

MEDIA RELEASE

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Plans Underway to Address \$1M Campaign Shortfall

United Way of Saskatoon and Area is working closely with its Community Partners to address a \$1 million shortfall in campaign revenue this year according to Shaun Dyer, Chief Executive Officer. The campaign shortfall is due to lower-than-expected individual and corporate donations in 2017 as the local economy and commodity markets have been slow to recover.

Community Partners are local agencies who entered into a 3-year funding agreement with United Way in 2015.

"We are keeping our commitments to our Community Partners, however, we will need to extend the flow of funding over a slightly longer period. By working together, and managing our budgets differently, we can reduce the impact of the shortfall on programs, services, and those who rely on them."

United Way is making available volunteer experts in non-profit management and professional accounting to help local agencies explore budget and cash management options to maintain programs and services levels.

For its part, United Way will reduce staff, conduct a line-by-line budget review for savings, limit discretionary spending and reduce investments in key programs to shore up funding for agencies. This includes a 50% reduction to Saskatoon's Collaborative Funders program that provides grants to community-based organizations across the city and a 15% reduction to Journey Home, United Way's flagship housing-first program that moves people from homelessness into housing by supporting them on their journey to stability and recovery.

"This is a sector challenge that requires a sector solution," says Dyer. "Donors expect all of us to be creative and collaborative when addressing community challenges. That's how we plan to approach this one."

Economic conditions have contributed to a 35% decline in United Way's campaign revenue over the last three years; however United Way has offset the impact on community partners by drawing on financial reserves and other savings. In 2015, United Way raised just over \$6 million for local programs, services and projects. This year, campaign revenue is projected to be \$3.9 million.

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