

In a year when so much was taken...



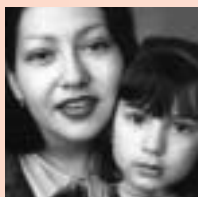
UNITED WAY OF GREATER TORONTO
2001 ANNUAL REPORT

you still managed to give...



2001 was a hard year. The tragic events of September 11th had a profound impact on Americans and Canadians, touching us deeply. The economic downturn in the same year affected many people's lives.

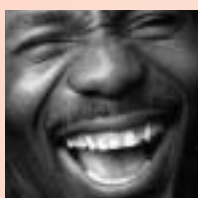
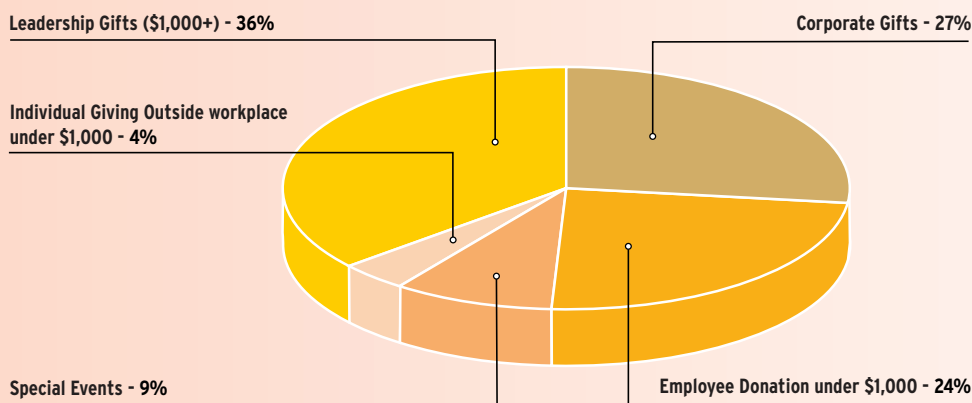
Yet, in a challenging time, we witnessed inspiring gestures of compassion and generosity, as people came together to help those in need. In a year when so much was taken, the people of Toronto dug deeper into their hearts and pockets to raise a record \$75.5 million for United Way – surpassing our goal by \$700,000.



Campaign Chair John Tory and his cabinet led this extraordinary effort, along with hundreds of organizations and thousands of individual donors and volunteers who proved yet again that Toronto is a compassionate community.

Of the \$75.5 million total fundraising achievement, \$72.4 million came from United Way's annual campaign and \$3.1 million from special and endowment gifts.

Within the annual campaign:



Leadership giving (donations of \$1,000 +) continues to grow as a percentage of United Way's overall fundraising achievement. In 2001, Leadership giving increased \$3.8 million over the year before. In addition, United Way's endowment, The Tomorrow Fund, currently has assets in cash and irrevocable expectancies of almost \$40 million.



In 2001, United Way increased funding by \$3.1 million to 147 member agencies for a total of \$39.2 million. \$3.8 million was invested in special projects and grants.

Through ongoing research, United Way identifies the areas of greatest need and invests your money where it will have the most impact. Since 1996, United Way has directed \$10.5 million in new funding into four priority areas of social needs (giving young children a healthy start, addressing hunger and homelessness, helping abused women and their children, assisting newcomers to settle and integrate). At the same time, we maintained or increased funding to all other service areas, such as seniors, youth, and employment services.

Last year, United Way-funded agencies helped 125,614 children (ages 0-14) and 111,525 newcomers. We provided counselling to 81,929 abused women and 213,959 nights of shelter for the homeless. We supported 168,068 seniors and delivered 591,686 Meals-on-Wheels.

In 2001, United Way welcomed five new agencies as members:

- **Aisling Discoveries Child and Family Centre** provides mental health services, as well as a range of programs for young children and their families in Scarborough.
- **Christie Ossington Neighbourhood Centre** is a multi-service agency for families and individuals in the west end of Toronto.
- **CultureLink** helps newcomers across Toronto settle and integrate into our community.
- **South Asian Family Support Services** supports newcomers, abused women, seniors and youth in Scarborough.
- **Yorktown Child and Family Centre** is a children's mental health centre located in the former suburb of York.



and give...

