

What do you know about your community?  
Because it's where you live.

The printing of the 2004-2005 Annual Report is sponsored by Saskatoon Credit Union



Because it's where you live.



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## Message from the President and Executive Director

It is with great pleasure that we present United Way of Saskatoon's Annual Report for the year ending March 31, 2005. Saskatchewan is a very generous and caring province. In our 100th year as a province, we have reflected on our founders' vision of a province full of opportunity for all. Through hard work, resourcefulness and the strength of our people and community, we have realized this dream. Since 1959, United Way of Saskatoon has played a significant role in ensuring that everyone in our community can realize their potential and ensuring this opportunity is still possible for all.

At United Way of Saskatoon, we are in the business of improving lives and building community by engaging individuals and mobilizing collective action. This is our mission – one that we embraced three years ago when we began our evolution from an organization that raises and allocates funds to a community building and impact organization.

We work with all levels of government, including First Nations and Métis governments, labour, business, community partners and funded agencies to translate this mission into a shared vision aligned with the particular issues we face in Saskatoon and area. Our vision includes, giving children a healthy start and supporting families under stress; ensuring safety and freedom from violence; addressing hunger and the impact of poverty; providing ways for people to live with dignity and independence and building our community's capacity to care.

To achieve this vision of what our community can and must be, United Way of Saskatoon has taken action. We have reaffirmed United Way of Saskatoon's commitment to core agency funding through the Community Fund. With the resources raised in 2004-2005, we were able to significantly increase our community investment to \$2,279,000 and fund more than 200 programs and services delivered by 31 agencies through our Community Fund, Donor Directed Giving, Community Initiatives Funding and United Way of Saskatoon Community Services.

We continue our leadership role in a growing number of partnership and community wide activities, including Success by 6<sup>®</sup> Saskatoon; 211 Saskatchewan; Union Counselling Program; the Premier's Voluntary Sector Initiative; the Regional Intersectoral Committee; the Anne Frank in the World Committee; Saskatoon Quality of Life Committee; and Community University Institute for Social Research, to name a few.

We have helped to strengthen the capacity of funded agencies by providing networking, learning opportunities and support through Volunteer Saskatoon and Day of Caring™.

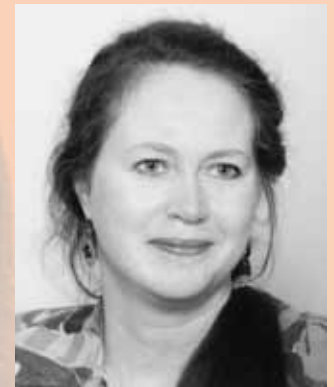
We have increased our focus on the engagement of donors as individuals, groups and organizations, both within and outside of Campaign. This year our United Way exceeded its Community Campaign Goal of \$2.7M by raising \$2,919,192. Special thanks to Dave Meidl for stepping forward to lead an incredible volunteer campaign cabinet and making this past year memorable.

Our accomplishments during 2004-2005 showcased by the wonderful successes that you will read about in the following pages tell the story of a United Way of Saskatoon that continues to evolve to meet the ever changing priorities of the community.

We are mindful that this is a collective journey; donors, community stakeholders, volunteers, agencies, business, labour and all levels of government, you are a part of all we do and you are key to our success and to the improved quality of life for all as we enter our next century. We look forward to working with you in the year ahead and beyond to build a stronger, healthier and safer community for all...because it's where we live!



Lynne Pearson



Arla Gustafson

Lynne Pearson  
President,  
Board of Directors

Arla Gustafson  
Executive Director



## 2004/2005 Board of Directors and Staff

### Executive

Lynne Pearson (President)  
Dean, College of Commerce  
University of Saskatchewan  
Gordon Martell (1st Vice-President)  
Superintendent of Education  
Saskatoon Catholic Schools  
Ken Howland (2nd Vice-President)  
Retired  
Tony Whitworth (Treasurer)  
Vice President, Finance & Resources  
University of Saskatchewan  
Trina Heal, CA (Past President)  
Senior Tax Manager  
Deloitte & Touche, LLP

### Board Members

Marla Adams  
Senior Vice-President/Partner, Deloitte & Touche  
Gord Bedient  
Past President USWA Local 7552 (Agrimium)  
Beth Bilson  
Professor of Law, College of Law  
University of Saskatchewan  
Shannon Fraser-Hansen  
Business Manager, SaskEnergy  
Tracy Goodheart  
Advocate, Unemployed Workers' Help  
& Counselling Centre  
Don Greer  
Strategic Infrastructure Manager – Asset  
Management, Saskatoon Health Region

Catherine Gryba  
Manager, Community Development Branch  
Community Services Department, City of Saskatoon  
John Hampton  
Retired  
Kelly Harrington  
Union Representative, SEIU Local 333  
Sharon Laflamme  
Principal, Joe Duquette High School  
Dave Meidl  
General Manager, Oakwood Nissan  
Margo Reekie  
Director – Customer Relations  
Consumer & Enterprise Solutions, SaskTel  
Jill Salamon  
Loans Officer, Women Entrepreneurs of  
Saskatchewan Inc.  
Glenn Sinden  
Area Sales & Market Manager, RBC Royal Bank  
Karen Walsh  
Chartered Accountant, Walsh & Company  
Robb Watts  
Manager of Programs, Operations & Administration,  
Saskatchewan Housing Corporation

