



United Way of the Lower Mainland
2019/2020 Annual Report

Message from the President & CEO

Local love in action

When I look back a year ago, we were planning our 90th anniversary celebrations, and excited to focus on our reimagined mission to serve the needs of our local community and ignite the desire in everyone to improve this place we call home. Though we couldn't have anticipated what this year would bring, I'm proud that in the face of the devastating COVID-19 global pandemic, now more than ever, we are living this mission.

While much has changed in the world over the past 12 months, our focus on kids and youth, seniors, and community has remained steady. We've adapted many of our existing programs, and initiated several more, to respond in our neighbourhoods and show our local love.

Through government partnerships and your generous gifts, United Way of the Lower Mainland has been able to act quickly to address the severe impact COVID-19 is having on our communities. We couldn't do this alone. Our efforts have been amplified by neighbours helping neighbours; our volunteers and agency partners out in the community who help us deliver urgently needed services.

While celebrations for our 90th anniversary have been put on hold, we should still recognize all that we've accomplished over the years and the thousands of people who we have helped. I'm proud of the organization United Way of the Lower Mainland has become and the innovations with which we will meet the future.

Showing our local love is driven by United Way, but only made possible by our collaborating with government and the social services sector. Your gifts will allow us to continue to strengthen communities to truly deliver on our mission.

Thank you.



Michael McKnight
President & CEO
United Way of the Lower Mainland



How your gifts helped transform local lives

Thanks to you, we have changed lives this year. Through the generosity of your donations we have been able to make a positive impact on individuals, families and our communities, showing local love in so many important ways.

YOUR GENEROSITY HELPED



More than
43,500

kids participate in healthy, safe and educational activities

through after-school programs that improve their academic success and increase their self-confidence and self-esteem.

These programs give kids access to homework assistance, physical activity, mentoring, and social and emotional support.



YOUR GENEROSITY HELPED



More than
17,100

seniors keep connected to their communities through Better at Home and Active Aging

ensuring the security of older adults, and giving them the opportunity to stay active, socially connected, independent and healthy.

These programs combine to allow aging at home and provide needed physical and social activities, especially during times of greater isolation.



YOUR GENEROSITY HELPED



More than
68,100

locals benefit from projects in their neighbourhoods

addressing social isolation and building connection.

These programs help neighbours grow a sense of community and build a more inclusive space for people to thrive.



Your generous donations enable us to build stronger communities across British Columbia

Making connections and creating places and spaces where people feel welcome and a part of a community betters people's lives no matter what their age. That's because loneliness and isolation are increasing. In fact, 46 percent of British Columbians say they sometimes feel lonely.

United Way of the Lower Mainland is working to ensure everyone gets the support they need and feels connected. Our work wouldn't be possible without supporters like you. By working together with partner organizations, governments and individual community members – mobilizing, collaborating or contributing financially – the fabric of our communities and neighbourhoods becomes stronger, more vibrant and inclusive. People feel safer, less socially isolated, and healthier – and that's great for everyone.

We call this local love.

You help School's Out build a brighter future for kids and youth

Twenty-nine United Way School's Out programs provided vulnerable elementary students across the Lower Mainland and Fraser Valley with healthy, safe, educational activities after school in 2019/20.

Caring mentors, coaches, interns from United Way's Future Leaders program, and teachers offered homework assistance, provided social and emotional support, and ran recreational activities to help at-risk kids develop basic life skills.

United Way funding supported almost 2,000 additional out-of-school programs through community schools including those for over 1,500 Indigenous children ensuring access to quality programs and opportunities that address their developmental and cultural needs in safe spaces.



School's Out INnovation

As the Spring cycle of School's Out programming was set to begin, the COVID-19 pandemic struck closing schools and putting planned after-school activities on hold. United Way School's Out funded programs and staff, including Community School Coordinators and Programmers quickly pivoted their activities to connect with program participants and their families. They provided participants with information and referrals to services, supporting access to food and working to develop isolation prevention and education strategies.

"As someone who has always worked with vulnerable populations, it is very fulfilling to be able to provide any support during this time," said Chanelle LaBlanc, Community School Programmer on Vancouver's West Side.

"Through the virtual art class, it has been touching to receive pictures of creations from the children. It feels as though we are building a sense of connectedness and bringing some joy during so much uncertainty."



Schools Out INnovation!
 Hi! Are you...
 ○ 6 – 12 years old?
 ○ Stuck inside?
 ○ Someone who loves art?

Great! You are invited to participate in a **free mixed media art camp**. Bi-weekly, have supplies delivered to explore your creativity, connect with friends from home while social distancing and have fun!

For more information and to register, please email:
 Chanelle: chanelleblanc@live.com
 Limited spots available; Please email by April.6th



Thanks to your show of local love, Future Leaders can take action

United Way's Future Leaders Program, supported by the RBC Foundation, empowers young people aged 15-24 through practical work experience and skills development. Through paid or volunteer internships, often within United Way School's Out programs, or through Leadership classes at Community Schools across the Lower Mainland and Fraser Valley, youth prepare for future employment.

In the Fall of 2019, 30 Clayton Heights Grade 10 Math students travelled from Surrey to Vancouver's Downtown Eastside (DTES), where they made and distributed 400 lunches for local residents. The youth received \$1,500 from United Way's Local Love Fund to support volunteerism and combat social isolation and loneliness both in their classroom and on the DTES.

Though universally accessible, Future Leaders focuses on newcomer, indigenous youth and youth with disabilities. Annually, this program reaches over 75 Indigenous youth.

