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TAYLOR JOHNSTON

Guest Editor

I've been volunteering at United Way since November as part of my Co-operative Education class at Citadel High. I went in to this experience completely blind; I didn't know what United Way did or what they stood for. I've come to realize that everyone involved with United Way has one main goal in mind and that is to help HRM's many diverse communities and people.

I got my start by helping write the blog for United Way's 85th Anniversary. Throughout school I've had a passion for writing and in the ninth grade I really found my "voice" for writing. I never thought in my wildest dreams that I would actually get to write stories with such a positive message about the great work that is being done here in our communities.

I also went out to different communities with some of the staff. This gave me the opportunity to see the different ways people come together and support their community. Being aware of the work that United Way does makes me notice new things. It seems that everywhere I go I see a bus with a United Way ad or if I just walk around my community I see a United Way logo in the window of a funded agency.

My family has influenced the things that I want and value in life. There are lots of people in my family who volunteer, particularly my grandfather, Gerald Johnston. For over 40 years, he's been mentoring youth at floor hockey every Friday night at the George Dixon Centre. He believes that everyone deserves the chance to reach their full potential. To this day he

receives phone calls from many people he helped 30 years ago thanking him for the support he gave them that enabled them to be where they are today. My grandfather has recently had to stop doing the thing that he loves because of health concerns. Part of the reason I am interested in giving back is to make him and the rest of my family proud. I hope to accomplish many of the same goals as my grandfather: connect with people, do something I love and have an impact on my community. I am still learning and discovering what my own interests, skills and passions are so that I can give back while doing something that I love like my grandfather did.

Thanks to United Way I have had so many great opportunities. And I hope to continue to work with them in the future.

(Taylor Johnston is a student at Citadel High, volunteer and guest editor of the 2010 Annual Report)

" I've come to realize that everyone involved with United Way has one main goal in mind and that is to help HRM's many diverse communities and people."

"Thanks to United Way I have had so many great opportunities that most high school students have never had."

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CHUCK HARTLEN

Chair, 211 Nova Scotia

211 is a non-emergency information referral number that is completely free to callers and was just included in the provincial budget! It will be available as a service to Nova Scotians in 2013. All of the calls are answered by highly skilled information referral specialists who are very dedicated and motivated to help connect citizens to the services that they need.

Chuck Hartlen, Chair of the Board of 211 Nova Scotia, learned about 211 when he became involved with United Way. During his four years advocating for the service, Chuck has never lost hope. In his own words, "There are many good reasons for 211 to come here. It was never a question of if 211 would happen in Nova Scotia, it was always when will 211 happen."

Chuck is no stranger to volunteering. He believes that if you want to make a difference, you must love what you are doing. He says if you love it, it never feels like work!

He believes that in Nova Scotia we have many programs and opportunities to make our communities stronger. He is also convinced that the significance of having people connect with the services and help they need right away is critical. Otherwise problems get more severe and more difficult to manage. Bouncing around the system just makes life harder.

When asked for an example, Chuck said, "Try for yourself to go through the telephone book and find a service that you need. Sometimes services are categorized in a way that is not intuitive. Different

groups of people such as the elderly, folks who are not fluent in English or people who are in crisis may have extra challenges accessing information and navigating the system."

The full impact of 211 really hit Chuck when he visited 211 centres in the United States and Canada and saw firsthand what a difference the information referral specialists were making. He was very inspired by what he witnessed during the visit. "These information referral experts are making a difference in someone's life each time they answer a call and help make a connection. They do that, call by call, all day long, each and every day. Think of the sum of all that. Every day, seven days a week, 365 days a year these people are helping make connections in the community. The total of each of these important encounters over the long-term is amazing. That is the essence of 211 to me."

(Interview conducted by Taylor Johnston, guest editor and United Way volunteer.)

" There are many good reasons for 211 to come here. It was never a question of if 211 would happen in Nova Scotia, it was always when will 211 happen."

"These information referral experts are making a difference in someone's life each time they answer a call and help make a connection."



FRANK BEAZLEY

United Way Board Member.

“Students from Dartmouth High want to create a community garden!”

“Take Action Society wants to bring people together in their outdoor classroom and host talent shows and movie nights on the new stage!”

“Young at Heart Seniors Group planning a field trip!”

“Residents install a new sign welcoming people to Dartmouth North!”

These are just few of the compelling reasons we should all be interested in what can happen in neighbourhoods when residents work together. There are many communities within HRM that need support. Often there are complex challenges such as high unemployment, housing in need of repair, health issues, a higher than average mobility rate and high crime rates that tend to play a role in neighbourhoods development.