### Honourary Life Members

Dr. Douglas Schmeiser  
Clifford Wright

### United Way of Saskatoon Staff

Arla Gustafson  
Executive Director  
Daryl Hyland  
Director of Operations

Gail Shivak  
Director of Resource Development  
Sheri Benson  
Director of Community Services  
\*\*Michelle Stainton  
Anne-Marie Cey  
Director of Communications & Events  
Myra Potter  
Labour Associate  
Margot Weiner  
Campaign Coordinator  
Pat Penner  
Operations Assistant  
\*\*Jen Pederson  
Anu Kashyap  
Campaign Assistant  
Dean Lucier  
Accounting Technician  
Patricia Gardiner  
Administrative Assistant  
\*\*Sheri Hillestad Smith  
Susan Clarkson  
Volunteer Saskatoon  
Virginia Insua  
Administrative Assistant  
Volunteer Saskatoon  
Practicum Placements  
Shari Anton  
Cindy Carleton-Caron  
Denise Fast  
Anne-Marie Janzen  
Charlotte Lydiate

\*on maternity leave

\*\*resigned during the year

## Message from the 2004 Volunteer Community Campaign Chair

The dream of making Saskatoon a better place to live and work was in our minds as the Volunteer Campaign Cabinet and I, along with the United Way's Board of Directors, set the aggressive 2004 Campaign goal of \$2.7 million.

Over the course of the Campaign there were many highs including exciting new workplace initiatives, substantial corporate matches and new committed volunteers becoming involved. More and more people were exemplifying a leadership role by increasing their gift to the United Way.

As the campaign quickly came to a close it was evident that we were going to reach and surpass our goal. I, along with hundreds of volunteers, donors and guests, had the pleasure of collectively celebrating this year's outstanding achievement announcement of \$2,919,192, the largest achievement in United Way of Saskatoon's 46 year history!

I was very fortunate to have been involved with this year's campaign, to hear the stories of many people whose lives were changed through the United Way, be it a story from someone receiving a service, a campaign volunteer's report or a new Loaned Representative sharing how their work experience at United Way has forever changed them.

The impact United Way has in our community is astounding. I know this personally because I also felt the amazing and fulfilling effects of knowing that my contributions of time and resources are helping others and

affecting lives. It's a fantastic feeling – one I wouldn't trade for the world.

I was also privileged to have worked with an amazing group of volunteers, dedicated to ensuring this year's campaign was a success. I would like to take this opportunity to thank the 2004 Community Campaign Cabinet Team, the hundreds of workplace volunteers, the Loaned Representatives, Labour Groups, Saskatoon Media, United Way Staff, and of course all of our donors for the time, energy and effort you put into this year's campaign. Your contributions played an integral role in the success of the 2004 Community Campaign. It couldn't have happened without your help!

Dave Meidl



2004 Volunteer Community Campaign Chair  
General Manager, Oakwood Nissan



Dave Meidl

## 2004 Community Campaign Cabinet

**Dave Meidl**

Campaign Chair  
General Manager, Oakwood Nissan

**Russell Sabo**

Deputy Community Campaign Chair  
Chief, Saskatoon Police Service

**Cheryl Dougan**

Past Community Campaign Chair  
Senior Investment Advisor, Wellington West  
Capital Inc.

**Lynne Pearson**

President, United Way Board of Directors  
Dean, College of Commerce,  
University of Saskatchewan

**Trina Heal**

Past President, Board of Directors  
Senior Tax Manager, Deloitte & Touche, LLP

**Ken Muggeridge**

Agency Liaison Chair  
CEO, YMCA

**Ken Grimm**

Business and Industry Division Chair  
General Manager, Vanscoy Potash  
Operations, Agrium

**Andy MacDonald**

Business Development Division Chair  
Manager, London Drugs – 8th Street

**Tracy Goodheart**

Labour Support Co-Chair  
Advocate, Unemployed Workers Help  
and Counselling Centre

**George Semeniuk**

Labour Support Co-Chair  
Retired, Western Assistant to Canadian Director of  
UFCW International Union

**Alan Migneault, CA**

Leadership Division Chair  
Vice President, Corporate Services Concentra

Financial (formerly Co-operative Trust  
Company of Canada)

**Peggie Koenig**

Loaned Representative Division Chair  
Principal, Koenig & Associates HR Inc.

**Effie Kutsogiannis, DMD**

Professions Division Chair  
Owner, Dr. E. Kutsogiannis & Associates

**Mark Belanger**

Provincial Division Chair  
Regional Director – Centre Region, Community  
Resources & Employment

**Mary Sukkau**

Seniors Division Chair  
Retired from SaskEnergy

**Kim Gallucci**

Special Events Division Chair  
Director of Sales, Saskatoon Centennial Auditorium  
& Convention Centre

**Brian Nixon**

Civic Division Co-Chair  
Operator, Saskatoon Transit Services  
Recording Secretary, Amalgamated Transit Union 615

**Bob Fawcett**

Civic Division Co-Chair  
Assistant Chief, Administration, Quality  
Assurance & Communications  
Saskatoon Fire & Protective Services

**Sheldon Allison**

Communications & Utilities Division Chair  
Sales Manager, Business Sales & Solutions  
SaskTel Customer Service

**Camille Dobni**

Education Division Chair  
Manager of Accounting, Saskatoon Public  
School Division

**Brian Taylor, CA**

Finance & Insurance Division Chair  
Partner, Deloitte & Touche LLP

**Teresa Quilty**

General Business Division Chair  
President, Recreatus Consulting

**Pam Clarke**

GCWCC Division Chair  
General Counsel/Regional Director, Department of  
Justice Canada

**Sandra Blevins**

Health Division Co-Chair  
Vice President, Clinical & Operations Support,  
Saskatoon Health Region

**Deb Rhodes\*\***

Health Division Co-Chair  
CFO, Saskatoon Health Region

**Terry Gibson**

Health Division Co-Chair  
Accreditation Coordinator, Saskatoon Health Region

**Ken Sailor**

Innovation Place Division Chair  
SPD Verification Manager, PMC-Sierra, Inc.

