Makenna Hall, College Avenue Secondary School
- Camp Connect – Elizabeth Marshall, Westminster United Church

As a council this year, we learned more about United Way Oxford and how they address the needs within our community. We participated in United Way's year-end celebration, Stair Climb, and many other local events. Moving into the 2019/2020 year, we hope to inspire more youth to become involved in their community through United Way's Youth United Committee!

## HAILEY PLANT

Chair of Youth United



**show your local love**







**United Way**  
Oxford

# 100% Local

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1-877-280-1391

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Charitable Registration#: BN 11930 3642 RR 0001

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