In 2006, United Way of Halifax Region started a program, Action for Neighbourhood Change, to help communities help themselves. This strategy was based on the belief that issues can be positively dealt with in the community by empowering its residents. It is believed that residents who are more engaged in their community are more likely to work together

and be more equipped to tackle systemic issues. Drawing on the success of this program in Spryfield and Dartmouth North, I was asked to chair an Interim Neighbourhoods Council to develop a 2011 Neighbourhood Strategy for Dartmouth North. I was honoured to sit with a group of community volunteers whose passion for neighbourhood improvement brought them together in spite of their very busy schedules, to envision the work of United Way for 2011 and beyond.

Highlights from these discussion included suggestions to guide United Way’s role in its future work in Dartmouth North:

- Be a facilitator and a convener.
- Lead from behind.
- Manage the “isolation” characteristics of the community.
- Be the glue.
- Build leadership.
- Fund Action Grants to engage people.
- Let the work reflect the diverse nature of the community.

In November 2010 The Interim Neighbourhood Council developed a plan for Dartmouth North based on three principles: continue to engage leaders; conduct research to understand the community; and move to a sustainable leadership-model that relies on local leadership.

When United Way’s Board of Directors questioned the impact and how it would be measured, our Council

responded with a document entitled “Our Vibrant Neighbourhood Strategy- Measuring Impact.” One of the significant things we learned is it is very difficult to evaluate at the neighbourhood level. However the Neighbourhood Council managed to come up with ways to outline outcomes and data collection methods.

Over the past number of years as Chief of Police for the Halifax Regional Municipality, I have asked myself many times how we as police and community can make our neighbourhoods safe, inclusive and welcoming. Within the Halifax Regional Police we have developed many strategies and programs to work with communities in an attempt to solve challenges. But police cannot do this type of work alone. Action for Neighbourhood Change is one of the necessary programs required for the long term response to community health and safety. Action brings together the people, knowledge and support required to create positive change for communities and the many diverse people who live in them. I consider it an honour to be part of this initiative.

When residents apply for grants to do something practical and meaningful in Dartmouth North, we are convinced that the mantra “When neighbours know neighbours, neighbourhoods are healthier, safer and more active places to live,” is accurately reflected in their hopes for their community.

Frank A. Beazley O.O.M.
Chief, Halifax Regional Police

“Over the past number of years as Chief of Police for the Halifax Regional Municipality, I have asked myself many times how we as police and community can make our neighbourhoods safe, inclusive and welcoming.”





JULIE-ANN VINCENT

Change at United Way

Imagine having slices and slices of bread but only enough peanut butter for a few sandwiches! One of United Way's volunteers used this analogy to describe what funding panels were facing when trying to divide up the Community Fund dollars year after year. In simple terms, there was never enough money to respond to the demand and make a significant difference.

Making change is important to any organization, but particularly to an organization like United Way of Halifax Region devoted to supporting community. Change is rarely easy or comfortable, but it can have a lasting, positive impact when done well and for the right reasons. United Way is here to meet the needs of our community which is something that is very vital. Without it, we would not be able to provide the ongoing support and leadership that has come to be expected of us.

For the past number of years, volunteers on funding panels have attempted to support as many of the agencies and programs in our community as possible. Unfortunately, limited resources have made it nearly impossible to tackle all of the important issues and programs within HRM. Distributing smaller and smaller amounts to more and more organizations doesn't really have lasting impact and may not keep agencies and programs running.

This is where Community Quest began two years ago. This process was meant to accomplish two goals: first, find a better and more effective way to invest community resources and second, find a way to raise all the resources required to support long-term, sustainable, positive change in the community.

United Way held a series of community conversations and conducted focus groups and surveys with various stakeholder groups to identify important issues facing HRM. As expected, many different ideas emerged. Two very important issues were identified: poverty and

health. Since then United Way staff and volunteers have been developing an approach that will ensure our focus on *Poverty to Possibility* and *Healthy People, Healthy Communities*, are addressed head on. We have also identified four strategies and outcomes relating to the issues:

- **Opportunities Strategy:** People have the skills and opportunities they need to achieve financial security.
- **Neighbourhood Strategy:** Neighbourhoods have strong resident engagement and local leadership to achieve positive change.
- **Social Capital Strategy:** People have the relationships they need to build a sense of belonging and to improve their wellbeing.
- **Healthy Living Strategy:** People have improved

“Making change is important to any organization, but particularly to an organization like United Way of Halifax Region devoted to supporting community. Change is rarely easy or comfortable, but it can have a lasting, positive impact if done well and for the right reasons.”

nutrition and active lifestyles to achieve physical wellbeing.