**Norm Lawrence\***

Campaign Chair  
General Manager, SaskEnergy

\*Transferred

\*\*Maternity Leave

## Labour Representatives Have Impact

by Tom Eremondi

A new member of the board, Kelly Harrington's experience with the United Way dates back to 1997. That's when she took the Union Counsellor Training.

The course, geared for union members, helps them provide confidential worksite intervention, peer counselling or support, and referrals for workers and their families who need help on or off the job.

"This course was a real eye opener for me," Harrington says. "I realized how many agencies are funded by the United Way. It creates a social safety net for the gaps that exist.

"I had known about places like Crisis Intervention Services, I knew there was a crisis line and that someone was there 24 hours a day. What I didn't know is that they relied on the United Way to keep their doors open. I was surprised by the amount of core community groups who rely heavily on funding by the United Way."

Harrington joined the United Way board as a labour representative late last fall. As a member of the

board, she helps to oversee the administration of the United Way, and participates in decisions affecting its mission.

She says the 45-year partnership between organized labour and the United Way is strong. "It's a collaborative partnership. The workers are really involved in the campaign. The goals of labour and United Way are closely matched."

The SEIU staff person and OPEIU member is looking forward to being more involved with this year's campaign. "The work done is very satisfying. You know whatever effort you put into it, and the decisions you're part of making, go to this good cause.

"You hear in the campaign how they touch one in four lives but when you actually look at the agencies they fund and the different services provided, you realize how valuable the United Way is."



Kelly Harrington, Union Representative at SEIU Local 333 and member of OPEIU Local 397.

Photo courtesy of Portraits by Cheri

## United Way Donors Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors have full confidence in the not-for-profit organizations and causes they are asked to support, the board of directors of United Way of Saskatoon declare that all donors have these rights:

- The right to be informed of the organization's mission, of the way the organization intends to use donated resources, and its capacity to use donations effectively for their intended purpose.
- The right to be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment of its stewardship responsibilities.
- The right to have full access to the organization's audited financial statements.
- The right to be assured their gifts will be used for the purposes for which they were given.
- The right to receive appropriate acknowledgement and recognition.
- The right to expect information about themselves and their donation is handled with respect and confidentiality.
- The right to expect all relationships with individuals representing the organization to be professional in nature.
- The right to be informed about the exact relationship between the person(s) soliciting donations and the organization, including all costs associated with such solicitations.
- The right to expect that the organization will not share mailing lists on which donor names appear, without donor approval.
- The right to feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.
- The right to expect that the organization is organized and operated in accordance with both the spirit and intent of all applicable legislation.

## Who is United Way?

United Way's mission is to improve lives and build community by engaging individuals and mobilizing collective action.

For more than 46 years, United Way of Saskatoon has served our community and taken a leadership role in ensuring the social well-being of the people living here. Many think of United Way as simply a funder of local non-profit organizations. In fact, we are the largest non-governmental funding source to social service agencies in Saskatoon. United Way is an incredible network of caring, giving and building that is continuously strengthened by extraordinary partners: business, labour, government, First Nations and Métis, human care agencies and individuals.

United Way is a community building organization, bringing people from all walks of life together to find long-term solutions to the community's most pressing social issues. Issues like at-risk youth, stressed families, poverty, lack of affordable housing, crisis intervention and neighbourhood crime.

This community building role involves more than 1,000 volunteers, approximately 400 workplaces, 13,500+ donors, many organizations donating gift-in-kind services and product, and more than 200 programs and services provided by social service agencies. All of these individuals and groups are involved in United Way's three areas of business:

- Resource Development
- Community Investment
- Building Community

and work to address United Way's five priority issues:

- Giving children a healthy start and supporting families under stress
- Ensuring safety and freedom from violence
- Addressing hunger and the impact of poverty
- Providing ways for people to live with dignity and independence
- Building our community's capacity to care.

The impact of your investment in the United Way Community Fund is seen all around us...

- Children are receiving a healthy start and access to role models and support systems, including food, shelter, extended families, nurturing caregivers and so much more.
- Victims of abuse and violence and at-risk youth are finding safety, counselling, care, support and hope.
- Families are receiving the tools to learn to deal with the effects of poverty, conflicts, obstacles, tragedies and emergencies.
- Children, youth and adults with disabilities are receiving training, education and support to lead independent lives.
- Our community's overall capacity to care is being strengthened.

