

Connecting ... with the future of our city

The Tomorrow Fund™

Established in 1995, United Way of Greater Toronto's endowment, The Tomorrow Fund™, gives Torontonians a unique opportunity to impact children's lives and the future of our city. The Fund provides stable funding to help children and their families through Success by 6®, a United Way program that ensures children six and under get a healthy start.

In 2006, the Fund grew substantially by \$10 million, to \$51,377,000, thanks to the extraordinary generosity of many donors including David and Sheryl Kerr and Ken and May Copland, who respectively endowed a \$2 million and \$1 million Family Fund. In addition, a portion of Stephan and Sophie Lewar's \$5.6 million bequest was received in 2006.

Success by 6® lays the foundation for early success in school by helping to improve family nutrition and parenting skills, and connecting isolated families to critical support systems.

Research shows that a child's brain development in the first six years of life sets the foundation for lifelong learning, behaviour and health.¹ But investing in children makes smart economic sense as well. For every \$1 spent on childcare, there is a \$2 economic benefit. The benefit comes back through increased tax revenues, and decreased social, education and health costs.²

Strategic Alliance with the Toronto Community Foundation

United Way of Greater Toronto is proud to partner with the Toronto Community Foundation (TCF) and retains the TCF to manage our endowment, The Tomorrow Fund™. We are grateful to the many TCF donors who include United Way among their grant choices. TCF donors understand the importance of United Way's work in the community and value the rigour of our grant allocations process.

¹ McCain, M. and J. F. Mustard. *The Early Years Study: Reversing the Real Brain*, 1998.

² Cleveland, Gordon and Krashinsky, Michael. *The Benefits and Costs of Good Child Care*, 1998.

In 2006, The Tomorrow Fund™ provided \$1.5 million to 17 Success by 6® programs, many in priority inner suburban neighbourhoods. The impact is significant:

- Success by Six® served some 6,190 children and 5,221 families.
- At least 98 per cent of children in a pre-kindergarten preparatory program now know and read the alphabet, count from 1 to 10, and have improved social and reasoning skills.
- 71 per cent of fathers participating in a parenting workshop reported that they learned new information that supports them as a parent.

In addition to Success by 6®, The Tomorrow Fund™ also allocated \$281,000 to programs that help seniors, homeless people, children from low-income families and many more. As well, four new families established Family Funds. Altogether, The Tomorrow Fund™ now manages 51 such funds.

United Way continues to reinvest a portion of The Tomorrow Fund's™ income without touching the principal. The Tomorrow Fund™ is here to stay and will continue to impact the lives of our community's children for generations to come.



Kathleen Taylor

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Chair, Endowment Giving

President and Chief Operating Officer,
Four Seasons Hotels and Resorts