

CHANGE STARTS HERE.



CHANGE is moving people from poverty to possibility.



CHANGE is ensuring kids can be all that they can be.



CHANGE is building stronger communities and supports for healthy people.



United Way
South Eastern Alberta

Change starts here.

utdway.ca

2013 ANNUAL REPORT

A GREAT YEAR FOR CHANGE.

PRESIDENT'S MESSAGE

I am pleased to be able to report that 2013 was a wonderful year for the United Way Movement. We have seen great programming in the South Eastern Alberta area and the United Way is fortunate to be able to play a part in a positive change for our community. The non-profit or charitable sector is always facing challenges as the economy tightens, and by meeting those challenges head on; with dynamic and adaptive leadership, we have been able to maintain our commitment to those agencies that provide the very much needed community investments.

The United Way will always continue to strive to meet the needs of our community in South Eastern Alberta and by addressing the 3 main priority areas identified nationally to build communities to independence. Those priorities are: "All That Kids Can Be", "From Poverty to Possibility", and "Healthy People, Strong Communities." The mission of the United Way is to invest in Human Services programming with the goal of helping local people in need to move forward from dependence to independence.

The motto of the United Way is "Change Starts Here" and that isn't simply a buzz term, it's the foundation of our organization. Those 3 small words form the backbone of a movement which sets out to build our community to complete independence for all, to tirelessly strive for positive change and to work alongside our community partners in ensuring that we remain focused on long term solutions and social issues.

In 2013 the disastrous flood hit our region, causing a devastating impact on many of our citizens. We are proud that at the time of need we were able to step in and assist those in our community with an urgent need, coordinating donations and cutting red tape to ensure that those generous donations, reached those people in genuine need in a timely manner. This included providing lost beds, items for necessity of life and clothing. We were also able to assist the local food bank by restocking depleted shelves as a direct result of the flood. In doing this, we also ensured that all donor dollars remained in this community by uniquely dealing with local retailers.

The United Way movement is only possible because of those people that are involved in it. The staff who work tirelessly, the volunteers who give their priceless time in a selfless and supporting manner, the donors who reach deep and strive to lead their community into independence and the program partners who provide the front line services. Every person is not only important but incredible and very vital to positive community building.

A figure in history once said, "I alone cannot change the world, but I can cast a stone across the waters to create many ripples." The stone has been cast, Join us again in 2014, Give, Volunteer, Act...and together, let's be that change.

Darren Lole, President



BOARD MEMBERS



Darren Lole,
BSc (Hons),
MCGI
President

Alberta Law Enforcement
Response Teams



Varley Weisman
Director

Manager of Community
Development,
City of Medicine Hat



Jessica Hamel
Director

Investigator
Retail Market



Dale Moverly
Vice President

General Manager,
CF Industries



Shane Longley
Director

Student
Medicine Hat College



Photo not
available

Kelly Payne,
Director

Crown Prosecutor



Karoline Fox,
MBA
Secretary

Assistant Registrar,
Medicine Hat College



**Laurie
Kallenberger**
Director

Branch Manager,
Servus Credit Union



Sarah Chaudhary
Board member

SC Law

STAFF



Holly Stadnicki
Executive Director



Melissa Fandrick
Community
Investment
Coordinator



Velma Weselosky
Finance Manager

EXECUTIVE

DIRECTORS

STATEMENT OF FINANCIAL POSITION

ASSETS

CURRENT ASSETS	2013	2012
Cash	\$256,534	\$164,616
Short term investments	\$253,808	\$246,912
Accounts receivable	\$321,168	\$282,263
Interest receivable	\$1,612	\$1,125
Prepaid expenses	\$6,805	\$5,554
Restricted cash	\$15,462	\$15,337
	<u>\$855,389</u>	<u>\$715,807</u>

LONG-TERM INVESTMENT	\$54,146	\$50,674
CAPITAL ASSETS	\$11,610	\$26,140
OTHER INVESTMENT	\$1,246	-
TOTAL	\$922,391	\$792,621