## 1959-2004: A Long & Proud History

YEAR	PRESIDENT	CAMPAIGN CHAIRPERSON	\$	RAISED
1959		W.T.A. Flavelle	\$	313,354
1960	W.T.A. Flavelle	R.R. Pinder	\$	332,018
1961	J.B. Millar	J.A. Duncan	\$	315,353
1962	J.E. Taylor	T.D. McKenzie	\$	315,423
1963	A.H. Trout	P.V. Ross	\$	336,221
1964	T.D. McKenzie	W.A. (Bill) Milne	\$	376,420
1965	T.D. McKenzie	W.A. (Bill) Milne	\$	400,541
1966	T.D. McKenzie	H.W. Braithwaite	\$	431,578
1967	Dr. D.A. Schmeiser	Burt S. Scharfe	\$	447,372
1968	Dr. D.A. Schmeiser	L. (Gus) Bell	\$	474,082
1969	Rnold H. Smith	George Gillis	\$	461,525
1970	D.W. Somers	M.R. Jones	\$	465,494
1971	Burt S. Scharfe	F.R. Hammond	\$	497,396
1972	R.F. Hendy	R.J. Hnatyshyn	\$	501,233
1973	J.R. MacKay	E.A. Sebestyen	\$	503,579
1974	J.R. Mackay	W.F. Ryan	\$	503,579
1975	J.R. Mackay	Marion M. Graham	\$	515,674
1976	G.T. Molloy	Marion M. Graham	\$	583,782
1977	G.T. Molloy	Al Anderson	\$	640,566
1978	W.F. Ryan	Dr. Ross Greenshields	\$	726,245
1979	W.F. Ryan	R.B. (Bob) Emigh	\$	783,338
1980	Dr. K. Rao	Obert Friggstad	\$	846,547
1981	Dr. K. Rao	Eric Reid	\$	953,456
1982	C.J. Kirkpatrick	Eric Reid	\$	943,596
1983	Eric Reid	Merv McKee	\$	1,041,334
1984	Eric Reid	Bob Lacoursiere	\$	942,926
1985	Betty Bray	Dr. D.A. Schmeiser	\$	973,303
1986	Betty Bray	Keith Lacroix	\$	984,555
1987	Rev. Wendell Stevens	Ralph Page	\$	971,124
1988	Rev. Wendell Stevens	Bill Bender	\$	1,056,829
1989	Lyle Pitman	Fred H. Smith	\$	1,102,935
1990	Ron Ostrander	R.A. (Bud) Stilling	\$	1,147,543
1991	Douglas A. Finnie	Alain Gaucher	\$	1,184,000
1992	Rod Purich	Frank Vegessi	\$	1,192,597
1993	Brian Gustafson	Richard Walter	\$	1,221,500
1994	Dr. Bev Pain	Douglas Hodson	\$	1,268,758
1995	Gordon Wyatt	Brian Taylor	\$	1,330,945
1996	Shelley Brown	Debra Wieggers	\$	1,377,000
1997	Frank Vegessi	Paul Duncan	\$	1,502,000
1998	Brian Hartsook	Ross Harwood	\$	1,650,000
1999	Steve Hardcastle	Warren Wagner	\$	1,776,000
2000	Louise Nelson	Margo Reekie	\$	2,005,314
2001	Doug Hodson	Dr. Tony Whitworth	\$	2,204,454
2002	Dave Meidl	Don Greer	\$	2,380,196
2003	Trina Heal	Cheryl Dougan	\$	2,581,862
2004	Lynne Pearson	Dave Meidl	\$	2,919,192

Total \$ 45,433,391

## Corporate Leaders Have Impact

by Darla Read

Myrna Bentley never tires of helping the United Way. She has been involved with the organization for more than 20 years.

Even her job as Chief Executive Officer of Concentra Financial Services Association (formerly Co-operative Trust Company of Canada) in Saskatoon can't keep her from volunteering her time. Now she uses that position, which she has held for seven years, to encourage her staff to volunteer as well.

She has no problem doing that. Last year three-quarters of Concentra's more than 200 employees got involved. "We don't have to convince them," she explains. "We've demonstrated by our personal commitment. We don't have a problem getting people involved." She says she has used her position to coach and mentor people, and now she just stands back and lets others participate.

Aside from taking part in the United Way's Day of Caring™ where this year volunteers painted a clubhouse at Bishop Roborecki School, Bentley and her staff do activities in the office. They did a take-off of "Who Wants to Be a Millionaire?" as well as held their own office olympics with events like how far a person could shoot an object with a slingshot made of a paper clip and elastic band. They also held a garage sale with items donated by staff to raise money.

Each year the executive promises to do something silly if the staff reaches a certain goal. Last year, Bentley dressed up as a biker and rode a tricycle. There will be something similar this year, but it hasn't been decided yet.

For Bentley, it's the "personal satisfaction" in knowing that what you give of yourself helps in the bigger picture. "It's an underlying piece of humanity," she explains. "We all need to be needed. We all want to help. [Volunteering] satisfies some of the basic needs of being a person."



Myrna Bentley, CEO, Concentra Financial Services Association.  
Photo courtesy of Portraits by Cheri

# Year-Round Impact – We’re Building Our Community through the United Way

## Community Initiatives Funding

Through the Community Initiatives Fund, one-time grants meet new and emerging needs in our community. The United Way of Saskatoon supports collaborative, community-based initiatives in addressing urgent, high-priority needs. In 2004, more than \$71,000 was invested in our community through Community Initiatives Funding.

EGADZ (Saskatoon Downtown Youth Centre)

Street Outreach Van

IDA-Community First Development Fund of Saskatoon Inc.