Over the next year, these strategies will be fully developed by a new group of volunteers making up Strategic Councils. When completed, they will identify ways United Way can create positive change in our community. They will work with local agencies to address strategic outcomes; they will involve specific ways to add value and identify new partnerships as we engage in new areas of activity that are non-traditional to United Way yet vital to a vibrant community.

United Way is poised on the edge of an exciting time, addressing issues important to HRM in a way that will have a lasting, measurable impact. We are looking forward to the good work ahead and what the future

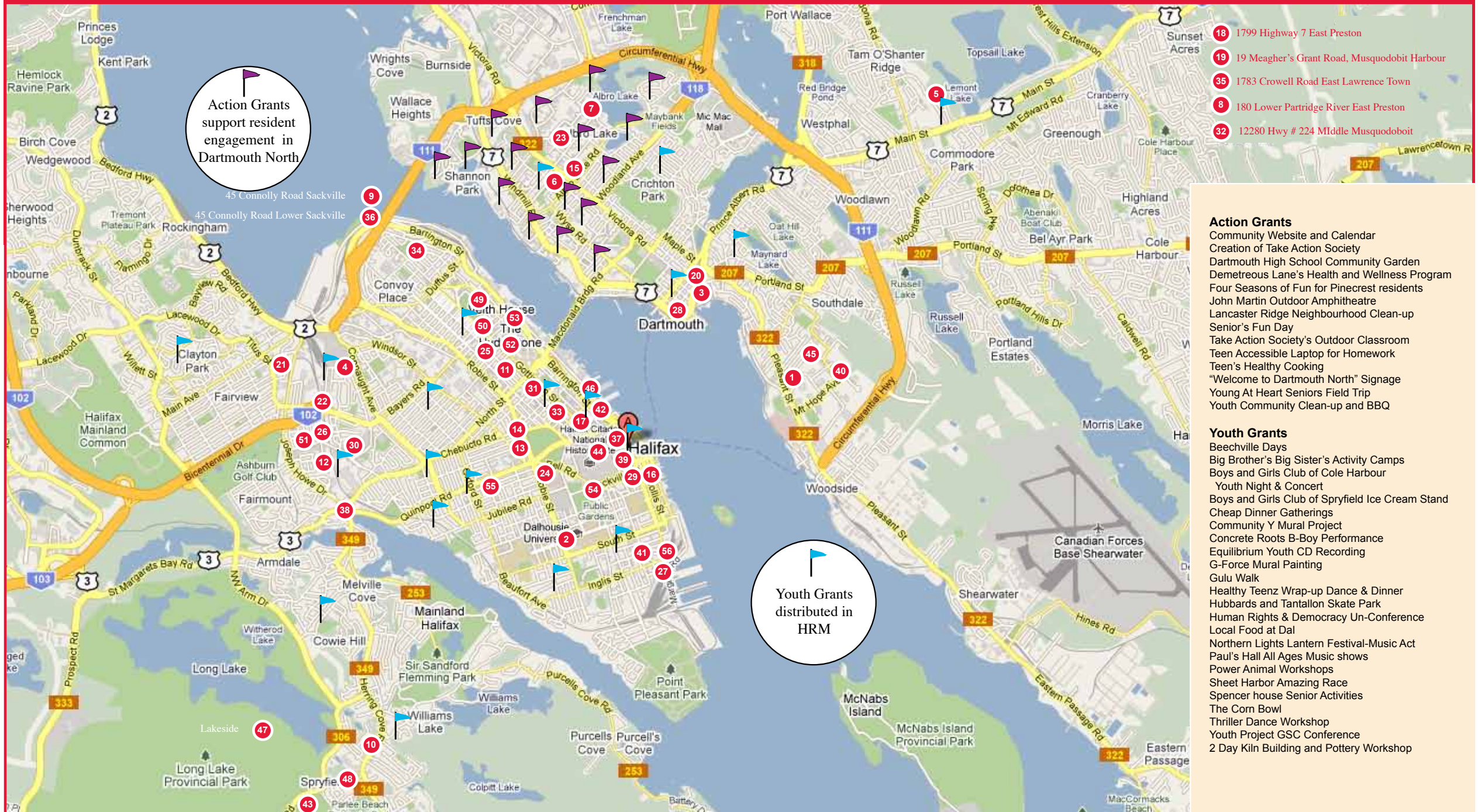
has in store. We believe this will help United Way achieve its own outcomes and change conditions of poverty and health in our community.