“They feel empowered by helping others,” said Sarah Daintrey, Leadership Department Head and Math and Science Teacher at Clayton Heights Secondary School.



You supported Soraya on her journey from foster care to university

Growing up, life could be challenging and unstable for Soraya and her family. While she loved being at school and cherished time with her friends, at home things were chaotic. Her family grappled with divorce and the stress of mental health challenges. She was placed in foster care.

Despite these challenges, Soraya completed a bachelor's degree in biology at the University of British Columbia, one of the most prestigious post-secondary institutions in Canada, and is planning to attend medical school.

While at UBC, Soraya received support with her living expenses from the Youth Futures Education Fund, helping make her dream of a post-secondary education possible. The fund is here to help former youth in care, who often don't have access to the same supports as kids with families have. In fact, the most common way students use Youth Futures funding is to buy books for school.

"While I was getting my degree in biology at UBC, United Way's Youth Futures Education Fund gave me the wraparound supports I needed," she adds. "It relieved the stress of living expenses so I could focus on school. Now, I can continue to pursue my dream of becoming a physician and giving back to others who have experienced difficulties in life."

The program is seeing incredible results. Only 4% of students who use the Youth Futures Education Fund withdraw from their studies – an incredibly low drop-out rate for students with such complex barriers to post-secondary education.

"The Youth Futures Education Fund provides former youth in care with the support and guidance to believe in themselves, and to realize they can be successful in post-secondary education," said Kim Winchell, Senior Director, Strategy & Operations at United Way of the Lower Mainland.

Powered by your donations, United Way of the Lower Mainland is one of the founding funders of the Youth Futures Education Fund. You are the partner that makes it all possible. Thank you for giving former youth in care brighter futures.



“While I was getting my degree in biology at UBC, United Way Youth Futures Education Fund gave me the wraparound supports I needed,” she adds. “It relieved the stress of living expenses so I could focus on school. Now, I can continue to pursue my dream of becoming a physician and giving back to others who have experienced difficulties in life.”

Aging at home and in community with your help

Population-wise, British Columbia is home to seven of Canada's ten oldest communities and has one of Canada's highest populations of seniors. Supporting our older adults to stay active, engaged and connected in their communities defines the work of Healthy Aging by United Way. Through collaboration with a vast network of partners, from governments and researchers to community-based service providers, volunteers, donors and older adults; we're tackling seniors' isolation and enhancing the quality of life for older British Columbians, their families, friends, caregivers, and allies.



2019 Provincial Summit on Aging

Unpacking myths on aging as well as how social and health inequities influence quality of life in later years was on the agenda at the biennial Provincial Summit on Aging in November. Over 350 delegates from across B.C. including community-based service providers, researchers and seniors converged in Richmond to discuss and collaborate on current issues and innovations in healthy aging. Social connectedness and the benefits of social engagement was a major theme of the Summit.

The event saw a 60% increase in participants over the inaugural event in 2017, hosted over 20 exhibitor tables, and included a demonstration room that showcased innovative sector resources and tools.

“We have to empower people over 65,” said Adrian Dix, British Columbia Minister of Health and Summit attendee. “I so support the work that [the community-based services sector] and United Way are doing to develop the society we want.”



Panelists discuss innovative programs that promote healthy aging in their communities.

You enable Community Leadership

Resources, training and knowledge sharing help the Community-based Seniors' Services Sector improve the lives of British Columbian seniors and our communities. Healthy Aging CORE, our online knowledge hub, grew to over 1,200 members in 2019/20. This virtual education and resource sharing space saw over 1,000 people from as far away as the Ukraine, Japan and Argentina participate in webinars that provided valuable information on social isolation, elder abuse, falls prevention, volunteerism, and countless other areas to help foster conversations on healthy aging and ageism.

Over 500 British Columbians participated in twelve regional consultations across B.C. to gather with sector partners, tour the new Healthy Aging CORE platform and explore and discuss approaches to addressing ageism.

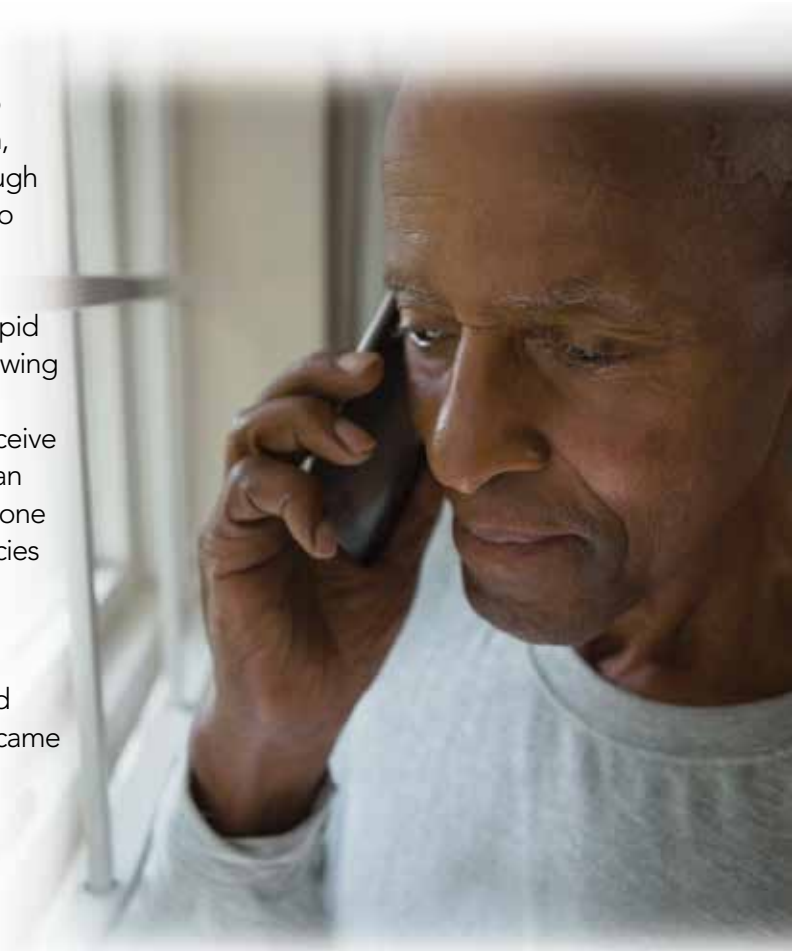
In addition, six Provincial Working Groups identified service and resource gaps along with solutions to those issues in the following areas: seniors' housing, nutritional supports, interfaith and intercultural communities, engagement in rural and remote communities, information, referral and personal advocacy supports, and seniors' community planning tables.