Individual Development Accounts (Nutana)

Rotary Mount Royal Community Renewal Project

Saskatchewan Association for the Rehabilitation of the Brain Injured

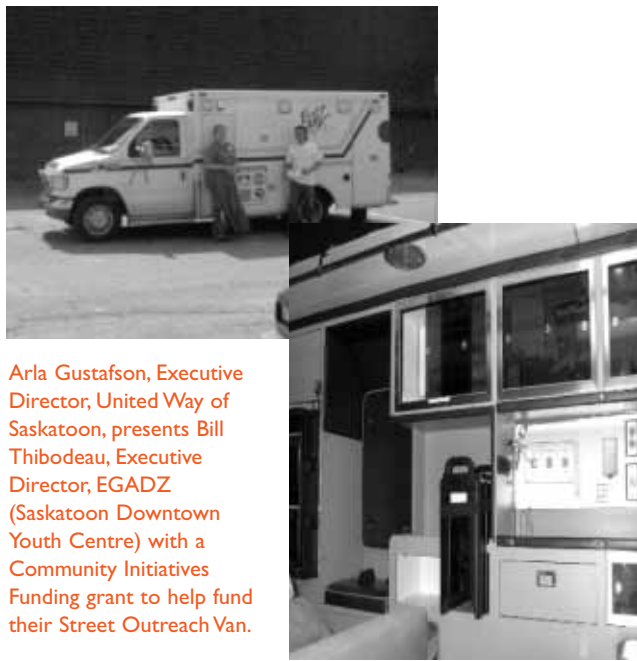
Saskatchewan Intercultural Association –

Girls on the Move

Saskatoon Community Service Village

Saskatoon Council on Aging

Open Door Society – Summer Fun Program



Arla Gustafson, Executive Director, United Way of Saskatoon, presents Bill Thibodeau, Executive Director, EGADZ (Saskatoon Downtown Youth Centre) with a Community Initiatives Funding grant to help fund their Street Outreach Van.

## Resource Development

Each year, United Way of Saskatoon runs an annual community-wide campaign to engage individuals in philanthropy and to raise funds for our community. Since 1959, United Way has raised and invested more than \$45 million for our community. The annual campaign is just one part of our year-round Resource Development Program that includes:

**The Community Fund** multiplies the impact of your investment in United Way. When you invest in the Community Fund, your gift is combined with thousands of others, enabling United Way to leverage these gifts and make a difference in the lives of one in four people in Saskatoon, a third of these are children.

**The Leadership Giving Program** is comprised of individuals who donate \$600 or more to our Community Campaign. These community-minded individuals envision a world where generous donations and thoughtful planning can solve complex social problems.

**Major Gifts** is an extension of the Leadership Giving and Planned Giving programs, representing significant financial investments from individuals who share our energy, passion and vision of a strong and healthy community.

**The Tomorrow Fund (Planned Giving)** is United Way's endowment fund that ensures your donation has impact beyond your lifetime, and that your generosity makes a lasting impression on our community well into the future. Gifts to The Tomorrow Fund may include a bequest, life insurance policy, securities, memorial gifts or cash.

## United Way and Labour – Working Together to Build a More Caring Community

In 1959, the Saskatoon and District Labour Council and the Saskatoon Chamber of Commerce came together to form the United Way of Saskatoon. As a partner, advocate and community builder, the labour movement has played a significant role in the development and success of the United Way since its inception. This partnership is based on a shared vision of building a stronger, healthier community with social services accessible to all citizens.

With a goal of helping people in their daily lives, this partnership fosters important programs, such as the Union Counselling Program. This program provides needed confidential work site intervention, peer counselling and support referrals for workers and their families who need help, on or off the job. Since its inception in 1998, more than 325 union members representing various unions in Saskatchewan have taken advantage of the training programs.



2004 Union Counsellor Graduates: Stella Summers, SEIU Local 333, Grace Dionco, SEIU Local 333, Shirlene Palmer, SEIU Local 333, Myra Potter, United Way Facilitator, Jane Deneer, CUPE Local 2669, Monique Hill, CUPE Local 1975, Lorianne Neudorf, CUPE Local 1975, Roselyn Colwell, SEIU

## Volunteers Participate in Day of Caring™

Day of Caring™ is a partnership between United Way, Volunteer Saskatoon, business and labour groups, local sponsors, United Way funded agencies, and other community non-profit organizations. It is a grassroots opportunity for participants to experience the rewards of volunteerism, demonstrating what a difference they can make in our community by working together. Day of Caring™ projects help improve morale and build team among the workplace volunteers. They can also be an eye-opening experience for those new to volunteering.

Many people don't think of volunteering unless they are asked to do so, which is why an event like this helps to introduce people to the idea of giving back to their community through a gift of time.

In its fifth year, Day of Caring™ saw just under 100 volunteers from local workplaces donate more than 1,000 hours to help local organizations with projects and programs including: serving meals to the hungry, planting gardens at a seniors' lodge, painting a mural at a women's shelter and more. Their efforts made a difference in the lives of agency clients and enabled agencies to focus more resources on front-line services.



Volunteers from PotashCorp complete their Day of Caring™ project, a new play structure at the YMCA Sutherland Child Care Centre.

## Celebrating Volunteerism

Volunteer Saskatoon enhances the spirit of volunteerism in Saskatoon, supporting community collaboration that encourages volunteerism and participation for individuals and organizations.

Through training and workshops especially geared for the non-profit community, a central resource library, the Volunteer Leadership Development Service (VLDS) and an annual city-wide recognition event, Volunteer Saskatoon provides organizations with the tools to maximize their volunteer programs.