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	2013	2012
Accounts payable and accrued liabilities	\$11,952	\$15,155
Deferred contributions	\$14,740	\$22,780
Due to agencies	\$320,000	\$340,000
Designated donations payable	\$27,592	\$15,480
	<u>\$374,284</u>	<u>\$393,415</u>

DEFERRED CONTRIBUTIONS RELATING TO CAPITAL ASSETS	\$11,265	\$25,667
---	----------	----------

DESIGNATED DONATIONS PAYABLE	\$41,583	-
	<u>\$427,132</u>	<u>\$419,082</u>

NET ASSETS	2013	2012
Invested in capital assets	\$342	\$472
Unrestricted	\$479,580	\$357,730
Internally restricted	\$15,337	\$15,337
	<u>\$495,259</u>	<u>\$373,539</u>
TOTAL	\$922,391	\$792,621

STATEMENT OF OPERATIONS

REVENUES	2013	2012
Donations and pledges	\$507,768	\$333,472
Special events	\$133,734	\$147,232
Funds Transferred from other UWs	\$84,734	\$75,000
Gross campaign revenue	\$726,236	\$555,704

Uncollectible Pledges	\$(25,552)	\$(16,985)
Net campaign revenue	<u>\$700,684</u>	<u>\$538,719</u>

Grants	\$58,769	\$66,258
Other revenue	\$58,075	\$5,422
Rent	\$7,790	\$6,571
Gifts-in-kind	\$2,584	\$2,204
Miscellaneous income	\$608	-
	<u>\$828,510</u>	<u>\$619,174</u>

FUNDRAISING EXPENSES	\$277,027	\$193,324
NET REVENUE AVAILABLE FOR PROGRAMS	\$551,483	\$425,850
PROGRAM EXPENSES	\$429,763	\$395,003
EXCESS OF REVENUES OVER EXPENSES	\$121,720	\$30,847

REPORT ON FLOOD 2013

United Way of South Eastern Alberta's vision is a great city for everyone. As a community leader, we know that what affects one part of our city affects us all.

During the Flood the United Way of South Eastern Alberta was able to receive support from our community to answer the desperate calls of flood ravaged homes. With the a referral service from the City of Medicine Hat Disaster Response Team, Salvation Army, the Food bank and Red Cross we were able to partner and assist those families immediately by replacing items that were lost or unrecoverable.

All in all we heard disaster stories about individual tragedy and we tried to answer them all. We paid directly for items such as: washers and dryers, beds and mattresses, furniture, furnaces, hot water tanks, clothing, hotel accommodations, and much more.

WE RESPONDED WITH
\$71,664.43
IN INDIVIDUAL CLAIMS BETWEEN
THE END OF JUNE 2013 RIGHT UP
TO CHRISTMAS.



YOUR COMMUNITY. YOUR UNITED WAY.

IN THE PAST 3 YEARS

UNITED WAY HAS INVESTED INTO THESE THREE KEY STRATEGIES FOR CHANGE.*

CHANGE is moving people from poverty to possibility.

CHANGE is ensuring kids can be all that they can be.

CHANGE is building stronger communities, and supports for healthy people.

\$331,945.00

\$309,435.00

\$308,746.00



POVERTY TO POSSIBILITY

This strategy focuses on providing individuals and families with basic needs, financial stability, job skills and training, and housing supports. In 2013, your support enabled United Way to invest in programs and collaborative initiatives to help individuals and families become financially stable. For example, United Way funded programs help:

- ✔ People find and keep affordable housing.
- ✔ Low-income families learn money management skills to help overcome and prevent poverty related issues.
- ✔ To remove the stigma associated with individuals and families living in poverty.

ALL THAT KIDS CAN BE

Children and youth are our city's future. Improving their well-being saves our city money and improves the quality of life for all residents. United Way focuses on:

- ✔ After School Programs providing structured and extracurricular activities for children and youth outside of school during critical hours.
- ✔ Mentoring for youth to increase school engagement and improve academic success.
- ✔ Brown Bag Lunches to help kids focus and learn.
- ✔ A backpack full of School supplies to help kids fit in with their peers and have the same advantage at the start of the year.