Safe Seniors, Strong Communities during COVID-19

On March 11, COVID-19 was declared a pandemic. Thanks to a partnership between United Way's Better at Home program, United Way-supported bc211 and the B.C. Government through the Ministry of Health, seniors across the province were able to stay safe in their homes.

In just over two weeks, Safe Seniors, Strong Communities, a rapid emergency COVID response initiative was up and running allowing seniors to request free volunteer help with grocery shopping, prescription pick-up, meal delivery as well as being able to receive a friendly check-in call – all by simply dialing 2-1-1 or filling in an online form at www.bc211.ca. Seniors needs were shared with one of 24 designated Better at Home COVID response HUB agencies across B.C. who matched local volunteers with seniors who needed help.

Thanks to the expansion of bc211 to include the Northern and Interior Health regions, the information and referral service became available province-wide 24 hours a day, seven days a week.



Friendship matters – you make it possible

What's the secret of a long life? Ninety-three-year-old Janine credits eating properly – meat, potatoes, vegetables, dessert – and companionship. Loneliness and isolation can negatively impact health making people more susceptible to depression, chronic disease, frailty and cognitive decline.

Living at home can be comforting but getting out of the house can be challenging for seniors like Janine. So, once a week, she gets a friendly visit as part of United Way's Better at Home program. The program helps seniors live independently and remain in their communities.

Ninety percent of B.C. seniors taking part in Better at Home and Active Aging programs say they are more active, engaged and connected as a result.

Better at Home operates 75 core programs in 90+ communities. The Government of British Columbia funds the program, United Way of the Lower Mainland manages it, and local non-profit organizations provide the services.

“ Ensuring the most vulnerable have access to programs and services that keep them active, connected and engaged is vital not only for individual health, but for our communities' overall health,” said Kahir Lalji, Provincial Director, Population Health at United Way of the Lower Mainland.



You help break down social isolation in communities

Creating communities where people feel safe, connected and cared for is part of United Way's Hi Neighbour Initiative. Designed to build stronger communities, whether in schools, community centers, parks or backyards, the initiatives support children, youth, families and seniors to make a difference in ways that matter most to them.

In 2019/20, United Way embedded community engagement teams in eight neighbourhoods across the Lower Mainland and Fraser Valley including Burke Mountain in Coquitlam, Cedar Valley in Mission, Clayton Heights in Surrey, Edmonds in Burnaby, Lower Lonsdale in North Vancouver, Sardis in Chilliwack, Sunset in Vancouver and Willoughby in Langley. When COVID-19 struck, our new way of working helped us respond quickly, effectively and compassionately to community need during this unprecedented event.



You helped us take care of one another during COVID-19

Physical distancing measures to prevent COVID-19's spread means many vulnerable people face isolation and loneliness. United Way expanded our Hi Neighbour initiative with the help of local Community Builders – people living in neighbourhoods who are already well connected – to 25 neighbourhoods across our region.

The Hi Neighbour connection postcard was one tool being used. Left on doorsteps and in mailboxes and distributed by grocery stores and pharmacies in select neighbourhoods, the postcards had the name and phone number of a Community Builder who connected those needing support with local volunteers who can pick up emergency groceries, medication, or do friendly phone call check-ins, yard work and more.

“Hi Neighbour postcards are a great way for people to step up and help others in their community,” said Kim Winchell, Senior Director, Strategy & Operations at United Way of the Lower Mainland. “We’re finding people without access to technology, but who need help, that are reaching out.”



Local Love Fund makes friendships possible – you enable it

Rim and her three children moved to Chilliwack from Syria four years ago. As a newcomer, Rim sometimes found herself lonely. She's not the only one. In the Fraser Valley, only 27% feel a strong sense of connection to their city or community.

Enter United Way Community Engagement Specialist Andrea and the Sardis Hi Neighbour Initiative. Andrea introduced Rim to Kevin, a member of a local church. With support from the Sardis Hi Neighbour Local Love Fund, Rim was able to buy the ingredients she needed for a special dinner featuring Syrian favourites hosted at Sardis Community Church.



"It's a big chance for me to meet Canadian people and talk to them and make friends," Rim said. That's exactly what happened. Activities growing out of the event include new friendships, language tutoring and support and celebratory dinners.

You participated in building a Field of Dreams

The empty, lush grass field of Burke Mountain's Victoria Park left Robert Birungi wondering who owned it. In his native Uganda, he said only the very wealthy could own or afford to play on grounds like this.