Julie-Ann Vincent, Chair
 Community Resources Committee



Graphic summary of Open Space community discussion in Summer, 2010

DONATIONS MAKE A DIFFERENCE



Action Grants support resident engagement in Dartmouth North

Youth Grants distributed in HRM

- 18 1799 Highway 7 East Preston
- 19 19 Meagher's Grant Road, Musquodoboit Harbour
- 35 1783 Crowell Road East Lawrence Town
- 8 180 Lower Partridge River East Preston
- 32 12280 Hwy # 224 Middle Musquodoboit

- Action Grants**
- Community Website and Calendar
 - Creation of Take Action Society
 - Dartmouth High School Community Garden
 - Demetreous Lane's Health and Wellness Program
 - Four Seasons of Fun for Pinecrest residents
 - John Martin Outdoor Amphitheatre
 - Lancaster Ridge Neighbourhood Clean-up
 - Senior's Fun Day
 - Take Action Society's Outdoor Classroom
 - Teen Accessible Laptop for Homework
 - Teen's Healthy Cooking
 - "Welcome to Dartmouth North" Signage
 - Young At Heart Seniors Field Trip
 - Youth Community Clean-up and BBQ

- Youth Grants**
- Beechville Days
 - Big Brother's Big Sister's Activity Camps
 - Boys and Girls Club of Cole Harbour
 - Youth Night & Concert
 - Boys and Girls Club of Spryfield Ice Cream Stand
 - Cheap Dinner Gatherings
 - Community Y Mural Project
 - Concrete Roots B-Boy Performance
 - Equilibrium Youth CD Recording
 - G-Force Mural Painting
 - Gulu Walk
 - Healthy Teenz Wrap-up Dance & Dinner
 - Hubbards and Tantallon Skate Park
 - Human Rights & Democracy Un-Conference
 - Local Food at Dal
 - Northern Lights Lantern Festival-Music Act
 - Paul's Hall All Ages Music shows
 - Power Animal Workshops
 - Sheet Harbor Amazing Race
 - Spencer house Senior Activities
 - The Corn Bowl
 - Thriller Dance Workshop
 - Youth Project GSC Conference
 - 2 Day Kiln Building and Pottery Workshop

- 1 Affirmative Industries Association of Nova Scotia
- 2 Alcare Place
- 3 Alice Housing
- 4 Bayers Westwood Family Resource Centre
- 5 Boys and Girls Club of Cole Harbour
- 6 Boys and Girls Club of Dartmouth
- 7 Boys and Girls Club of East Dartmouth
- 8 Boys and Girls Club of Preston Area
- 9 Boys and Girls Club of Sackville
- 10 Boys and Girls Club of Spryfield
- 11 Canadian Mental Health Association Halifax/Dartmouth
- 12 Canadian Paraplegic Association, Nova Scotia
- 13 Chebucto Links
- 14 Coverdale Courtwork Services

- 15 Dartmouth Family Centre
- 16 Deafness Advocacy Association of Nova Scotia
- 17 Dress For Success
- 18 East Preston Day Care Centre
- 19 Eastern Shore Family Resource Centre
- 20 Elizabeth Fry Society
- 21 Fairview Parent 'N Tot Meeting Place
- 22 Family Services of Support
- 23 Freedom Foundation of Nova Scotia
- 24 Halifax Sexual Health Centre
- 25 Home of the Guardian Angel - Chebucto Family Centre
- 26 Immigrant Settlement & Integration Services
- 27 Laing House
- 28 Learning Disabilities Association of Nova Scotia

- 29 Leave Out Violence (L.O.V.E)
- 30 Metro Community Housing Association
- 31 Metro Non-Profit Housing Association
- 32 Musquodoboit Valley Family Resource Centre
- 33 Nova Scotia Sea School
- 34 Progress Centre for Early Intervention
- 35 Roots of Empathy
- 36 Sackville Bedford Early Intervention
- 37 Saint George's YouthNet
- 38 SCRI Society (Social, Cultural, Recreational Inclusion for All)
- 39 Society of Deaf and Hard of Hearing Nova Scotians
- 40 Solutions Learning Centre
- 41 Spencer House Seniors' Centre
- 42 St. George's Friends of Clemente Society
- 43 St. Paul's Family Resource Institute

- 44 Stepping Stone
- 45 Supportive Housing for Young Mothers
- 46 The Lesbian Gay Bisexual Youth Project
- 47 The Marguerite Centre
- 48 Urban Farm Museum
- 49 Veith House
- 50 Veith Street Gallery Studio Association
- 51 Victorian Order of Nurses of Canada
- 52 Ward 5 Neighborhood Centre
- 53 Wee Care Developmental Centre
- 54 YMCA
- 55 Youth Voices
- 56 YWCA - Halifax



JOANNE KEIGAN

2010 Campaign Co-Chair

“I have been a long time supporter of United Way. First as a leader in my own workplace at Manulife Financial, then as Finance Chair on Campaign Management Team. And now as Co-Chair of the 2010 Campaign, I have gained an appreciation of the amazing commitment made in every single division.