In addition, Volunteer Saskatoon facilitates the recruitment of volunteers through both one-on-one assistance given to prospective volunteers and through a membership-based volunteer posting service.

Last year...

- Volunteer Saskatoon helped 1,600 people find a volunteer opportunity.
- More than 400 people participated in Volunteer Saskatoon's educational workshops last year.
- City Council proclaimed April 17-23, 2004, Volunteer Week in Saskatoon.



Premier Lorne Calvert gives the keynote presentation at the 3rd Annual Saskatoon Volunteer Recognition and Awards event

## Success By 6® Saskatoon

Success By 6® Saskatoon is a community partnership co-chaired by United Way to give children up to the age of six the foundation they need to succeed in life. A strong foundation in the early years is important to ensure physical, social and emotional health in adulthood. In fact, research shows that every \$1 invested in the early years of a child will save \$2 later in social costs. The payback for children living with higher risks can be as high as seven to one.

# Community Investment Report

Your gift to United Way's Community Fund is more than a donation; it's an investment in the community we call home.

When you give to United Way you can be sure that your donation will be invested with due diligence to account for each dollar. Through our citizen review process, all agency funding applications are reviewed by trained volunteers who recommend how to best invest our Community Fund resources according to our community's priority needs:

## Giving children a healthy start and supporting families under stress

Autism Treatment Services of Saskatchewan	\$	30,000
Big Brothers Association of Saskatoon	\$	38,000
Big Sisters Association of Saskatoon	\$	40,000
Boys & Girls Clubs of Saskatoon	\$	17,500
Catholic Family Services	\$	105,000
Family Service Saskatoon	\$	128,000
Girl Guides	\$	15,000
Maggie's Child Care Centre For Teen Parents	\$	15,000
Scouts Canada	\$	3,333
	<b>Subtotal</b>	<b>\$ 391,833</b>

## Ensuring safety and freedom from violence

Saskatoon Crisis Intervention Services	\$	28,000
Saskatoon Interval House	\$	25,000
Saskatoon Sexual Assault & Information Centre	\$	29,000
	<b>Subtotal</b>	<b>\$ 82,000</b>

## Addressing hunger and the impact of poverty

Child Hunger and Education Program	\$	48,000
Saskatoon Friendship Inn	\$	60,000
	<b>Subtotal</b>	<b>\$ 108,000</b>

## Providing ways for people to live with dignity and independence

Canadian Mental Health Association	\$	42,100
Canadian National Institute for the Blind	\$	50,000
Canadian Paraplegic Association	\$	35,000
Epilepsy Saskatoon	\$	30,000
Learning Disabilities Association of Saskatchewan	\$	28,000
Saskatchewan Deaf & Hard of Hearing Services	\$	49,000
Saskatchewan Abilities Council	\$	45,000
Saskatoon Association for Community Living	\$	48,400
Saskatoon Services for Seniors	\$	20,000
	<b>Subtotal</b>	<b>\$ 347,500</b>

## Building our community's capacity to care

Canadian Red Cross	\$	70,000
Elizabeth Fry Society	\$	26,000
John Howard Society	\$	57,795
Saskatoon Community Mediation Services	\$	18,000
Saskatoon Indian & Métis Friendship Centre	\$	15,000
Saskatoon Open Door Society	\$	37,500
YMCA of Saskatoon	\$	80,000
YWCA of Saskatoon	\$	100,500
	<b>Subtotal</b>	<b>\$ 404,795</b>

