



Renfrew County  
**United Way**

## **Board of Directors 2013/2014**

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### ***Executive Committee***

**Shelley Rolland-Poruks**, Chair  
(Elections Canada –  
Gatineau, QC)

**Barbara Borutskie**, Treasurer  
(Renfrew County Community  
Resource Centre – Barry's  
Bay/Killaloe)

**Cathi Fairfield**, Chair – Funds  
Distribution Committee  
(Pillar 5 Pharma - Arnprior)

### ***Directors***

**Major Chloeann Summerfield**  
(Garrison Petawawa)

**Sue D'Eon**  
(Canadian Nuclear Laboratories –  
Deep River)

**Doug Steeves**, Renfrew & District  
Labour Council Representative  
(Retired - Cobden)

**Anne Giardini**, Deputy Mayor  
(Town of Laurentian Hills)

**Dr. Laura Bannister**  
(Canadian Nuclear Laboratories –  
Chalk River)

**Fran Moyles**  
(Retired - Beachburg)

**Janet Wilson**  
(Retired - Renfrew)

### ***Staff***

**Gail Logan**, Executive Director  
**Samantha Demers**,  
Administrative Assistant

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# 2014 Annual Report



2014 saw some important milestones and as promised at last year's AGM, there were some big changes that took place. Early in the year, we embarked on a review to evaluate operating expenses - namely, the costs associated with having a physical office. As we're an organization dedicated to continuous improvement, both administratively and financially, we determined we no longer needed the large space we leased in the west end of Pembroke.

While the space was great, it was largely unused and it didn't allow for spontaneous networking, as it was situated in a business park setting. Through much research and careful consideration, a location was found in downtown Pembroke that was not only better for our bottom line, but it also surrounded us with like-minded businesses and people. While the move took a lot of effort, it was worth it. Already we are seeing better recognition of our brand and we are connecting with new people and opportunities.

2014 also saw a different kind of networking. Together with our Eastern Ontario colleagues at United Way Lanark, United Way Centraide Ottawa and United Way Centraide Prescott Russell, we spent a lot of time discussing ways in which we could share resources and work better together.

Being a small United Way with a budget of less than \$500,000 and staff of only 1.5 employees, it can be very difficult to establish new programs, fundraise with large companies and develop state of the art marketing campaigns. By collaborating and partnering together, there are increased fundraising opportunities for our United Way, which will directly serve our community and also serve to enhance the United Way brand across Eastern Ontario.

Both of these initiatives speak to the importance of collaboration, innovation and not being afraid of making tough decisions. This is as important this year as it was in 2013. Our donors throughout Renfrew County and Eastern Ontario want to know that the charities they support are lean and effective in delivering their mandates.

I would be remiss if I didn't mention our greatest success this year – we achieved our fundraising goal! We've not been able to do this for several years and it speaks volumes to the work that was done by staff, volunteers, donors and our workplace campaigns. It has been a pleasure to work with all of you this year as we tackled these important milestones. Thank you so much!

Shelley Rolland-Poruks  
Board Chair

**Give. Volunteer. Act.**

# 2014 Annual Report

## Special Events



**United Way Community BBQ – August 27, 2014**  
Waterfront Park, Pembroke

*Volunteer servers Doug Tennant and Jonathan Hanna*



**Garrison Petawawa Pancake Breakfast**  
September 26, 2014 – Petawawa

*Officers serving enlisted and civilian personnel*



**4<sup>th</sup> Annual New Flyer Industries Bull Pull Event**  
October 8, 2014 - Arnprior

*Canadian Nuclear Laboratories (CNL) Winning Team' from Chalk River with Gail Logan-McMeekin, United Way Executive Director and Shannon Laughlin, New Flyer Industries Bull Pull Co-ordinator*



**Cheque presentation to North Renfrew Family Services**  
July 8, 2014

*Al Rose, Board Member; Kelly Hawley, Executive Director; Caroline Waddington, Board Chair; Claire Watts, Board Member; Gail Logan-McMeekin, United Way Executive Director; Stephanie Gesner, Counsellor; and, Fred Adams, Board Member*



**A very successful new event at Algonquin College in 2014!**



**CNL cheque presentation – December 4, 2014** Dr. Robert (Bob)

*Walker – President & CEO – Canadian Nuclear Laboratories (CNL); Nicole LeBlanc – Communications Officer, CNL; Gail Logan-McMeekin – United Way Executive Director; and Shelley Rolland-Porruks – United Way Board Chair and Senior Strategic Communications Advisor – Elections Canada*



24 hours a day, 7 days a week  
Free | Confidential | Live Answer

**United Way provides financial support to Ontario 211 service for Renfrew County**



# 2014 Annual Report

## ED's Report

Gail Logan-McMeekin, Executive Director



What a great year 2014 has been! For the first time in several years, the United Way exceeded our annual campaign fundraising goal and I extend my sincere appreciation to all of the very generous individuals and workplace campaign donors who helped us to raise more money for the most vulnerable in our region. Bravo!

