Ignite awareness and understanding of the root causes of our community’s social challenges to inform social planning and collaboration through storytelling, data analysis, research, evaluation and outcome measurement.

Global impact starts with local love. Recognizing the importance of ascending up to the world’s biggest to-do list, United Way worked with the London Poverty Research Centre at King’s University College to map the United Nations Sustainable Development Goals (SDGs). This local framework gave United Way-led London for All volunteers a shared language to use across sectors and a standard for assessing collaborations, gaps, duplications, and needs in our community.

Volunteers gained a deeper understanding of the context and consequences of poverty regionally, nationally and globally, helping them explore and implement best practices for creating change.

On a chilly night in February, over 150 guests said YES to adventure and attended Suitcase Party at the ultra- modern Mosaic Museum. Attendees enjoyed a live band, food trucks, local beverages and a chance to get whisked away on an all-expenses paid weekend getaway to New York City. This new adventure raised over $110,000 and introduced United Way to a whole new crowd.

One of London’s biggest events, Scotiabank StairClimb Rocks Out! saw 1,637 head-banging, stair-climbing rockstars wanna-be bands in 214 wanna-be bands raise $225,028 to the top of the charts.

Suitcase Party Takes Flight
On a chilly night in February, over 150 guests said YES to adventure and attended Suitcase Party at the ultra-modern Mosaic Museum. Attendees enjoyed a live band, food trucks, local beverages and a chance to get whisked away on an all-expenses paid weekend getaway to New York City. This new adventure raised over $110,000 and introduced United Way to a whole new crowd.

As United Way wraps up the final year as lead agency for London For All, the City of London’s roadmap to end poverty in a generation, we’re celebrating more than a few successes. A powerful example happened late last year. Acting on a London For All recommendation to eliminate the need for predatory lending, City of London Social Services implemented direct deposit for Ontario Works clients. More than 6,000 cheques were directly deposited into clients’ bank accounts or, for those without one, disbursed as payment cards. As a result, over $102,000 in service fees was diverted from payday lending businesses.

It’s simple solutions like this that showcase United Way’s ability to get the right partners working together to influence systems and policies. Other London For All successes include $555,420 invested in mental health and addiction services, 891 new licensed child care spaces, 1,374,048 subsidized bus rides for low-income Londoners, 19 Living Wage employers, and 139,000 kg of fresh food rescued and distributed to local agencies through the London Food Coalition.

“The work accomplished through London For All belongs to our entire community,” says Roxanne Riddell, Project Coordinator and Community Impact Specialist at United Way. “Together we have created positive changes towards ending poverty.” In total, 60 community partners and over 100 volunteers, including 36 people with lived/living experience, worked together on implementing 112 strategies over three years. London For All wraps up in June 2020 with a report back to the City and the community. Visit www.unitedwayem.ca for details.
Statement of fund revenue and expenses
years ended March 31, 2020 and March 31, 2019.

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net donations, grants and special events</td>
<td>7,936,477</td>
<td>8,553,264</td>
</tr>
<tr>
<td>Investment income</td>
<td>123,827</td>
<td>122,957</td>
</tr>
<tr>
<td>Unrealized (loss) gain on investments</td>
<td>(102,584)</td>
<td>6,060</td>
</tr>
<tr>
<td>Other income</td>
<td>8,290</td>
<td>24,116</td>
</tr>
<tr>
<td><strong>Gross revenue</strong></td>
<td><strong>7,966,010</strong></td>
<td><strong>8,706,397</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community investments</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Fund</td>
<td>4,607,940</td>
<td>5,375,758</td>
</tr>
<tr>
<td>Donor Directed Funds</td>
<td>599,849</td>
<td>504,619</td>
</tr>
<tr>
<td>Strategic investments</td>
<td>367,668</td>
<td>388,610</td>
</tr>
<tr>
<td>United Way community services</td>
<td>563,356</td>
<td>654,058</td>
</tr>
<tr>
<td><strong>Total investment</strong></td>
<td><strong>6,138,813</strong></td>
<td><strong>6,923,045</strong></td>
</tr>
</tbody>
</table>

| Excess of revenue over community investments | 1,827,196 | 1,783,351 |
| Less: fundraising and administrative expenses | 1,680,891 | 1,671,616 |
| **Excess of revenue over expenses**        | **146,305** | **111,735** |

This is a summary of the details in the March 31, 2020 Financial Statements Audited by Deloitte LLP.

A leader in organizational effectiveness

United Way Elgin Middlesex is proud to be the first social service organization in our community granted accreditation through the Imagine Canada Standards Program.

Designed to strengthen public confidence in the charitable and nonprofit sector, the Standards Program offers an independently assessed stamp of approval for organizations that demonstrate excellence and transparency in four key areas:

- Board governance
- Financial accountability and transparency
- Staff management
- Volunteer Involvement

Our donors are the foundation of United Way. Your generosity supports a vital network of programs and services that enable United Way to address the root causes of social issues and create lasting change in our community. Our commitment to you is that we will continue to make every effort to ensure that your donation has maximum impact in people’s lives right here in Elgin and Middlesex Counties.
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Mishail Bhatia
Ash Chawla
Rebecca Day
Ahmed Elhilo
Hazeema Hazeema
Mony Madiol
Yusar Madiol
Sydni O'Rourke
Alejandro Ramirez
Gurleen Saroya
Mica Shatil
Ethan Shi

Visit unitedwayem.ca to learn how your contribution is improving lives locally

THANK YOU
for showing your local love