HEALTHY PEOPLE STRONG COMMUNITIES

For more than 55 years United Way of South Eastern Alberta has been providing support for programs that promote a healthy community for us all.

- ✔ CNIB provides services for those affected by reduced sight or loss, from Children to Seniors.
- ✔ Canadian Paraplegic Society provides counseling and services for individuals and families suffering from a Spinal Cord Injury.
- ✔ Brain Injury Relearning Services is vital to the recovery and independence of an individual that has suffered a Head Trauma Accident.
- ✔ Most Recently United Way invests in programs for those suffering the effects of Parkinson's disease.
- ✔ Care givers and Parkinson's Patients receive valuable information and can get help from much needed support groups.

* Please note that some programs may overlap into one or more of the 3 strategies for change!

INTERNAL PROGRAMS.

SUCCESS BY 6

WHAT IS SUCCESS BY 6?

Success By 6 is a United Way initiative set up to help improve the lives of our youngest children. Success By 6 will:

- Support organizations that work with young children age 0 to 6 years
- Identify gaps in children's services locally, providing resources to get them filled
- Work to make early childhood development a priority.

WHY CONCENTRATE ON OUR YOUNGEST CHILDREN?

- The critical period of early child development is age 0 to 6 when the maximum brain development occurs
- Children need a safe, nurturing environments filled with positive stimulation and interaction
- Every dollar spent in prevention programs saves seven dollars in future spending

WHAT'S NEXT?

Success By 6 will focus on creating a "child-friendly" community and work with community partners to ensure that children are a priority in South Eastern Alberta. We will identify gaps in children's services and support preventive programs to give children every opportunity to succeed for life.



TOOLS FOR SCHOOL

Tools for School is a broad base community initiative that is designed to help reduce the barriers for children to be successful in school. We all need the correct tools to be successful and children are no exception. This program seeks to solicit school supplies in a way to meet the needs of the child. The teacher who identifies the need then allocates the supplies. Last Year, 536 children received the "tools" necessary to succeed in our area alone.

As adults in the work force, we need the "tools" to be successful and children are no exception. Without backpacks, writing utensils and paper, students in need start the school year at a major disadvantage.

As elementary grades make up the majority of requests, the basic pack is geared towards fulfilling their needs. The basic pack consists of: 10 pencils, two pens, one eraser, one glue stick, one binder, two packs of loose-leaf paper, two duo tangs or two exercise books, and one package of crayons or pencil crayons.



enerPLUS
We Add Energy

TOY DRIVE

We were able to help less fortunate children with Christmas gifts as well as some of the other programs in the community that needed toys. United Way topped up the Toy hampers with grocery gift cards for families to receive Christmas dinner. These families were referred to us by the Police Division, Med Hat Social Housing, and our partnering agencies such Big Brothers and Big Sisters, Food Bank etc.



Southland Volkswagen Toy Drive

LEADING THE WAY.

INDIVIDUAL GIFTS

LEADING THE WAY (\$1,000-\$2,499)

Residential Anonymous (4)

Professionals Anonymous (4)

PATRON (\$5,000-\$9,999)

Gerald & Elaine Freedman

CORPORATE GIFTS

LEADING THE WAY (\$1,000-\$2,499)

Century Vallen

Future Shop

Target Canada

Jim Pattison Group

Spectra Energy

Bank of Montreal

Big M Ford

Servus Credit Union

Walmart Canada

River Dental

Pepsico

PIONEER (\$2,500-\$4,999)

Pembina Empress Gas Plant

Suncor Energy

Burnco

TD Bank

Scotia Bank

ATB Financial

PATRON (\$5,000-\$9,999)

Lacey Construction

Costco

Nexen

CIBC

Goodyear

CalFrac

PATHFINDER (\$10,000-\$24,999)

RBC Branches and RBC Dominion Securities

BENEFACTOR (\$25,000+)