"I asked my wife are we allowed to use this," Robert said. "She said yes, it's built for the community." Robert and his wife, Carli created a free drop-in style soccer program for local children. Monday and Wednesday afternoons during this past summer, children had a safe place to grow and make friends.

Thanks to support from United Way's Burke Mountain Hi Neighbour initiative, kids got healthy snacks after every practice and received Hi Neighbour pinafores.

"I like the confidence [my son has] gotten from it and the sense of identity," Clayton, a parent said. "They're developing a community. You can see it amongst the kids."



Creating Impact Through Collaboration

Your gifts come to life through United Way's collaborative approach. They enable us to develop a web of support, a myriad of acts of local love to show how strong we can become when we all work together. We partner with donors, volunteers, government, social service agencies, unions, corporations and universities to make our collective impact even greater. Thank you for your continued support in this important work.



You helped others understand menstrual inequity

As part of our efforts to address the issue of period poverty in Canada, we collected and distributed more than 500,000 individual period products in 2019.

Partnering with the B.C. Government, we launched the United Way Period Promise Research Project. This cross-province study is the largest effort of its kind and will be critical to understanding the breadth of menstrual inequity.

We've worked with several municipalities to advance policy proposals and reports about the role that cities can play in reducing period poverty in their communities. Our Period Promise Policy Agreement now has more than 35 organizations that have committed to providing free products.



You showed your local love one elevation step at a time

In an act of local love that scales new heights, the Tech Grind saw Vancouver's tech-savvy community come together to raise more than \$35,000 for local kids through United Way's School's Out program this past September. It took 2,830 steps, 2.9 km, 853 meters in elevation up the Grouse Grind and a lot of determination by close to 20 organizations to make it to the top.

Feras Elkhilil, member of United Way's fundraising Campaign Cabinet working with the tech sector, championed the event. His company IT/IQ Tech Recruiters has been a key participant and sponsor for the last 4 years.

Fuelled by generous donations, everyone made their way to the top and in doing so, helped ensure local kids thrive.

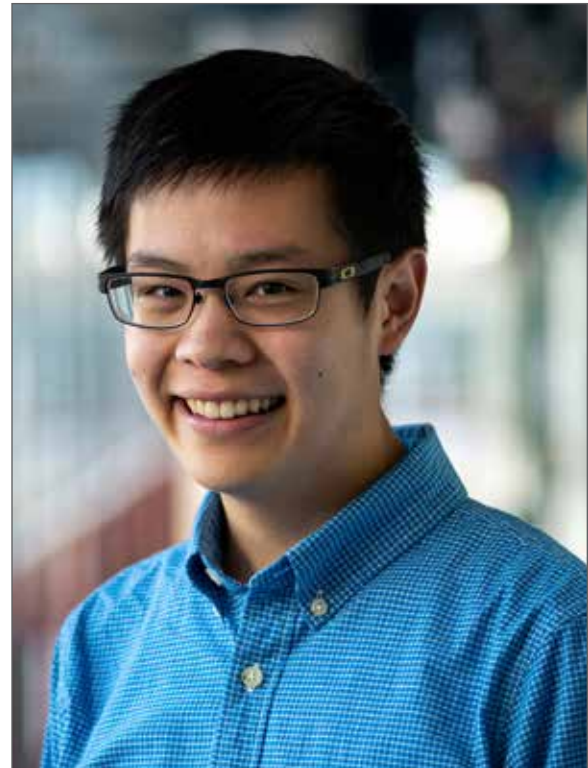


Campaign Associates: the epitome of local love

Every year, local organizations and unions generously sponsor or loan employees to help United Way keep our costs down and raise funds through workplace campaigns. In 2019, our 27 Campaign Associates helped workplace volunteers run over 400 successful fundraising campaigns in support of vital programs and initiatives in the Lower Mainland and Fraser Valley. In return for their tremendous efforts, Campaign Associates received 16 weeks of professional development training. They learned new skills in fundraising, public speaking, customer service, account management and much, much more. But it's the deep connections and profound impact on community that will stay with them forever.

"Being a Campaign Associate has broadened my horizons, helping me see industries and careers I never would have imagined for myself and connecting me with incredible individuals that I may even end up working with later on. This CA position not only helped me build a professional network that I can take with me throughout my career, but also showed me what an incredible difference we can make when we all work together."
Paolo Caguiat – Sponsored by UBC

A huge thank you to all of our partners who generously sponsored or loaned a Campaign Associate in 2019. That's local love in action!



Better Together – thank you for working side by side with us

When we talk about United Way partnerships, there's none greater than the partnership with our own donors. Collaborating with donors to solve real community issues is at the forefront of how United Way is working in community.

The Better Together event was an opportunity for United Way donors to come together to do just that—to address and tackle social isolation head-on, in their own neighbourhoods. We invited the participants to consider issues in their communities, and the skills and passions they had to offer.

Over 100 inspiring ideas were generated, from block parties to address isolation, to offering an elderly neighbour help; which consequently has been vital during COVID-19. These ideas became "Local Love Action Plans," personal pledges to take the first step for change. With United Way donors, our impact is greater, and it's clear that we're better, together.

“ We know social isolation is a growing problem in our communities,” said Jennifer Marshall, Director of Donor Experience with United Way of the Lower Mainland. “The good news is giving back is one way you can foster valuable social connections, for yourself and for others. Getting together and giving together is one antidote to social isolation.”

Driving Innovation

Through your donations we are able to embrace change by mobilizing volunteers from the comfort of their home, connecting them with people in need. We are taking giant leaps in technology to create an effortless donor experience for many, especially donors in the workforce, and enabling inspiring solutions for corporations and organizations with a desire to build social good.