We held a soft launch Community BBQ in Pembroke at the Waterfront Amphitheatre on Aug. 27<sup>th</sup>. And the 2014 campaign officially kicked off at a Breakfast event held in Renfrew and the Bonnechere Manor on September 17<sup>th</sup>.

Algonquin College surpassed their workplace campaign goal and held a number of new events including a Book Sale, a Jewellery Sale and a Men's Tea party event.

I want to recognize the Board of Directors who all work very hard throughout the year to promote the United Way and help to raise funds that benefit individuals and families throughout the area. I also extend our gratitude and thanks to Renfrew County Warden Peter Emon, our 2014 Honorary Campaign Chair.

The Warden's 10<sup>th</sup> Annual Golf Tournament was held on September 5<sup>th</sup> in Renfrew and the United Way was the chosen charity to receive the proceeds from the event. My husband Warren and I golfed with Carmen Goold from the Province of Ontario and Mike Barber from the County. What a terrific day it was and thanks again to Peter for supporting us through this fun event.

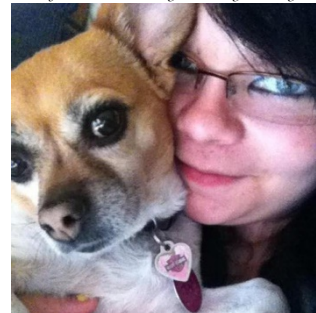
Katie Maclellan, a very courageous and lovely young woman who was helped to overcome significant challenges by the Robbie Dean Family Counselling Centre, was our featured success story for 2014.

Katie, Warden Peter Emon, our Board Chair Shelley Rolland-Poruks and I joined Dr. Robert Walker, President & CEO of CNL at the campaign kick-off on November 9<sup>th</sup>. We greeted everyone with workplace pledge forms and Katie spoke personally to many of the employees.

In addition, Katie was the subject of a video produced by the CNL communications team and was featured on the employee intranet in advance of the campaign kick-off. The video is also available on our website.

I know that Katie's personal story touched the hearts and minds of many employees. The number of donors participating in the campaign increased and employee giving exceeded their target by raising a whopping \$142,000!

*Katie Maclellan and her favourite furry friend.  
Sincere thanks from United Way to a very brave young woman!*



*Katie was helped by the Robbie Dean Family Counselling Centre's caring and compassionate staff and their therapy services.*

*"When I walked into the Robbie Dean Family Counselling Centre (RDFCC) for help, I had no idea what to expect. It turned out to not be just a normal centre where I went for my hour-long therapy session and learned different coping mechanisms and various ways to handle stressful situations. I walked in and walked out of the Centre with the biggest gift of all, my life.*

*The Centre literally saved my life.*

*Without the continuous care and understanding, not only from my therapist and from the counsellor who runs the crisis clinic, but also from the administrator Monique, I wouldn't be where I am today – alive and on my way to recovery."*

Garrison Petawawa once again held a number of events supporting United Way including their annual 'Engineer at the Top' and Pancake Breakfast. This wonderful group of enlisted personnel and civilian staff also exceeded their 2014 campaign target and raised over \$60,000. Thank you so much for all you do!

At the end of 2014, we moved our office to the Pembroke Business Centre downtown. We are now co-located with a number of small businesses and the Upper Ottawa Valley Chamber of Commerce. It's a great location and we invite you to stop by and say hello

Once again, I look forward to working with you to continue to increase our annual campaign revenues that will help more of our friends and neighbours throughout Renfrew County. It's a pleasure to serve!

Cheers,  
Gail



**Together, we are possibility.**



Renfrew County  
**United Way**

## 2014 Audited Financial Statements\*\*\*

Renfrew County United Way – December 31, 2014

### BALANCE SHEET

	2014	2013
<b>ASSETS</b>		
<b>Current</b>		
Cash	\$ 129,238	\$ 101,905
Short term investments	101,700	100,892
Accounts receivable	9,862	9,902
Pledges receivable	327,453	275,116
Prepaid expenses	779	4,518
<b>Sub-total</b>	\$ 569,032	\$ 492,333
Contributions held by United Ways of Ontario	5,233	4,919
<b>TOTAL</b>	<b>\$ 574,265</b>	<b>\$ 497,252</b>
<b>LIABILITIES</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	\$ 17,296	\$ 13,559
Funded agency distributions payable	42,575	-
Donor designations payable	9,964	22,181
Deferred contributions	383,717	389,482
<b>Sub-total</b>	\$ 453,552	\$ 425,222
<b>NET ASSETS</b>		
Externally restricted – held by United Ways of Ontario	\$ 5,233	\$ 4,919
Unrestricted	115,480	67,111
<b>Sub-total</b>	\$ 120,713	\$ 72,030
<b>TOTAL</b>	<b>\$574,265</b>	<b>\$ 497,252</b>