My inspiration was seeing how deeply people care about this community, whether through CMT, loaned reps, United Way staff or people in organizations across the community. There is a true and deep desire to help people and to work together to build a stronger future for our community.”

Joanne’s determination and focus coupled with dedication to United Way, kept team leaders focused.

Thank you to Manulife Financial for the 2010 Leadership Grant.



United Way celebrated 85 years supporting our community throughout 2010.



ROBERT CHISHOLM

2010 Campaign Co-Chair

“There are men, brothers, fathers, sons, friends, who have addiction problems and are able to stay in a little house in Dartmouth for as long as it takes for them to beat their addiction. They must follow the rules, keep their room clean, look for work, attend counseling and not drink or engage in any of the behavior or addictions that brought them there. This agency wants to help put these people back into the community as positive

contributing members. The door to this house would not be open without the money raised from this campaign.”

These inspirational words were Campaign Co-Chair, Robert Chisholm’s introductory remarks at an event hosted by the Province of Nova Scotia.

Special thanks to the Campaign Management Team. They are the volunteer leaders representing all segments of our community. They set the overall goal, develop strategies to meet that goal, inspire both individuals and organizations within their division to step up to the challenge and to meet regularly to ensure we stay on track.

You’ve been an awesome team. Thank you to each of you for your passion, your commitment and your determination.

Joanne Keigan & Robert Chisholm

2010 Campaign Management Team

Robert Batherson, Colour
 Lea Bryden, Capital Health
 Karyn Cooling, Halifax Regional School Board
 Jean Crofts, Red Door Realty
 Chris Crowell, Good & Co., Chair Gen-Next
 Chris Daly, Department of Environment
 Paul DeWolfe, Scotiabank
 Rene Gallant, Emera Inc.
 Rick Garant, Canadian Auto Workers
 Brian Gray, Halifax Regional Fire & Emergency
 Carole Olsen, Halifax Regional School Board
 Paul Kent, Greater Halifax Partnership
 Allan Horsburgh, IWK Health Centre
 Charlie Hume, PCL Constructors Canada Inc.
 Gail Keeping, Department of Environment (NS)
 Danny Kingsbury, Rogers Broadcasting Ltd.

Peter Leslie, Justice Canada
 Greg Lutes, Metro Halifax
 Sheldon MacDonald, Bell Aliant
 Kim MacNeil, Department of Environment (NS)
 NCdt Mike MacPhee, Department of National Defence
 Charelle Maillet, Halifax Regional School Board
 Wayne Mercer, Canada Revenue Agency
 Bill Mosher, Halifax Regional Fire & Emergency
 Cdr Lin Paddock, Department of National Defence
 C.J. Purdy, Department of Transportation
 Capt(N) Brian Santarpi, Department of National Defence
 Kim Thomson, Dalhousie University
 Tom Traves, Dalhousie University



A Standing Ovation for Pacesetters!

Pacesetters are the organizations that make a commitment to support United Way before the Annual Workplace Campaign starts. They applaud our work in community. Each one on the list understands the value and importance of supporting our local community and they demonstrate their belief by committing to run campaigns and making corporate gifts in advance of our kick-off. We thank and celebrate their support with a standing ovation!

ARCOM Telecom Ltd.
 Atlantic CAT
 Atlantic Lottery
 Aviva Insurance Canada
 Bell Aliant
 Bell Canada
 Best Buy
 Canada Bread
 Canada Post
 CCL Group
 Ciena
 Concertia
 Convergys
 Costco
 Credit Union Atlantic
 Department of National Defence
 Enterprise

Equifax Canada
 ESRI Canada
 ExxonMobil
 Farnell Packaging
 Federal Government
 Future Shop
 Greater Halifax Partnership
 Growth Works Atlantic
 Halifax Regional School Board
 Healthcare Organizations
 HSBC
 I. H. Mathers & Son Ltd.
 IBM Canada Limited
 IMP Group International Inc.
 Imperial Oil
 Jazz Air LP
 Manulife Financial

Maritimes & Northeast Pipeline
 Medavie Blue Cross
 Metro News
 Molson Coors
 Municipal Government
 NS Power
 O’Regan’s
 P & H Milling Group (Dover)
 PCL Constructors Canada Inc.
 Pepsico Beverages Canada
 Post Secondary Institutions
 Precision BioLogic
 Provincial Government
 RBC Financial Group
 RICOH
 Rogers
 Scotiabank



UNITED WE CAN

You’ve set the pace once again. The momentum you create, snowballs throughout our campaign.

UNITED WE DID

You’ve been an awesome team. Thank you to each of you for your passion, your commitment and your determination.

THANK YOU

Volunteering at United Way Halifax.