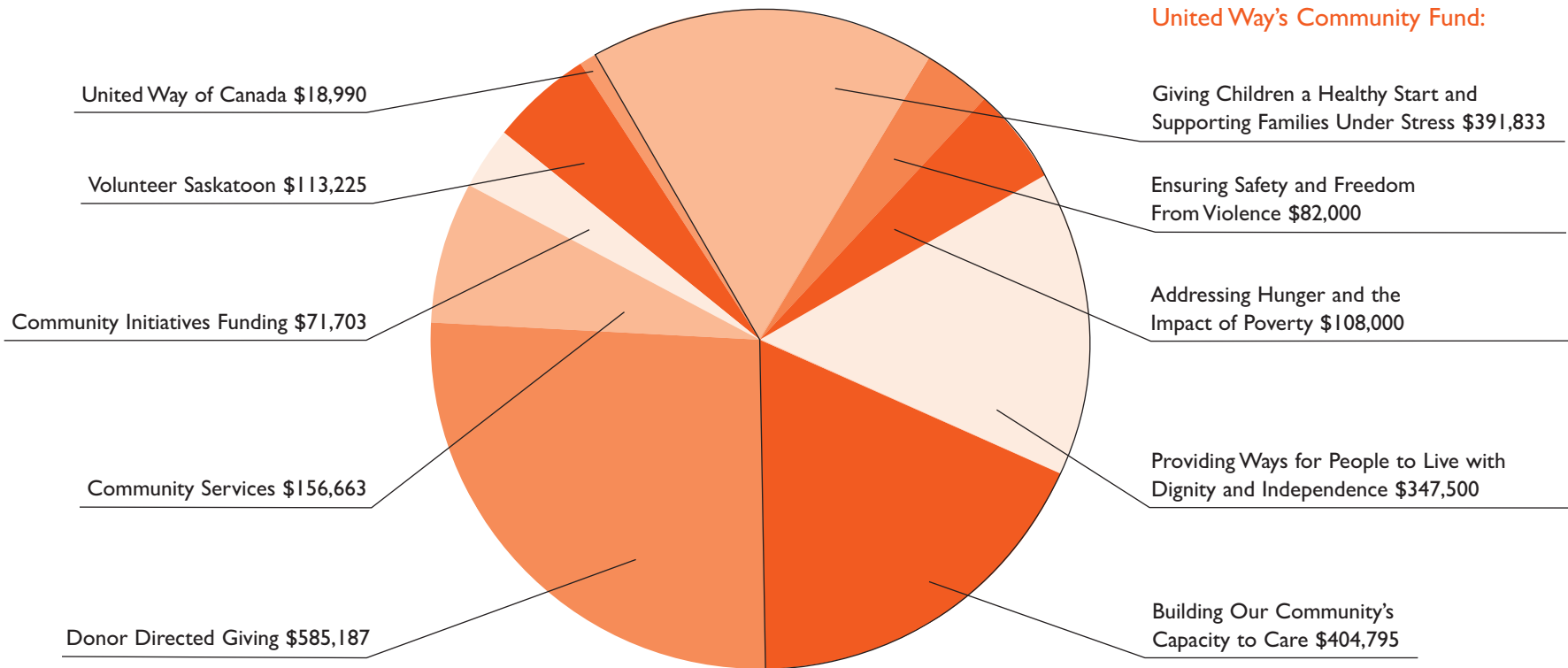
## Allocations Total \$ 1,334,128

Donor Directed Giving	\$	585,187
Community Services	\$	156,663
Community Initiatives Funding	\$	71,703
Volunteer Saskatoon	\$	113,225
United Way of Canada	\$	18,990
	<b>Subtotal</b>	<b>\$ 945,768</b>

## Total \$ 2,279,896

## Your Investment at Work

### United Way's Community Fund:



## Volunteers Have Impact

by Erin Taman

When Gordon Martell became involved with the United Way of Saskatoon his perceptions of the organization were both challenged and changed.

Martell, Superintendent of Education with Saskatoon Catholic Schools, has been a United Way board member for four years. Before joining the board, his perception of the United Way "was that it was a fundraising entity where philanthropists gathered to do charity work."

But today he has a different view. "The United Way is anything but that. It's an organization committed to building capacity and communities," he said.

One of his most rewarding experiences as a United Way volunteer was as a member of the allocations committee. This group meets with member agencies such as Big Sisters and Red Cross to learn more about them and why they need a helping hand from the United Way. The

group then uses predetermined criteria to evaluate where the greatest needs are within the community.

"I came to know that lots (of the funded agencies) operate on shoestring budgets and function from grant to grant... and in many ways they make or break depending on whether they get United Way funds."

He has the support of his employer, and can see that in all 41 Catholic schools there are people connected to United Way, whether it is families using the services of funded agencies or employees who dress casually to raise money for Be Seen in Jeans.

But why give to the United Way? "Because it supports people you know," said Martell. "You can get involved by donating money, time or involvement in a specific campaign project. There are different entry points but they are all very valid. Supporting the United Way is part of making Saskatoon a good community," he added.



2005 United Way Board of Director's incoming President, Gordon Martell, Superintendent of Education, Saskatoon Catholic Schools. Photo courtesy of Cindy Moleski Photography and Framing

## Agencies Have Impact

by Christine Otsuka

For almost 40 years the Canadian Paraplegic Association has assisted and continues to assist individuals with physical disabilities achieve independence and a sense of community.

Cindy Karstens, coordinator of CPA's Peer Support program, feels that "there is no other organization that encompasses everything in terms of education, independent living and job preparation under one roof for people with disabilities. . . and without United Way funding, this organization could not keep its doors open."

Karstens knows first hand what it is like to struggle with a disability because she was born with cerebral palsy. When she came to Saskatoon in 1990, there was a lack of awareness and support programs. She came to CPA as a person searching to find her place in the community. The Canadian Paraplegic Association, which receives a good portion of its core funding from United Way, was instrumental in showing her the rights and opportunities she has as a person with a disability.

Now she helps others realize their abilities and potential while providing them with the support they need.

Two years ago Cindy was able to develop a peer support program with help from CPA's national office and the McConnell Foundation. As peer support coordinator she monitors the relationship between those who are struggling and volunteers who have shared similar experiences. She believes it makes an immeasurable difference in people's lives. "They have someone to talk to that truly understands them because they have been through it themselves."

Karstens wanted to coordinate the program because she did not have a program like Peer Support when she came to CPA. She also believes it is important for someone with a disability, like herself, to coordinate programs for the disabled. "Because of United Way's support I have benefited as a person and as a professional." The community's investment in United Way ensures that these services are maintained and expanded.

"No one ever said I couldn't do it, and that was the most important thing," says Karstens of the Canadian Paraplegic Association. She hopes that with continuing community support, CPA can continue to touch people's lives the way her life has been touched.



Cindy Karstens, Canadian Paraplegic Association Photo courtesy of Cindy Moleski Photography and Framing

## Treasurer's Report

The board of United Community Funds of Saskatoon (United Way of Saskatoon) established and approved a 2004-05 budget according to agreed priorities and operational objectives for the upcoming year. The finance committee reviewed and monitored the financial statements and reported regularly to the board during the year. Finance and executive committees met with the external auditors and senior management to review and discuss the results of operations, financial reporting and audit findings. Summarized Financial Statements and accompanying Auditors' Report are included with this Annual Report.