\*\*\*The full set of 2014 Audited Financial Statements including Schedules and Notes is available on the Renfrew County United Way website: [www.renfrewcountyunitedway.ca](http://www.renfrewcountyunitedway.ca) or by contacting the office by email: [info@renfrewcountyunitedway.ca](mailto:info@renfrewcountyunitedway.ca) or by telephone: 613-735-0436. Thank you.



## 2014 Audited Financial Statements\*\*\*

Renfrew County United Way – December 31, 2014

### INCOME STATEMENT

	2014	2013
<b>REVENUES</b>		
Campaign revenue	\$ 314,100	\$ 342,880
Special events	7,243	2,901
Campaign funds transferred from other United Way	82,636	74,946
<b>Sub-total</b>	<b>\$ 403,979</b>	<b>\$ 420,727</b>
Less: uncollected pledges	13,507	11,903
Net campaign revenue	\$ 390,472	\$ 408,824
Bingo	11,886	17,387
Other grants	1,235	-
Designation administration fees	1,104	2,465
Investment earnings	807	1,362
<b>TOTAL</b>	<b>\$ 405,504</b>	<b>\$ 430,038</b>
Campaign fundraising expenditures	97,707	91,401
<b>Net revenue available for programs</b>	<b>\$ 307,597</b>	<b>\$ 338,637</b>
<b>PROGRAM EXPENDITURES</b>		
Funded agency distributions	\$ 145,040	\$ 234,900
Donor designations	25,828	24,645
Other distributions	353	1,964
Community engagement and development	31,818	19,178
United Way Endowment Fund – Deep River	-	5,000
211 Service	12,160	-
Allocation of general management and administrative expenditures	44,019	39,637
<b>Sub-total</b>	<b>\$ 259,228</b>	<b>\$ 325,324</b>
<b>TOTAL</b>		
Excess of Revenues over expenditures for the year	<b>\$ 48,369</b>	<b>\$ 13,313</b>

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## 2014 Annual Report

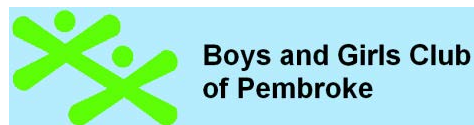
### Funded Agencies



**\$4,500** for program supplies targeting seniors and shut-ins



**\$15,000** for an Adult Day Program for youth 18+ with developmental disabilities



**\$20,000** for Healthy Minds, Healthy Bodies – Kids Community Kitchen



**\$20,000** to implement Thrive Phase 3 web portal for Youth



**North Renfrew Family Services Inc. \*\*\***

**\$20,000** to implement Successful Relationship Building Program

\*\*\*NRFS also received \$14,750 in additional funds for 2014; 80% of the proceeds generated from the Annual Deep River Door-to-Door canvass held in 2013.



**\$9,000** for Pre and Post-Natal Nutrition Program



**\$8,000** to implement Culinary Program for at-risk Youth registered with the Youth Services Hub in Pembroke



**\$24,000** for the Amplify 2014 Youth Summit event and a pilot Bullying Prevention Program in Deep River and area

### Deep River & District Family Enrichment Network

**\$1,000** to deliver a Positive Discipline in Everyday Parenting training program in Deep River and Chalk River

### Pembroke Regional Hospital Foundation & MacKay Manor

**\$1,000** to assist severely mentally ill clients to stop smoking, improve general fitness and quality of life.

### Whitewater Bromley Community Health Centre; A part of Lanark Renfrew Health Community Services

**\$1000** to increase capacity to offer Nordic Walking Classes

**\$12,160** to support 211 free information service

# 2014 Annual Report

## Message from United Way Centraide Canada

Community impact is about achieving meaningful, long-term improvements to the quality of life in Canadian communities, by addressing not just the symptoms of problems but also getting at the root causes. It's about making fundamental changes to community conditions.

All United Way Centraides are working together for real change to happen. We do this by:

- *Influencing public attitudes, systems and policies*
- *Focusing on underlying causes of social issues*
- *Strengthening the network of services and the capacity of non-profits and the community*
- *Engaging and mobilizing the community's financial resources, influence, time, knowledge and action*

By combining community engagement with priority-setting and collaborative action at multiple levels, communities and Canada's United Way Centraides are together achieving lasting, measurable change.