Board of Directors

Candace Stevenson, Community Volunteer, Chair
 Bonnie Anderson, Community Volunteer
 Frank Beazley, Halifax Regional Police
 Robert Chisholm, Simon Chisholm Consulting
 Stephen Dempsey, Smart City Realty
 Glen Dexter, Canadian International Capital Incorporated
 Peter Doig, Emera Inc.
 Peter Fardy, Dalhousie University
 Tim Gillis, STI
 Chuck Hartlen, Bell Aliant
 Joan Jessome, Nova Scotia Union of Public Employees
 Chris Keevill, Colour
 Mary Morrissey, PLA Centre
 Capt(N) Brian Santarpia, Department of National Defence
 Belinda Smith, Indian and Northern Affairs Canada
 Kevin Stoddart, Knightsbridge Robertson Surrette
 Rustum Southwell, Black Business Initiative
 Julie-Ann Vincent, Community Volunteer
 Catherine Woodman, United Way of Halifax Region

Governance Committee

Chris Keevill, Colour, Chair
 Candace Stevenson, Community Volunteer
 Kevin Stoddart, Knightsbridge Robertson Surrette
 Rustum Southwell, Black Business Initiative

Community Resources Committee

Julie-Ann Vincent, Community Volunteer, Chair
 Bonnie Anderson, Capital Health
 Frank Beazley, Halifax Regional Police
 Andrea Cochrane, Community Health Board
 Glen Dexter, Canadian International Capital Incorporated
 Carrie Forbes, Community Volunteer
 Mary Martin, KCI Ketchum Canada
 David O'Neil, National Research Council of Canada
 Belinda Smith, Indian and Northern Affairs Canada
 Candace Stevenson, Community Volunteer
 Kit Waters, Community Volunteer

Funding Panels

Mike Beattie, ExxonMobil Canada
 Chris Bryant, Office of Policy and Priorities
 Lynn Casey, Community Volunteer
 Laura Charlton, BMO Financial Group
 Peter Fardy, Dalhousie University
 Glenn Grabove, Community Volunteer
 Sarah Grimmer, Community Volunteer
 Earle Hickey, Stantec Consulting
 Maureen Jeffries, Industry Canada
 Rhonda Lemire, Recreation Nova Scotia
 Roxanne MacLeod, Mindspring Management Inc.
 Mary Martin, KCI Ketchum Canada
 Joe McEvoy, Property Valuation Services Corp.
 David O'Neil, National Research Council of Canada
 Tracy Pack, Pepsico
 Claire Richardson, Community Volunteer
 Donna Rubenstein, Community Volunteer
 Sharon Rutland, Cambridge Suites
 Belinda Smith, Indian and Northern Affairs Canada
 Jennifer Thompson, Nova Scotia Department of Justice
 Kit Waters, Community Volunteer

Audit Committee

Tim Gillis, STI, Chair
 Kevin Shoebridge, Flying Phoenix Flight College
 Kevin Stoddart, Knightsbridge Robertson Surrette

Major Gifts Cabinet

Glen Dexter, Canadian International Capital Incorporated, Chair
 Doug Hall, Community Volunteer
 Murray Coolican, Nova Scotia Department of Energy
 Grant Machum, Community Volunteer
 Mary Martin, KCI Ketchum Canada
 Ward Skinner, Community Volunteer
 Carol Young, Community Volunteer

Tomorrow Fund Board of Trustees

Doug Hall, Community Volunteer, Chair
 Peter Doig, Emera Inc.
 Meghan Laing, Domus Realty
 Mary Martin, KCI Ketchum Canada
 Candace Stevenson, Community Volunteer
 David Wilson, Wilson's Fuel

Loaned Representatives

Susan Butler, Manulife Financial
 Chantal Casey, Canada Revenue Agency
 Sarah Nunes-Clement, Capital Health
 Jessica Hodgson, Nova Scotia Labour and Workforce Development
 Stephanie Howatt, Dalhousie University
 Ariel Li-Ix, Saint Mary's University
 Erika McMahon, Credit Union Atlantic
 Diane Pike, Scotiabank
 Julie Read, Halifax Regional Fire & Emergency
 Max Steinman, Dalhousie University

Women United for Community Steering Committee

Louise Abraham Pace, Community Volunteer
 Dale Godsoe, Community Volunteer
 Shirley Locke, Wellington West Capital Inc.
 Carol Young, Community Volunteer