You helped neighbours in need by volunteering

As the COVID-19 pandemic was escalating, some of the most vulnerable citizens struggled to find support when they needed to isolate, and non-profits were struggling to find the extra volunteers they needed to help. Thanks to your generous donations we were able to launch iVolunteer, United Way of the Lower Mainland's volunteer mobilization platform, answering to the need and making it easier for people seeking support to connect with their neighbours for help.

The tool offers assistance to vulnerable citizens with pre-screened volunteers who can deliver groceries or pick up prescriptions, call for a friendly check-in, walk someone's dog, do yard work, or help with technology. Volunteers can register by filling out an online form at iVolunteer.ca. The site matches volunteers with neighbours who need assistance based on location and the requested need. Non-profits can use the tool to list specific one-time or ongoing opportunities in their community when they're seeking volunteer support.

Barbara Ferris is one volunteer who was connected to helping through iVolunteer. After seeing a listing requesting washable facemasks from Cloverdale Community Kitchen, Barbara dusted off her sewing machine to help out, wanting to show an act of local love.

"I was feeling helpless and trying to figure out what I could do to help out when I saw the iVolunteer ad for the Cloverdale Community Kitchen wanting washable masks," said Ferris. "It helps me as well feel like I am doing something to make a difference to communities at this very difficult time."

Her volunteering has caused a ripple effect. Through your donations she was able to receive a United Way Local Love grant to fund supplies to make more masks which are now also going to other local non-profits.

SHOW YOUR
**LOCAL
LOVE**
VOLUNTEER TODAY.



You enable a new era of workplace giving

Thanks to the generous support of donors like you, United Way of the Lower Mainland is proud to introduce Salesforce.org Philanthropy Cloud, a corporate impact platform that turns employees into citizen philanthropists by empowering them to give back. With a new generation of employees entering the workforce, who value purpose and contributing to their communities, this platform is a philanthropy game changer. It seamlessly integrates into employees' lives and makes tracking community contributions easy for employees and employers alike.

Through this tool, United Way can shift giving from a transaction into an engaging experience through customized content and campaigns. Powered by mobile and AI, the platform connects individuals, corporations, foundations and nonprofits. It drives impact through simple, one-click actions and gives donors and volunteers a streamlined, personalized giving experience.

We launched Salesforce.org Philanthropy Cloud with BCAA this year.

"At BCAA we believe in putting people first, together we can create a more vibrant and connected province for everyone and with this state-of-the-art tool and support from our partners at United Way, we're able to better engage our employees and support those in need. From giving to lending a hand when disaster strikes or packing meals for families in need, our employees have been able to give back to their communities," said Grant Stockwell, SVP and Chief Mobility Officer, BCAA.



Thanks to you we can help corporations grow their business for good

United Way of the Lower Mainland has been building the Social Purpose Institute since 2016 with the deep understanding that societal change can only be brought about if the corporate sector redefines its role in society. We call this Growing Business for Good.

We have worked intensively with 27 B.C. companies to help them define and implement a Social Purpose and have engaged with hundreds of business leaders. We are also scaling out across Canada through the United Way movement; United Way Regina is our first Social Purpose Institute partner site.

Initially, when COVID-19 was declared a global pandemic, many of the companies we work with were in crisis mode. We offered support as they adapted to their unique situations. Now, these companies have recognized that their Purpose is what is helping them navigate these uncertain times and they are leaning into it as they plan for the post-COVID-19 future.

“ We believe that as Social Purpose companies demonstrate how their Purpose helps them through this crisis and also helps their communities, more companies will see the benefits of this shift. When they do, we will be here to help!”
 – Mary Ellen Schaafsma, Director, Social Purpose Institute

Bob Wiens

Recipient of the President's Award

Bob Wiens, a true champion of local love, was recognized as the 2019 Joseph and Rosalie Segal United Way Community Vision Award at a dinner with friends and family at the storied Four Seasons Hotel in downtown Vancouver. Now in its 33rd year, the Community Vision Award recognizes individuals or families who have shown outstanding commitment to local love through their leadership and support of United Way.

"I was taught from a very young age the importance of being of service in community and it's been

a philosophy I've maintained throughout my life," said Bob. "Whether it's volunteering or giving, I truly believe showing up for others provides tremendous benefits, not just in our personal lives, but in our professional worlds as well."

As a donor and a community champion, Bob's long-standing support and generosity has ensured United Way is able to address critical issues in our community – issues like seniors' isolation, youth education and child vulnerability. His commitment to building resilient, inclusive and collaborative

spaces is an inspiration and true demonstration of local love.

He believes volunteerism and giving back are an integral part of being in community and it shows in his commitment and his business leadership over the years. He and his wife Carol remain highly involved in community activities and board service.

"If we were to find anybody who is a champion of local love, a role model for local love, it's Bob," said Michael McKnight, United Way of the Lower Mainland President and CEO.



Board of Directors 2019–2020

Our Board of Directors is a group of dedicated leaders in their professions and in our community. They volunteer their time to help govern United Way with a mix of knowledge, insight and passion. A true show of local love.

BOARD OFFICERS

James Belsheim
Board Chair
Community Leader

Mauro Manzi
Secretary / Treasurer
Senior Vice President
Commercial Operating Office
Coast Capital Savings

Rudy Kerklaan
Vice Chair
Vice Chairman
Connor, Clark & Lunn Private
Capital Ltd.

