



United Way
Thunder Bay

Frequently Asked Questions

Q.1 How much does United Way spend on fundraising and administration?

United Way of Thunder Bay strives to ensure that, of every dollar raised, as much as possible goes to the community. Last year, United Way's fundraising and administration costs were just 26.5%— below the 35% threshold recognized by the Canada Revenue Agency (CRA).

More information on Cost Revenue Ratios is available on the Imagine Canada website.

Q.2 What does United Way do to keep its costs low?

- United Way keeps costs low by leveraging the tremendous efforts of more than 20,000 volunteers across the community and with the help of Sponsored Employees who are seconded from workplaces to United Way for the annual campaign.
- Many goods and services provided to United Way are either generously donated or offered at a reduced rate. These services include free advertising space from a number of newspapers, magazines, radio stations, TV stations and outdoor media, legal services or other goods and services, such as financial audits and office supplies.
- Through a Gift-in-Kind program, United Way distributes donated items worth more than \$1 million annually to our community partners and their clients. These include donations like computer equipment, surplus goods and office furniture.
- United Way recruits various professionals, including lawyers, human resources specialists and consultants to volunteer with agencies, giving these community organizations access to important services that many could otherwise not afford.
- Special event costs are offset by generous sponsorships and ticket sales.

Q.3 What makes an organization eligible for United Way funding?

For United Way funding, an organization must:

- Be a non-profit, registered charitable organization that does not exist solely for the purpose of furthering a particular political or religious objective.
- Be incorporated and registered as a charitable organization under the Canada Income Tax Act.
- Provide programs and services of a social or community related nature.
- Meet a vital, local community need that aligns with United Way's Community Impact strategies
- Be operated by a volunteer Board of Directors that reflects the community it serves. This board must be responsible for the development, delivery and evaluation of services and the efficient and effective management of the agency's programs and budget.
- Effectively use volunteers in the delivery of service.
- Be supportive of United Way, our operating policies and campaign efforts.

Q.4 How are agencies assessed?

United Way member agencies go through a rigorous assessment process. They are required to submit written reports that demonstrate their progress based on the following criteria:

- **Program effectiveness**—does the agency meet its mandate and demonstrate positive impact in the community?
- **Accessibility**—do staff and volunteers reflect the community being served and address any barriers to accessibility?
- **Governance and strategy**—does the agency have the appropriate legal oversight and accountability, strategic planning, board structure and administration, monitoring and evaluation in place?
- **Financial management**—does the agency maintain proper financial statements, sound budgeting, risk assessment, asset protection, fundraising, and sustainability processes?
- **Human resources**—does the agency demonstrate effective and efficient use of staff resources?

Q.5 What is United Way's main strategies for building better lives?

We analyze a wide range of research that identifies broad trends, demographics and Statistics Canada data, to give us a clearer picture of the underlying conditions that lead to social problems. United Way research reports like *The Precarity Penalty*, *The Opportunity Equation* and *Leaving Home: Youth Homelessness in York Region*, help us develop evidence-based approaches aimed at improving social conditions.

United Way's strategic plan is committed to strengthening our community in three significant ways:

Building Strong Communities Strategy

Our vision for Thunder Bay is a place where all of our neighbourhoods are healthy, vibrant places to work, live and raise a family.

And we're proud of everything we've been able to accomplish over the last decade of working in priority neighbourhoods. We've helped hundreds of local residents build their capacity for leading change, built Community Hubs and brought new services to areas that needed them most, and provided targeted funding for local projects

Our neighbourhoods strategy is a place-based approach for addressing issues like poverty, social isolation and lack of accessible community infrastructure in Toronto's inner suburban neighbourhoods. We're also in the process of developing an integrated neighbourhood approach refining and expanding our work for the entire region, which we hope to initiate next year.

Some of the main components to our neighbourhoods strategy include:

- Action for Neighbourhood Change (ANC)—a resident engagement and community building initiative.
- Community Hubs—a broad range of community agencies, groups, programs and services in one shared local space.

