



**United Way**  
Elgin Middlesex

*2023-24 Impact Report*

**United.**  
**creating real, lasting change**



Joan's morning routine is as familiar as it is rewarding: eat breakfast, drink a cup of tea and then head out to meet friends at My Sisters' Place or the London Coffee House.

"Most times, it's fun, enjoyable, comradeship. It's invigorating," she says.

Her description is different from how you might imagine My Sisters' Place and the Coffee House, where women and men who experience homelessness or are at risk of homelessness can find support, basic needs and friendship.

Things fell apart for Joan when she fell and broke her hip. She spent 2-1/2 months in the hospital, lost her job and apartment during that time.

“ That fall totally changed my life. Before, I might see people down on their luck and think, 'get a job,' but now I understand. You need empathy and respect for every single person because everyone has a different story.”

*Joan,  
participant and volunteer at  
My Sisters' Place and London Coffee House*

## United for Impact

The volunteers we have the pleasure of working with every day are the backbone of our organization. From our Board of Directors and Campaign Cabinet to Workplace Champions and Allocations Committee, the generosity and commitment of our volunteers is inspiring. They are leaders, advocates, donors and cheerleaders. They are the heartbeat of our organization.

The work we do in our community each and every day is made possible because our volunteers give their time, expertise and passion, making sure that those most vulnerable have a fair shot at a good life.

A unifying force, this amazing group of individuals work tirelessly to help their neighbours and enable United Way Elgin Middlesex to invest funds and drive impact across our community.

**To the hundreds of volunteers we worked with last year, thank you!**

# Addressing issues connected to poverty. Period.

Poverty is not just a statistic; it's a complex issue that affects so many in our community.

## Poverty to Possibility

Poverty is the connecting thread to so many of the challenges experienced by children through to seniors in our community. We invest in programs designed to meet urgent needs and promote independence and long-term financial stability by providing things such as transportation across rural communities, helping community members find a place to sleep, increasing access to healthy and culturally appropriate food or helping people feel safe in their own home.

Advocacy is a key component of the work we do to affect long-term change with respect to poverty. Last year, United Way proudly launched the Make it Livable advocacy campaign, designed to persuade the Ontario government to double social assistance rates across our community.

More than 100 people learned from experts and the voices of lived experience at a town hall and 1400+ individuals and organizations took action by endorsing our recommendations or writing their local MPP. In the end, we were pleased to see in the provincial budget that the Ontario Disability Support Program will be indexed to inflation going forward, but we know that this measure does not go far enough in addressing the dire circumstances too many face and this measure doesn't apply to those accessing Ontario Works. So, our work here continues through increased advocacy and plans to expand our Make it Livable Campaign. Stay tuned!

### Our Impact



**404**

clients were able to maintain their housing with support through housing stability programs.



**210,686**

meals and snacks were provided.



**52**

clients received support through rural transportation programs in the county.

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## All That Kids Can Be

Imagine a community where every child has the foundation to thrive, where their potential is nurtured from the very beginning and they have access to the supports they need to live their best life, right from the start. Providing our kids and youth with a strong start in life means a brighter future for all. We invest in education, recreation and social programs for children and youth, while also funding support and parenting programs for their parents and caregivers.

Through programming designed for youth ages 7 – 18 living with learning disabilities and ADHD, the Learning Disabilities Association of London Region knows well how important it is to take an inclusive approach to service delivery that will enable children and youth to reach their full potential, regardless of any complexities they navigate through on daily basis.

Through programming, advocacy and counselling, the Learning Disabilities Association of London Region believes in creating inclusive communities for all across Elgin Middlesex and so do we!

“ The program gave him someone to talk to and receive support from. A very positive experience for my son that made him more enthusiastic about school. He put in place new techniques that made school life more manageable for him.”

### Our Impact



**10,136**

children and youth received help to ensure they can reach their full potential.



**859**

children and youth increased their literacy and numeracy skills.



**979**

children and youth who have increased their physical activity.

# Addressing issues connected to poverty. Period.

Poverty is not just a statistic; it's a complex issue that affects so many in our community.

## Strong Communities

At United Way, our unwavering dedication to promoting the health and well-being of every individual and family in our community drives our mission forward. Our targeted investments provide essential support for those facing mental health challenges, requiring crisis intervention, or experiencing social exclusion due to gender, sexual orientation, economic status, religion, or ethnicity to name a few.

In addition, United Way has been purposeful in increasing our investments and support for Indigenous peoples, with a steadfast focus on reconciliation and justice. We understand the importance of uplifting Indigenous communities and ensuring our efforts contribute to healing and empowerment.

United Way Centraide Canada including United Way Elgin Middlesex has co-funded 211.



For people who are struggling with mental health and substance abuse or needs to find safe housing or shelter, 211 is at the ready to point people in the right direction to programs and services that can help. It is a vital service that connects people to information in more than 150 languages, 365 days a year and is free, confidential and can be accessed by phone, chat, text and web.