Mark Blucher
Past Board Chair
President & CEO
Central 1

BOARD MEMBERS

Janet Andrews
Secretary-Treasurer
New Westminster & District
Labour Council

Robin Dhir
President
Twin Brook Developments Ltd.
& Strategic Advisor
Fasken

Heather Johnson
Senior Consultant
HR West Consulting

Kenton Low
Chief Marketing Officer
Vancity

Helen Blackburn
Chief Financial Officer
Coast Capital Savings

Walter Gerlach
Directing Business Representative
Northwest District 250
International Association of
Machinists and Aerospace Workers

Lisa Kershaw
Partner and Director
Boyden Canada

Rob Malli
Chief Financial Officer
Western Wealth Capital

Frank Crema
Proprietor
FJC Consulting

Pauline Hadley-Beauregard
Partner, Strategic Clarity
Crux

Jeannie Kilby
President
CUPE Local 402
City of Surrey

Lori Mayhew
Secretary-Treasurer
MoveUp

Jennifer Cudlipp
Senior Vice President
British Columbia
LifeLabs
& President
Excelleris Technologies

Dan Howe
Vice President Marketing,
Loyalty and Digital Strategies
Save On Foods

Handol Kim
CEO
Variational AI Inc.

Owen Rowley
Principal
Boyden Canada

Stephen Kukucha
Partner
PacBridge Partners

Barb Schimnowsky
Search Practice Lead
Watson Inc.

Nicolas Jimenez
President and CEO
ICBC

Anna Lilly
Senior Vice-President
and Partner
FleishmanHillard HighRoad

Stephen von Sychowski
President
Vancouver & District
Labour Council

CAMPAIGN CABINET CHAIR

Karen Hamberg
Vice President, Strategy
Westport Fuel Systems

Sponsors 2019–2020

This incredible group of organizations have taken the opportunity to elevate their brand, engage with audiences in a meaningful way, and reinforce their position as leaders in social change by developing innovative partnerships through United Way events, programs and initiatives this past year.*

United Way Public Policy Institute

Vancity
UBC Robson Square

United Way GenNext Program

Coast Capital Savings

United Way Period Promise

Campaign:

Pacific Blue Cross
Vancity

Research Project:

Pacific Blue Cross
Vancity
Always
Tampax

United Way Tech Grind

McMillan LLP
IT/IQ Tech Recruiters

Labour Appreciation Night

Pacific Blue Cross

In-Kind

British Columbia Institute of Technology
Rackforce

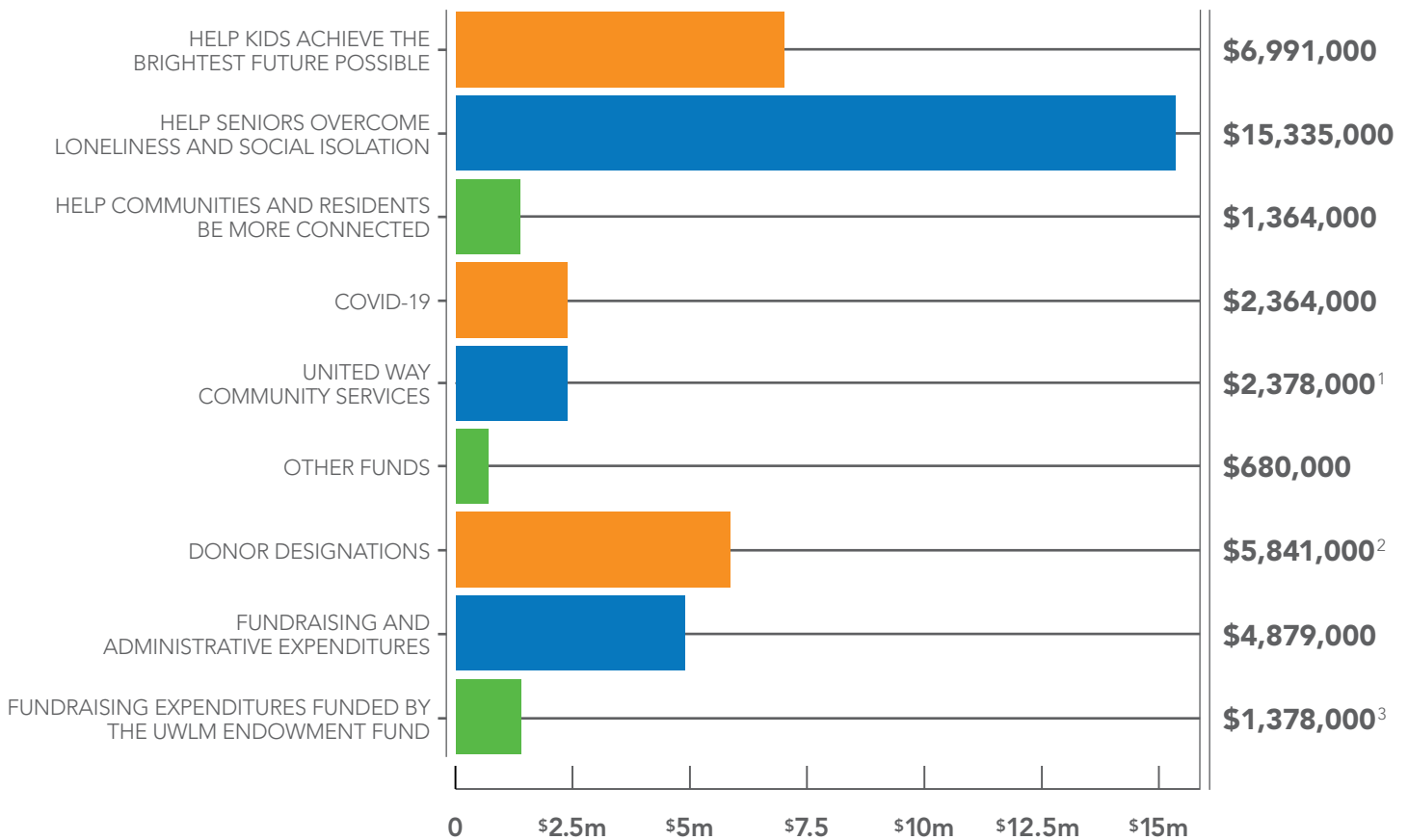
*To qualify for recognition, sponsors have entered into a formal agreement and provided a minimum combined sponsorship value of \$5,000.