CF Industries

Ensign Energy

LEADERSHIP GIVING WORKPLACE CAMPAIGNS

LEADING THE WAY (\$1,000-\$2,499)

Bank of Montreal

Phyllis Armstrong, Sean Chapman, Jessica Boyd

Baker Hughes

Anonymous (1)

Burnco

Scott Burns

CFB Suffield

Anonymous (3)

CF Industries

Wayne Steinke, Christian Meredith, Dale Moverley,
Anonymous (11)

City of Medicine Hat Gas Department

Anonymous (2)

Costco

Thura Nyo, Anonymous (1)

Ensign Energy

Glen Nielson, Anonymous (9)

London Drugs

Ronda Hermann-Stickel

RBC Securities

Anonymous (2)

TD Canada Trust

Fabian Delwo, Mark Sorenson, Kyle Turner

NOW YOU CAN LEAVE A LEGACY.

By leaving your legacy you are enabling United Way to ensure that our region is great for all citizens. Your gift not only helps people with immediate needs, but will work towards solving the root causes of social issues.

When you make a bequest to United Way, the capital remains intact, only the income earned is used. This perpetuates your gift for the benefit of generations to come and allows United Way to make long-range plans.

All assets of the fund are professionally managed and invested through the Medicine Hat Community Foundation, whose resources and expertise ensure that the funds are protected and produce maximum results.

Gifts that are arranged now, but made in the future, allow you to meet your charitable goals and significantly reduce estate costs - all without impacting your current lifestyle.

For more information please contact our office.

GIVE. VOLUNTEER. ACT.

POVERTY IN THE HAT

About 13% (9,310) of Medicine Hatters are living in poverty - a rate higher than the Alberta average. Data from the 2011 National Household Survey (NHS) shows that based on the after-tax income Low Income Measure, the proportion of the population in low income in Medicine Hat was 13.1%, above Alberta rate of 10.7%.

This figure is considerably higher than the estimate presented in the Moving From Charity to Investment: Reducing the Cost of Poverty in Medicine Hat report for 2010 of 7,360.

13% (9,310)

Hatters are living in poverty.



1 in 3

People are helped by the United Way

The number of households living below the affordability standard has increased.

Year	Total Households	Households Paying 30%+ on Shelter	
2011	29,955	6,560	21.9%
2006	26,850	2,755	10.3%
2001	22,815	1,775	7.8%
1996	20,310	1,820	9.0%
1991	18,750	985	5.3%

Note: Data for 2011 is from NHS for households paying more than 30% on shelter. Data from 1991-2006 is from CMHC, using Census data, for households below affordability standard (also paying more than 30% on shelter).

1,760 Hatters are at high risk for homelessness.



THANK YOU.



Thanks a million to Ensign



15th Annual CFL Alumni Golf Tourney



Medicine Hat Tigers Gift Wrapping

THANKS A MILLION!

Ensign Energy tops the million dollar mark with their workplace campaign! Ensign matched dollar for dollar as their employees donated year after year to United Way of Southeastern Alberta. In 10 years they have donated one million dollars - an average campaign of \$100,000 each year making them the highest grossing workplace campaign for United Way. Thanks a million!

GOLF TOURNAMENT

The 15th Annual CFL Alumni Golf Tournament took place at Medicine Hat Golf and Country Club. Presented by Servus Credit Union Ltd in support of United Way of South Eastern Alberta. It was a great day of golfing!

GIFT WRAPPING BOOTH

The Medicine Hat Tigers provide their expertise at the Christmas gift wrapping booth at the Medicine Hat Mall December 12, 2013. Lots of autographs and gifts wrapped! You did a great job Medicine Hat Tigers, thank you for your help!

YOU ARE CHANGING LIVES.



This Annual Report has been brought to you by Sepco Oilfield Maintenance Ltd

Sepco provides services to the oilfield throughout South Eastern Alberta, including bobcats, backhoe services, lease mowing, lease maintenance, pipe fitting, and general Oilfield maintenance.

POVERTY



KIDS



COMMUNITIES



United Way
South Eastern Alberta

Change starts here.
utdway.ca