United Way Staff

Evelyn Barkhouse, Chief Operating Officer
 Sue Barr, Director of Community Investments
 Alicia Billard, Campaign Manager (Jan-Sept)
 Bonnie Boyd-Read, Director of Personal Philanthropy
 Dave Carter, Neighbourhood Coordinator
 Emma Cooper, Intern & Youth Grants Facilitator
 Debra Curran, Data Management Assistant (Jan-Nov)
 Denise Green, Campaign Director
 Debbie Fleetham, Community Resources Assistant
 Matthew Fox, Campaign Assistant
 Karen Gilmore, Campaign Manager
 Shirley Hudson-Slaunwhite, Executive Assistant
 Courtney Larkin, Campaign Manager
 Carole McDougall, Director of Communications
 Emma Martin, Campaign Manager
 Geoffrey Milder, Campaign Manager
 Roxanne Millington, Data Management Assistant
 Peter Mortimer, Sr. Director, Community Resources
 Linda Rowe, Neighbourhood Coordinator
 Paul Shakotko, Director, Neighbourhood Change
 Jennifer Stephens, Finance Assistant
 Robert Wright, Program Manager 211
 Catherine Woodman, President & Chief Executive Officer



Ten Loaned Representatives spent four months during the fall of 2010 coordinating and implementing workplace campaigns across our community.



Riley Paris

Tammy Mercier **Lisa & Lydia Bugden** **Gwen Haliburton** **Dr. Joanna Zed** **Dr. Daurene Lewis**

Courtney Larkin **Christine Wilson** **Chris Power Mary-Lou Donnelly** **Carolyn Davis Stewart** **Carole Olsen Joanne Williams**



WHAT A YEAR



WHAT A FUTURE



STATEMENTS

Statement of Revenue and Expenses

United Way of Halifax Region Statement of revenue and expenses

Year ended December 31	2010	(Restated) 2009
Fundraising revenue (Note 8)		
Workplace campaign	\$ 5,552,574	\$ 5,709,105
Other fundraising	80,628	63,000
Funds to be transferred to other United Ways	22,548	5,937
Funds transferred from other United Ways	498,106	150,000
	<u>6,153,856</u>	<u>5,928,042</u>
Less: Uncollectible pledges	284,987	290,832
Net fundraising revenue	<u>5,868,869</u>	<u>5,637,210</u>
Other revenue		
Other income	23,373	2,000
Interest on investments and deposits	5,450	4,247
Investment income	-	8,057
	<u>5,897,692</u>	<u>5,651,514</u>
Expenses		
Fundraising expenses	<u>987,599</u>	<u>1,000,724</u>
Net revenue available for programs	<u>4,910,093</u>	<u>4,650,790</u>
Support to the Community		
Funded agencies	2,322,760	2,141,000
Designations	1,747,027	1,666,131
Community resource services	546,662	545,379
Action for Neighbourhood Change (Note 7)	196,217	188,692
Allocation to United Way of Canada	37,374	43,698
Designations to other United Ways	22,548	5,937
211 Advocacy & Start Up	20,848	45,220
Youth engagement	9,500	-
Small grants	2,750	2,760
	<u>4,905,686</u>	<u>4,638,817</u>
	<u>4,407</u>	<u>11,973</u>
Tomorrow fund revenues		
Memorial	400	100
Bequest and foundation	2,070,456	4,439
Interest on investments	7,976	-
Unrealized investment gains	20,187	-
	<u>2,099,019</u>	<u>4,539</u>
Excess of revenue over expenses	<u>\$ 2,103,426</u>	<u>\$ 16,512</u>

The following excerpts are taken from United Way of Halifax Region's audited set of financial statements, for the year ended December 31, 2010 and presented to the Board of directors on April 19, 2011, by Grant Thornton LLP. Copies of the complete set of financial statements may be obtained from the office of United Way of Halifax Region, 7th floor, Royal Bank Building located at 46 Portland Street, Dartmouth Nova Scotia or at www.unitedwayhalifax.ca

Balance Sheet

United Way of Halifax Region

(Restated)