Financials

YOUR DOLLARS AT WORK

Your contribution helps us build a strong social support network. This network of services in turn strengthens our entire community and changes people’s lives for the better.

TOTAL EXPENSES: \$41.2 MILLION



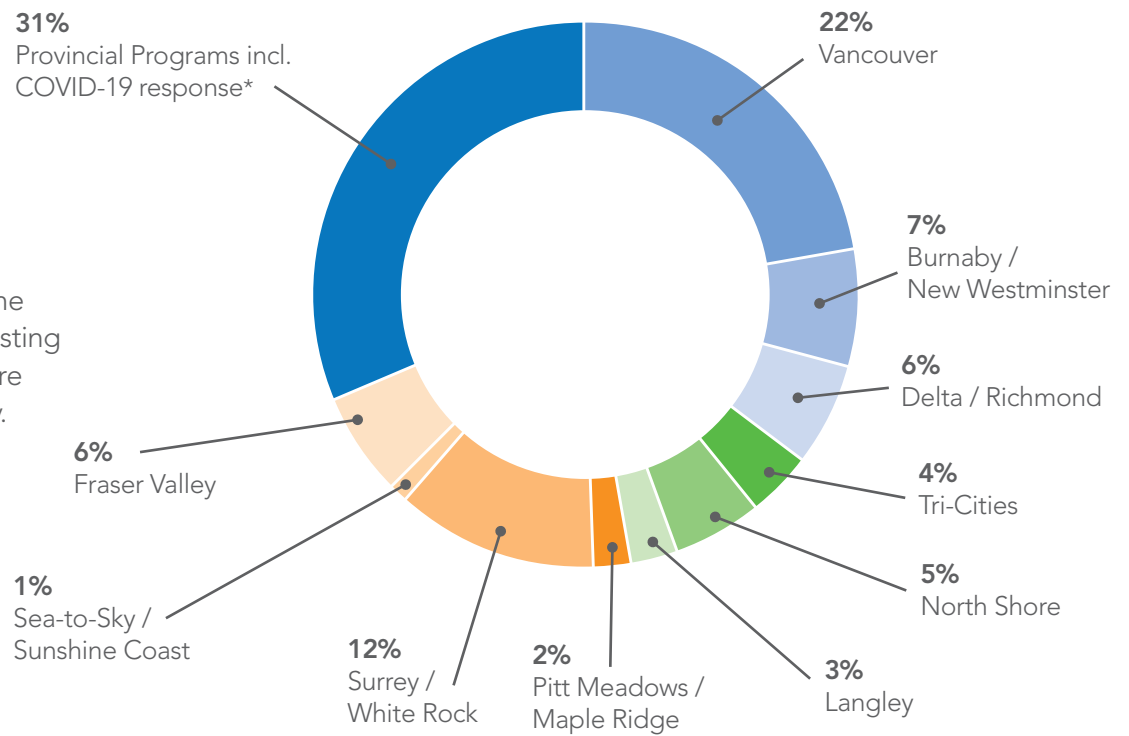
¹ Community Services includes social planning, community development, research, advocacy and engagement.

² Some of our donors ask to split their gift and support United Way as well as other charities in the community.

³ Income from the UWLM Endowment Fund helps offset fundraising and administrative expenses.