The Audited Financial Statements of United Community Funds of Saskatoon for the year ended March 31, 2005, show an excess of revenue over expenses of \$79,459, which reflects careful planning and control of the budget process. This excess of

revenue over expenses ensures the organization is maintaining the proper level of reserves, as determined by the board policy on reserves.

The Statement of Operations shows an increase in total revenue of 11% in 2004, reflecting the substantial increases in the campaign. The organization invested more dollars in community development than ever before, up 10.4% over 2003 to \$2,279,000 in total. This community investment is achieved through allocations to member agencies, donor directed giving and collaboration with other organizations, agencies and community partners through our Community Services role, Volunteer Saskatoon, Community Initiatives and United Way of Canada-Centraide Canada membership. Operating expenses decreased slightly in total dollars spent and more significantly, decreased as a percentage of net revenue.

The Statement of Financial Position reflects strong cash and receivables balances consistent with the increase in the current year's campaign. The Tomorrow Fund endowment held at The Saskatoon Foundation was increased by \$7,670 during the year and now has a market value of \$177,646.

I would like to extend my sincere appreciation to the members of the finance committee for their significant contributions of time and effort during the year and for the support we received from staff and management in providing the assistance and information that our committee required.



A.J. (Tony) Whitworth, Ph.D.  
Treasurer

## Auditor's Report on Summarized Financial Statements

The accompanying summarized statement of financial position and statement of operations are derived from the complete financial statements of United Community Funds of Saskatoon as at March 31, 2005, and for the year then ended on which we expressed an opinion without reservation in our report dated April 23, 2005. The fair summarization of the complete financial statements is the responsibility of management.

Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the United Community Funds of Saskatoon's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.



Chartered Accountants  
Saskatoon, Canada  
April 23, 2005

# United Community Funds of Saskatoon (United Way of Saskatoon)

## Summarized Statement of Financial Position

March 31, 2005, with comparative figures for 2004

	General Fund	United Way Tomorrow Fund	2005	2004
<b>Assets</b>				
<b>Current assets:</b>				
Cash and short term investments	\$ 602,909	\$ -	\$ 602,909	\$ 581,840
Pledges receivable	1,194,141	-	1,194,141	943,122
Accounts receivable	21,819	-	21,819	19,946
Prepaid supplies and expenses	20,562	-	20,562	19,560
	<u>1,839,431</u>	<u>-</u>	<u>1,839,431</u>	<u>1,564,468</u>
Investments	-	170,251	170,251	162,581
<b>Capital assets:</b>				
Office furniture and equipment	190,504	-	190,504	166,851
Less accumulated amortization	145,937	-	145,937	128,008
	<u>44,567</u>	<u>-</u>	<u>44,567</u>	<u>38,843</u>
	<b>\$ 1,883,998</b>	<b>\$ 170,251</b>	<b>\$ 2,054,249</b>	<b>\$ 1,765,892</b>
<b>Liabilities and Net Assets</b>				
<b>Current liabilities:</b>				
Accounts payable and accrued liabilities	\$ 37,107	\$ -	\$ 37,107	\$ 27,124
Commitments for donor directed giving	510,367	-	510,367	353,116
Allocations committed to member agencies	1,023,295	-	1,023,295	965,000
Deferred campaign revenue	10,863	-	10,863	27,494
	<u>1,581,632</u>	<u>-</u>	<u>1,581,632</u>	<u>1,372,734</u>
<b>Net assets:</b>				
Operating reserve	257,799	-	257,799	191,734
Restricted for endowments	-	170,251	170,251	162,581
Invested in office equipment and furniture	44,567	-	44,567	38,843
	<u>302,366</u>	<u>170,251</u>	<u>472,617</u>	<u>393,158</u>
	<b>\$ 1,883,998</b>	<b>\$ 170,251</b>	<b>\$ 2,054,249</b>	<b>\$ 1,765,892</b>

## Summarized Statement of Operations

Year ended March 31, 2005, with comparative figures for 2004

	2005	2004
<b>Revenue:</b>		
Contributions from current year's campaign	\$ 2,919,192	\$ 2,581,862
Volunteer Saskatoon	74,491	95,921
Interest	21,217	21,414
Other	5,050	16,485
	<u>3,019,950</u>	<u>2,715,682</u>
<b>Deduct:</b>		
Campaign expenses	387,691	366,564
Provision for uncollectible pledges	103,226	91,744
	<u>490,917</u>	<u>458,308</u>
<b>Net revenue</b>	<b>\$ 2,529,033</b>	<b>\$ 2,257,374</b>
<b>Expenses:</b>		
Allocations to member agencies	1,334,128	1,250,000
Donor directed giving allocations	585,187	490,877
Community Services	156,663	135,550
Operating	150,749	146,141
Volunteer Saskatoon	113,225	101,765
Community initiatives funding allocations	71,703	70,000
United Way of Canada membership	18,990	17,851
Amortization	17,929	24,299
Tomorrow Fund	1,000	500
	<u>2,449,574</u>	<u>2,236,983</u>
<b>Excess of revenue over expenses</b>	<b>\$ 79,459</b>	<b>\$ 20,391</b>

A full version of the financial statements will be made available at the offices of the United Way of Saskatoon.

Because it's where you live.



**United Way's Mission** is to improve lives and build community by engaging individuals and mobilizing collective action.

**Why United Way? Because it's where you live.**

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