### Our Impact



**139**

individuals were provided with safety features such as locks for doors.



**1,635**

professional interpretation sessions were provided to reduce language barriers for newcomers.



**5,094**

individuals feel more informed and involved in their neighbourhood.

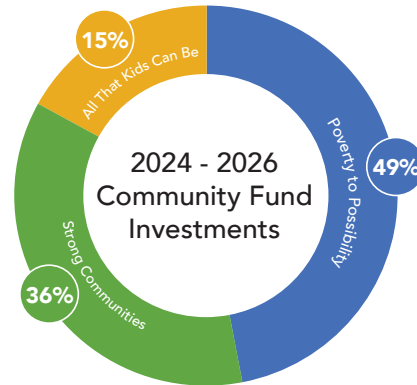
# Investing in Impact

At United Way Elgin Middlesex we are committed to reducing and preventing poverty and serving equity-deserving populations through investments in local agencies, regional-based initiatives, Indigenous collaborations and strategic projects.

At the centre of all of our investments is our dedication to giving everyone a fair shot at a good life through three specific areas of focus: poverty, kids and community.

## Serving our community:

- Poverty to Possibility = \$2,067,000
- Strong Communities = \$1,492,000
- All That Kids Can Be = \$646,000



This pie chart is reflective of the investments we made in our three impact areas, totalling \$4.2 million. But there is so much more that we do.

## Because of you

These investments could not be made possible without the generosity of our incredible donors. Whether you have made a gift through payroll, bought tickets to a special event at your workplace, participated in community investments or called our office, we cannot thank you enough for your gifts.

Because of you, people in our community have accessed assistance to build job skills and financial stability. Children and youth have increased their literacy skills and built social networks. People struggling with mental health have gained skills to help them navigate through difficult days, and people needing a place to stay have found shelter.

**Because of you, our community is united in helping give everyone a fair shot at a good life. Thank you!**

See our full Impact Report



See our Investments



See our Honour Roll







## United Way Elgin Middlesex

Statement of fund revenue and expenses  
years ended March 31, 2020 to March 31, 2024.

	2024	2023	2022	2021	2020
	Total \$	Total \$	Total \$	Total \$	Total \$
<b>Revenue</b>					
Net donations, grants and special events	7,250,122	7,371,908	7,491,241	8,309,768	7,936,477
One-Time Funding (including CSRF)	2,091,458	39,627	900,000	4,207,565	-
Investment income	274,148	189,836	212,239	150,615	123,827
Unrealized gain on investments	170,301	(109,609)	(40,191)	265,362	(102,584)
Other income	32,558	106,751	4,604	284,737	8,290
<b>Gross revenue</b>	<b>9,818,587</b>	<b>7,598,513</b>	<b>8,567,893</b>	<b>13,218,047</b>	<b>7,966,010</b>
<b>Community investments</b>					
Community Fund	4,205,000	4,661,000	4,655,255	5,169,893	4,607,940
One-Time Funding (including CSRF)	2,002,725	1,600	850,000	3,912,618	-
Donor Directed Funds	374,964	411,768	399,027	514,020	599,849
Strategic Investments	292,231	244,552	231,364	286,020	367,668
United Way Community Services	890,965	737,448	514,829	516,541	553,097
<b>Total Investment</b>	<b>7,765,885</b>	<b>6,056,368</b>	<b>6,650,475</b>	<b>10,399,092</b>	<b>6,128,554</b>
<b>Excess of revenue over community investments</b>	<b>2,052,702</b>	<b>1,542,145</b>	<b>1,917,418</b>	<b>2,818,955</b>	<b>1,837,456</b>
<b>Less: fundraising and administrative expenses</b>	<b>1,690,208</b>	<b>1,495,608</b>	<b>1,614,052</b>	<b>1,649,385</b>	<b>1,661,839</b>
<b>Excess of revenue over expenses</b>	<b>362,494</b>	<b>46,537</b>	<b>303,366</b>	<b>1,169,570</b>	<b>175,617</b>
Transfer from (to) Future Projects Fund	-	-	-	134,448	-
Transfer from (to) St. Thomas Reserve Fund	-	-	-	3,828	1,000
Transfer from (to) Strategic, Contingency & Stability Fund	(265,305)	11,604	(290,012)	(813,542)	(87,808)
Transfer from (to) Property/Equipment Fund	(87,201)	33,172	(49,416)	(15,509)	(28,502)
<b>Excess (Deficit) of revenue over (under) expenses after transfer</b>	<b>9,988</b>	<b>91,313</b>	<b>36,062</b>	<b>478,795</b>	<b>60,307</b>

This is a summary of the details in the March 31, 2024 Financial Statements Audited by KPMG 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 ensure that your donation has maximum impact in people's lives right here in Elgin and Middlesex Counties.



## Thank you for being #United for our community

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Wadhah Baobaid  
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Lauren Donohue  
John Downing  
Jeff Hodgins  
Megan Komenda  
Jamie Kruspel  
Joe Mountenay  
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Elizabeth VanHooren