## Our focus areas

United Way Centraide has three main areas of focus, which are:

From poverty to possibility	Healthy people, strong communities	All that kids can be
<ul style="list-style-type: none"><li>• Moving people out of poverty</li><li>• Meeting basic human needs (Ex. food, shelter, and jobs)</li></ul>	<ul style="list-style-type: none"><li>• Improving access to social and health-related support services</li><li>• Supporting resident and community engagement</li><li>• Supporting community integration and settlement</li></ul>	<ul style="list-style-type: none"><li>• Improving access to early childhood learning and development programs</li><li>• Helping kids do well at school and complete high school</li><li>• Making the healthy transition into adulthood and post-secondary education</li></ul>

**Together, we are possibility.**

## Responsible Stewardship

At United Way Centraide, we are mindful of the significant trust placed in us. Maintaining the confidence of our donors and partners through transparency and by following rigorous ethical standards continues to be a top priority.

United Way Centraide has a long history of responsible stewardship of our community's resources. We continue to be acknowledged for our best practices promoting openness and accountability and make our administrative and fundraising costs available to the public.

In addition to following the standards set by the Canada Revenue Agency, United Way Centraide Canada has developed its own Transparency, Accountability and Financial Reporting policies, which are intended to ensure the highest degree of transparency and accountability when reporting financial information by member United Way Centraide organizations.

United Ways Centraides (UWCs) strive to ensure that, of every dollar raised, as much as possible goes to the community. With some of the lowest operating costs in the sector and well below the 35% recommended by the Canada Revenue Agency (CRA), donating to local United Ways Centraides is one of the best ways to ensure that every donation goes directly to where it's needed most.

Leveraging donor gifts with investments from partner organizations, engaging hundreds of thousands of volunteers to support our work, and soliciting pro-bono services, sponsorships and in-kind donations are ways we keep our costs low and maximize the investment in our local communities.

United Way Centraide Canada is proud to be a member of **Imagine Canada** and to be recognized for its leadership role in the non-profit sector.





# 2014 Annual Report

## Our Mission

*We will identify and address the needs of our community by organizing the resources of community members to help one another.*

## Our Vision

*We shall be a dynamic, caring organization providing for the needs of the community, through involvement, collaboration, innovation and financial support.*

## Our Promise

*The Renfrew County United Way is a community of caring donors and energetic volunteers in Eastern Ontario who work year-round, raising funds to achieve the charity's mission.*

*We are committed to playing a leadership role in bringing the community together to deal with high priority issues, so that positive social change can take place.*

**2014/2015 Board of Directors:** (front) Cathi Fairfield, Shelley Rolland-Poruks, Barbara Borutskie. (back) Sue D'Eon, Doug Steeves, Ron Kapchinsky, Anne Giardini. Missing from photo: Doug Tennant.



**Together, we are possibility.**

# 2014 Calendar of Events



LCBO **Point of Sale** fundraisers – July 24<sup>th</sup> to August 10<sup>th</sup>  
– all Renfrew County store locations  
LCBO Pembroke **Community BBQ** – July 26<sup>th</sup>  
United Way **Community BBQ** – August 27<sup>th</sup>  
**Warden's 10<sup>th</sup> Annual Golf Tournament** – September 5<sup>th</sup>  
Garrison Petawawa **'Engineer at the Top'** -  
September 24<sup>th</sup> to 26<sup>th</sup>  
Garrison Petawawa Campaign **Kick-off Pancake Breakfast** - September 26<sup>th</sup>  
LCBO **Point of Sale** fundraisers – September 25<sup>th</sup> to  
October 9<sup>th</sup>  
Algonquin College **Jewellery Party** – October 1<sup>st</sup>  
Algonquin College **Book Sale** – October 14<sup>th</sup> to 31<sup>st</sup>  
Garrison Petawawa Campaign **Wrap-up Breakfast** -  
October 2<sup>nd</sup>  
New Flyers Industries **4<sup>th</sup> Annual Bus Pull** -  
October 8<sup>th</sup>  
Algonquin College **Spaghetti Dinner & Pie Sale** –  
October 9<sup>th</sup>  
**Taste of the Valley** Cobden – October 18<sup>th</sup>  
Algonquin College **Spaghetti Dinner** -  
October 30<sup>th</sup>  
Alterna Savings and Meridian Credit Union  
**Spaghetti Dinner** – November 22<sup>nd</sup>  
**Giving Tuesday** at the Pembroke Mall -  
December 2<sup>nd</sup>  
United Way 2014 Campaign **Touchdown Reception** -  
January 21, 2014



Renfrew County  
**United Way**