December 31	General Fund	Capital Asset Fund	Tomorrow Fund	2010 Total	2009 Total
Assets					
Current					
Cash and cash equivalents	\$ 193,553	\$ -	\$ 957,584	\$ 1,151,137	\$ 956,725
Short term investments, at market value	1,664,921	-	1,313,169	2,978,090	621,222
Pledges receivable (Note 3)	4,597,786	-	-	4,597,786	4,750,649
Receivables	66,559	-	6,756	73,315	79,087
Accrued investment income	3,311	-	3,251	6,562	1,204
Prepays	20,910	-	-	20,910	24,103
	<u>6,547,040</u>	<u>-</u>	<u>2,280,760</u>	<u>8,827,800</u>	<u>6,432,990</u>
Capital assets (Note 4)	-	53,810	-	53,810	64,000
	<u>\$ 6,547,040</u>	<u>\$ 53,810</u>	<u>\$ 2,280,760</u>	<u>\$ 8,881,610</u>	<u>\$ 6,496,990</u>
Liabilities					
Current					
Payables and accruals (Note 5)	\$ 678,622	\$ -	\$ -	\$ 678,622	\$ 701,805
Funded agencies - current campaign	2,322,760	-	-	2,322,760	2,141,000
Deferred 211 Initiative	265,000	-	-	265,000	200,000
Deferred campaign revenue (Note 6)	1,738,648	-	-	1,738,648	1,681,031
	<u>5,005,030</u>	<u>-</u>	<u>-</u>	<u>5,005,030</u>	<u>4,723,836</u>
Fund balances					
General fund	955,123	-	-	955,123	1,262,059
Reserve for future operations	586,887	-	-	586,887	265,354
Capital asset fund	-	53,810	-	53,810	64,000
Tomorrow fund	-	-	2,280,760	2,280,760	181,741
	<u>1,542,010</u>	<u>53,810</u>	<u>2,280,760</u>	<u>3,876,580</u>	<u>1,773,154</u>
	<u>\$ 6,547,040</u>	<u>\$ 53,810</u>	<u>\$ 2,280,760</u>	<u>\$ 8,881,610</u>	<u>\$ 6,496,990</u>

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CANDACE STEVENSON

Board Chair

In 2010 we celebrated 85 years in our community. We told our story of community members coming together to provide food, housing, medical care and transportation for others after the Halifax Explosion in 1917. The Community Chest was founded as a direct result of those efforts and in 1925 the first donation was received.

Over the years the name has changed to United Appeal and then United Way. Our symbol is well known and people know we support programs for people in our local community.

There is less understanding of the determined and deliberate effort volunteers make to ensure dollars make a measurable difference in the lives of so many in our community. We are increasingly asked to do more with the resources we receive from generous workplace donors, corporate contributions and community members. Each year, the requests for agency funding outpace the funds available.

For the past number of years we've worked to be more targeted with investments in agencies in our community. In the summer of 2010 we asked people in our community to help us focus our work so we could

articulate outcomes for United Way and increase our ability to raise money for the Community Fund. We held open meetings, coordinated focus groups with community based agencies, volunteers, residents, and donors and we conducted an online survey to get a good understanding of community conditions.

Led by a diverse group of volunteers and staff, we are now focusing on two major issues that we are determined to impact: Poverty and Health. Soon, we will be working with our community in both traditional and new ways to make a difference in the way we impact community. This is an extension of the work United Way began more than a decade ago. We are confident this is the best course for our energy and efforts to build our community.

We have had outstanding financial achievements over the past year. The Trustees of the Chronicle Herald's Rainbow Haven Opportunities Fund entrusted their significant assets to our United Way. The funds are now endowed in the United Way Tomorrow Fund as The Chronicle Herald Rainbow Haven Fund, where they will continue to be carefully managed for the future. A percentage of the income generated from the fund will help support opportunities for youth in the spirit of the Rainbow Haven goals.

CATHERINE J. WOODMAN



President & CEO

Campaign Co-Chairs, Joanne Keigan and Robert Chisholm were a dynamic team committed to action, quick to congratulate, and fearless in their dedication. Together with their team they raised more than \$6.3 million for our community. We were very fortunate to receive a Leadership Challenge Grant of \$85,000 from Manulife Financial to encourage new and increased donations at the leadership level. For every new donor contributing \$1000 or more to United Way's Community Fund, Manulife offered matching funds.

Thirteen prominent women raised money through an online campaign to help us celebrate 85 years. Women United for Community was a first time initiative raising additional funds for the Community Fund.

In the recent provincial budget, the Government of Nova Scotia announced funding for 211 Nova Scotia, giving all Nova Scotians easy access to community, government, health and social support will be realized. This is a great achievement for our volunteers, staff and government officials who worked tirelessly for many years to make this a reality. Within eighteen months this service will be operational in our province.

We are grateful to the volunteers, donors, agencies, business, labour and government organizations who contribute to our success every day. You make the United Way dream possible. Your support is critical to our future success as we continue to work towards the goal of having our community reach its potential.

Candace Stevenson Board Chair
 Catherine J. Woodman President & CEO



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Vision

Our vision for community is that neighbourhoods are thriving, supportive and safe places, community partners share knowledge resources and skills and everyone can have a healthy life and participate in the community.

Mission

United Way brings people and organizations together to build vibrant neighbourhoods and strengthen our community.

Values

I believe in my community. I believe that its success depends on the people who live in it. That everyone has something to contribute. That everyone deserves respect. That everyone's potential can be realized. That diversity is vital. That every person has value. That everyone needs help and everyone can offer help. That a safe, supportive community is everyone's responsibility. I believe in possibility.



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