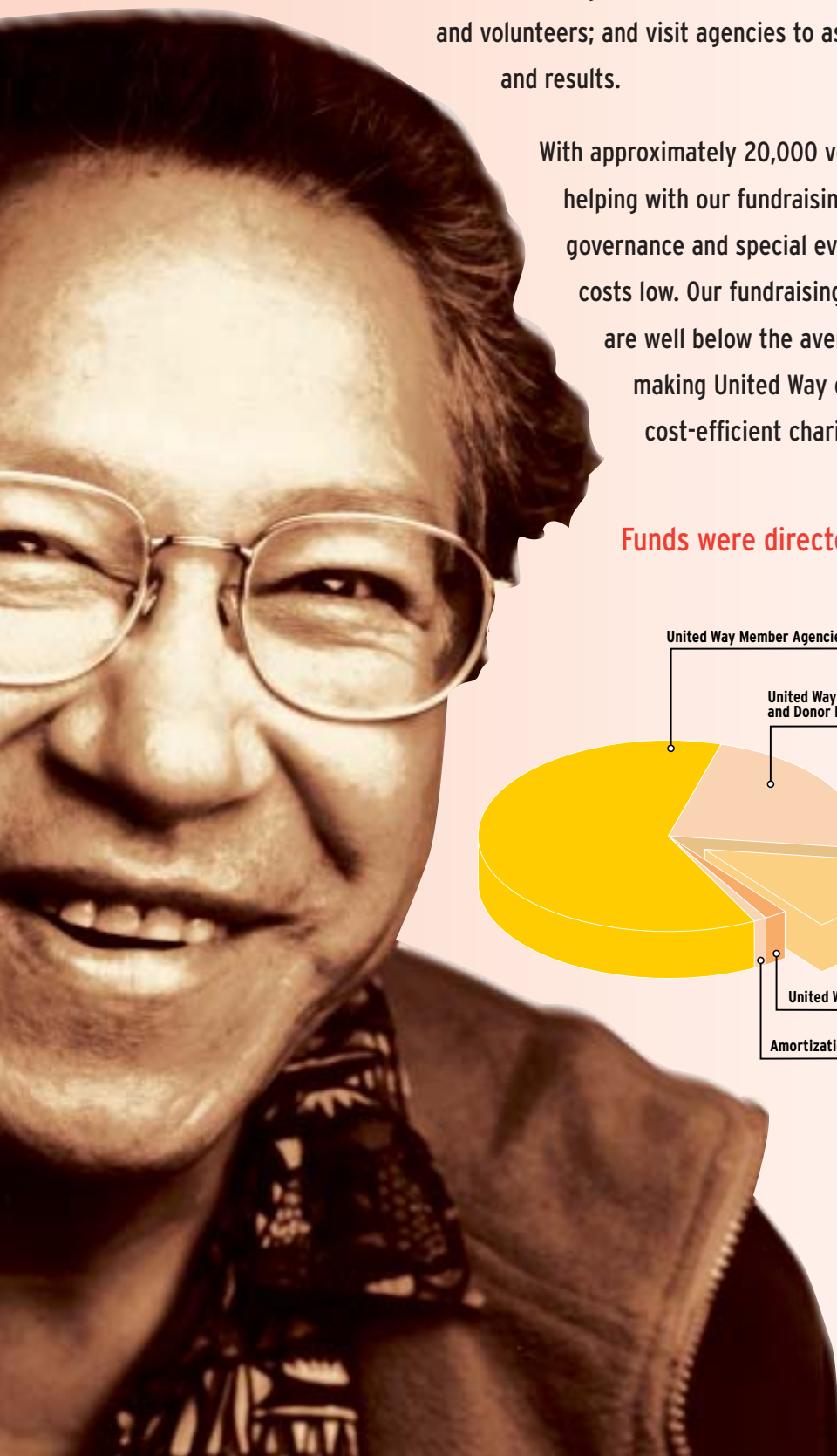
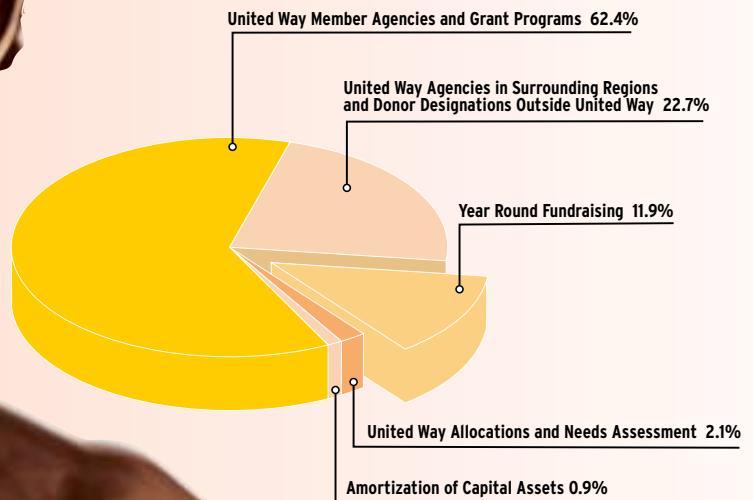
Ensuring Accountability