WHERE YOUR GIFTS WERE INVESTED

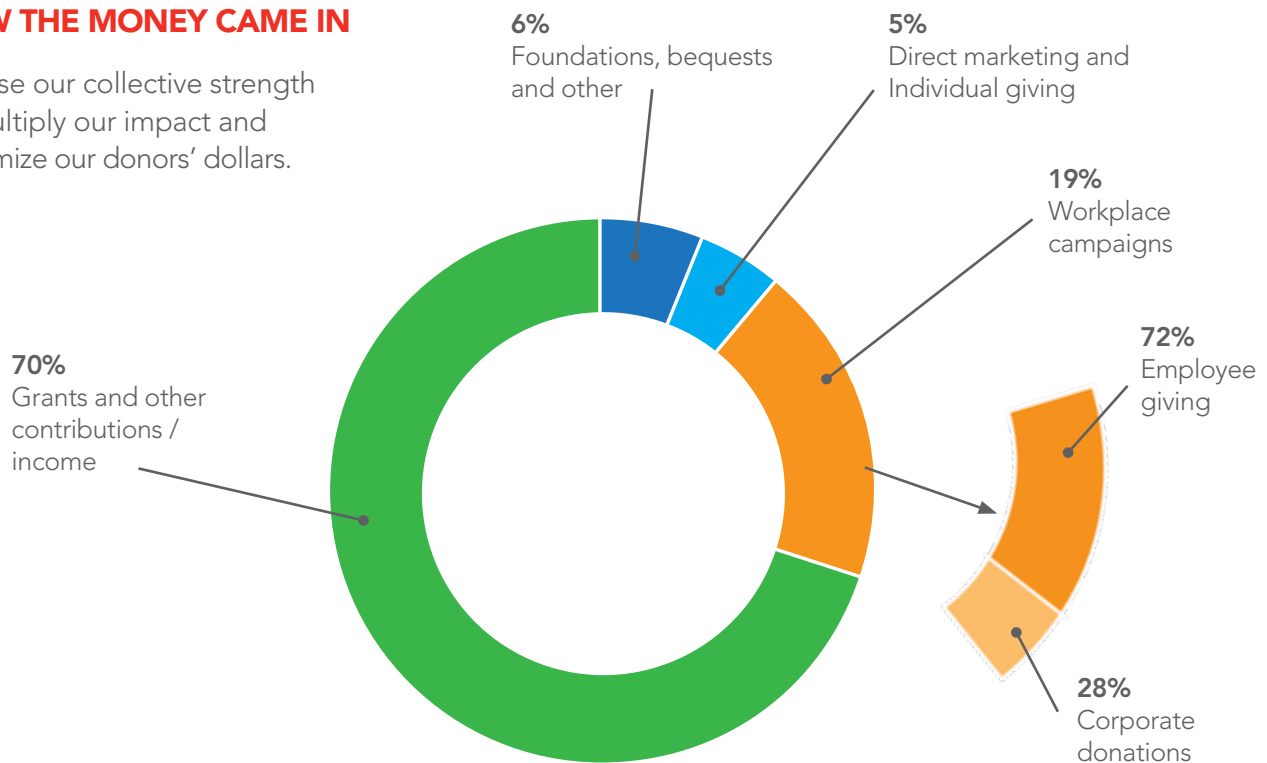
By giving to United Way of the Lower Mainland, you are investing in your own community, where you live, work, learn and play. A true act of local love.



* Monies spent in the province outside the Lower Mainland, Sea-to-Sky corridor, Sunshine Coast and Fraser Valley come from provincial government grants for the Better at Home program and contain no donor dollars.

HOW THE MONEY CAME IN

We use our collective strength to multiply our impact and maximize our donors' dollars.



WANT TO SEE MORE?

View our Financial Statements in detail online at:
<https://www.uwlm.ca/wp-content/uploads/2020/06/Audited-FS-033120-Final.pdf>

Future of local love

As 2020 marks the 90th anniversary of United Way of the Lower Mainland, we continue our rich history of supporting communities while working in new and innovative ways. We bring people together to solve social issues and improve local lives in the communities we call home. Together, we're creating healthy, caring, and inclusive communities.

During COVID-19, we've had to quickly re-evaluate some of our programs and pivot to serve the most pressing needs. Like most organizations, our accelerated use of technology has dramatically changed how we connect. Whether it's a virtual visit with a senior who is isolating at home, training new volunteers on Zoom, or touchless payment for grocery deliveries to vulnerable citizens, we've embraced new technologies that will change the way we deliver services now

and into the future.

In a short time, we've also launched programs to provide swift and direct help to vulnerable people across the province. As we adapt to the new normal, these programs will continue to help people who are most impacted by the global pandemic.

Through a new partnership between United Way's Better at Home program, bc211, and the Ministry of Health, we've expanded our capability across the province to help match isolated seniors with volunteers in their neighbourhoods who can offer their help. We've received multi-year funding from the Province to continue and expand this work that helps seniors with grocery deliveries, prescription pickups, meal preparation and friendly check-ins. This initiative exemplifies our neighbours-helping-neighbours

approach, with volunteers supporting their local communities.

To date, we've created Local Love Food Hubs in 39 neighbourhoods across the Lower Mainland and Fraser Valley to address the critical need for food as a result of the COVID-19 pandemic. As part of this initiative, schools also act as Food Hubs to replace the former meal programs that children and youth relied upon, but have been suspended alongside in-class education.

Especially in light of physical distancing and directives to avoid gathering; social isolation is an increasing threat to our communities.

“ We aren't just investing in what is. We're investing in what's possible.”



90 years of local love

We've expanded our Community Builder model to pair vulnerable citizens with the services they so desperately need across an even greater number of communities.

Specialized supports for kids, seniors and other populations are now integrated into our neighbourhood-focused approach to community development. For example, we're co-creating new United Way School's Out programs in neighbourhoods that need them, in partnership with residents, families and local agencies. With school closures, we've evolved the Schools Out program to offer online activities and remain a relevant resource while everyone is at home.

Partnerships with local agencies have always been critical to how we work. These partnerships will continue, in a more grassroots and collaborative way than ever before. We're co-creating new programs with agencies and residents, responding to emerging needs and filling critical service gaps.

Without the support of our generous donors, we would not be able to develop these programs. Donors' gifts have changed countless lives and continue to change lives. We are so very grateful for your support.

Looking to the future, our approach is to pair programs and hyper-local, citizen action. People don't live in programs – they live in neighbourhoods. Neighbourhoods are made up of citizens who must be part of the solution. Only when we combine programs with citizen-led initiatives, can we create sustainable solutions to local issues.

This is local love. And this is the present, and future, of United Way of the Lower Mainland.



**WANT TO
SEE MORE?**

For more stories about our community-based approach, go to: uwlm.ca/news

Thank you for showing your **local love.**



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**United Way
Lower Mainland**

uwlm.ca

4543 Canada Way
Burnaby, B.C. V5G 4T4
P 604.294.8929 | F 604.293.0220
Email: info@uwlm.ca

Charitable registration number:
BN 108160185 RR0001