Youth Success Strategy (YSS)

This strategy is designed specifically to connect young people who face barriers—like poverty and under-education—to meaningful career opportunities. Our goal is to help these important young people obtain credentials for in-demand jobs, develop soft skills like written and verbal communication, make connections to professional networks, and gain valuable work experience

Main components of our youth strategy include:

- Career Navigator™— An education-to-employment pipeline that provides a set of coordinated education, training and support services, helping vulnerable youth gain industry recognized credentials needed for career opportunities in five growth industries.
- NetWORKS—An employment networking and mentoring initiative that creates new opportunities for youth to make the professional connections they need to find meaningful employment.
- Youth Success Program Grants—Offer 1 year to 3-year funding to agencies with either proven or promising education to employment programs designed for youth facing multiple barriers, which deliver on one or more of United Way's Youth Success Strategy's four key objectives:
 - ✓ Increasing applications to post-secondary education or training
 - ✓ Increasing access to experiences that build the soft-skills crucial to employers, like communication and problem-solving
 - ✗ Creating connections to networks relevant to finding and accessing career opportunities
 - ✓ Increasing access to meaningful career opportunities for high-school graduates

Community Services Sector (CSS) strategy

This strategy continues to strengthen a foundation of local services in every corner of the region. CSS supports a diverse, dynamic portfolio of community partners and enable our funding to respond to new and emerging needs. We envision a city and region united by a strong community services sector and want every person in every community to have the services and supports they need to build a better life.

We have identified the following results:

- Strengthened community agencies that are responsive, sustainable and effective
- A strong network of community services to help people build a better life
- A strong network of community sector-serving agencies that are able to raise public awareness, influence social policy issues and create a responsive sector, including a group of Anchor Agencies. These Anchors represent multi-service agencies that will work closely with United Way in the coming years to provide local services, contribute to United Way's research and advocacy agenda, and take on a more active role in strengthening the sector through a new Anchor Forum—a gateway to bringing communities and donors into the process of change.

Q.6 How does a person in need find the best place to get help?

- **211north.ca**, by dialing 211 or **uwaytbay.ca**.
- A list of all of United Way's funded agencies with contact information can be found at **uwaytbay.ca**

Q.7 In addition to my donation, how can I engage with United Way?

- Become a committee or campaign team member. If you are passionate about philanthropy and wish to see your community thrive this may be an opportunity for you to consider. Helping the United Way to share our message and raise dollars for our funded programs is the primary function of our Campaign Team and committee members.
- Volunteers are the heart and soul of United Way, and we offer a variety of opportunities for people to make a difference in their community.
- You can get involved in specific events that require short-term commitments like the annual Great Billboard Rescue or the Wasaya Plane Pull, or you can participate in more long-term activities such as a volunteer committee or panel. United Way agencies also offer a wealth of volunteering opportunities.
- People in their 20s and 30s can get involved with the GenNext program at United Way. This can include getting involved with the planning of Day of Caring event, being a GenNext Ambassador in the workplace, or sitting on the GenNext Cabinet.

Q8. In addition to running a workplace campaign, how can organizations support United Way?

Organizations can become engaged in United Way's work beyond running a workplace campaign by making a corporate donation; participating in United Way events; seconding or sponsoring an individual to the Sponsored Employee Program; special event sponsorships; Gift-in-Kind donations; and professional service contributions.

Q.9 Why do some agencies have their own fundraising drives?

United Way does not fund the entire budget of any of our agencies. All agencies are encouraged to seek out a variety of funding sources. For major expenses and initiatives, such as large-scale renovation, agencies often conduct their own fundraising drives.

Q.10 What is United Way's privacy policy?

United Way is committed to protecting the privacy of our donors and other individuals from whom we collect personal information. We embrace the principles of the Canadian Standards Association Model Code for the Protection of Personal Information to ensure that all personal information is properly collected, used only for the purposes for which it is collected and is disposed of in a safe and timely manner when no longer required.

Privacy is a concern for many individuals. Maintaining the highest standard of responsibility to safeguard our donors' privacy is key to upholding the public's trust. This is why United Way has decided to accept as much as possible the tenets of the privacy legislation.

The primary principles reflecting legislation and embodied in our privacy policy are:

- We are accountable for your personal information.
- We obtain your consent to collect, use or disclose your personal information.
- We collect, use and disclose personal information only for certain purposes that we identify to you.
- We keep your personal information accurate and up-to-date to the best of our knowledge.
- We do not sell your personal information. We only share your information with other organizations with your permission.
- We will keep your personal information only as long as it is necessary to satisfy the purposes for which it was obtained, or as required by law.
- We will protect your personal information by safeguards that are appropriate to the sensitivity of that information.
- We will be open about our privacy practices.

You may ask us if we hold any personal information about you. You may view that information and ensure that it is accurate, as required by law. If you are not satisfied with our handling of your personal information, our Privacy Officer will respond to your concerns or complaints. You may register a privacy-related complaint by contacting our office at 807-623-6420 and asking for the United Way's Privacy Officer.