Our allocations process ensures that your donation is used well by supporting only agencies that demonstrate solid governance, strong fiscal management and deliver effective programs. Experienced volunteers and professionals review agencies'

submissions for funding; conduct interviews with their staff, clients and volunteers; and visit agencies to assess their performance and results.

With approximately 20,000 volunteers annually helping with our fundraising, allocations processes, governance and special events, we're able to keep costs low. Our fundraising costs of 11.9% are well below the average for charities, making United Way one of the most cost-efficient charities in North America.

Funds were directed as follows:



Facing Challenges;



In 2001, United Way's Success By 6[®] program expanded funding for its projects to \$1.4 million annually. The increased funding came as a result of the growth of United Way's endowment, The Tomorrow Fund. Last year, nine new projects were added to the Success by 6[®] program, bringing the total to 17.

One of these new projects, a Play Therapy program, is designed to help young children who have suffered severe trauma due to illness, a death in the family, separation or divorce, or have witnessed or experienced violence and abuse.

Success by 6[®] invests in early childhood (from birth to age six) to ensure young children get a healthy start in life with services including pre- and post-natal care, parenting programs, parent-child resource centres and home visiting.

The Toronto Homeless Community Economic Development (CED) program has been highly successful in its first two years. Participants have gained employment experience and training, earned an income and developed social connections. In 2001, six new CED businesses launched.



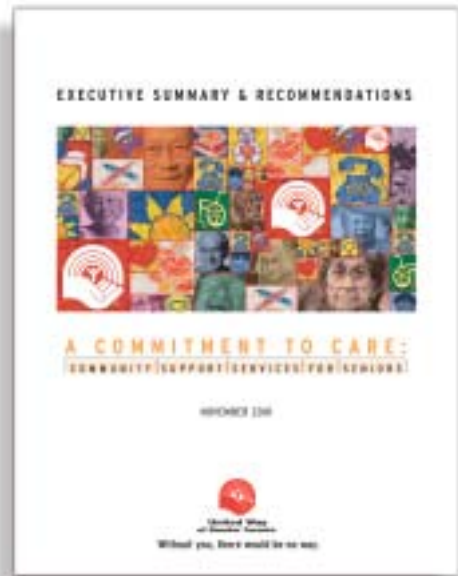
One existing CED project, Parkdale Green Thumb Enterprises, earned a contract to plant and maintain floral gardens in a downtown neighbourhood. Twenty-four psychiatric survivors were employed part-time, improving their self-esteem, and positively impacting relationships with residents and local business owners in the community.

The CED program develops businesses in order to create training opportunities and jobs for people who are homeless or at risk of homelessness. The program is funded in partnership between United Way and all three levels of government.

New Solutions

In 2001, United Way released *A Commitment to Care: Community Support Services for Seniors*. The report found evidence of persistent poverty among thousands of Toronto's elderly. A rising number of seniors are waiting for subsidized housing, and many are using food banks and seeking refuge in overnight shelters. Many frail seniors no longer receive the personal care and homemaking services that have enabled them to live safely in their own homes.

Despite the growing demand for seniors' services, agencies' ability to respond has been compromised. The report identifies factors contributing to the problem and proposes an action plan to address these challenges.



In 2001, 25 workplaces raised more than \$2.5 million using UNITEDWAY@work. This online campaign system was created by United Way of Greater Toronto in 2000 to give workplaces a powerful,

interactive tool to support their campaigns. In an online survey, 93% of UNITED WAY@work users reported a high level of satisfaction with the system. Six cities across North America adopted UNITED WAY@work for their workplace campaigns last year.



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