



United Way
Cape Breton



Strong Communities

In working for the overall well-being of community members, we're building the positive environments and social capacity for caring, safe neighbourhoods.



From Poverty to Possibility

We're helping community members who have low income, and those experiencing homelessness, to gain financial stability and independence.



All That Kids Can Be

From the early years to high school completion, we're supporting the full path of development to help children and youth achieve their potential.

AGM

Annual Report 2015/16

Together, we are possibility.

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United Way Cape Breton Funded Program Organizations



Organization Name	Staff Contact	Email Address	Phone Number
Adult Learning Association of Cape Breton County	Karen Blair	alabc@@syd.eastlink.ca	902-564-8404
Allkids Early Intervention Services	Valerie Donovan	allkids@ns.sympatico.ca	902-849-3429
Bereaved Families of Cape Breton	Wynn MacNeil	infobf@seaside.ns.ca	902-564-6795
CNIB	Pamela Gow-Boyd	Pamela.Gow-Boyd@cnib.ca	1-902-454-6570
Cape Breton Centre for Sexual Health	Cathie Penny	Pp.cb@bellaliant.com	902-539-5158
Cape Breton Community Housing Association– Homeless Shelter	Fred Deveaux	fred.deveaux@cbcha.ca	902-539-0025
EPIC (Educational Program Innovations Charity Society)	Barry Waldman	epic.ns.sympatico.ca	902-794-7225
Elizabeth Fry Society	Darlene MacEachern	efrycb@eastlink.ca	902-539-6165
Family Services of Eastern Nova Scotia	Nancy MacDonald	nmacdonald@fsens.ns.ca	902-539-6868
Inverness Richmond Early Childhood Intervention Program	Olivia Melnick	ireip@ns.sympatico.ca	902-625-0396
Island Community Justice Society	Heather McNeil	icjs@syd.eastlink.ca	902-563-2596
New Dawn Meals on Wheels	Kathleen Whelan	kathleen@newdawn.ca	902-562-1245
St. John Ambulance	Annette Deagle	Annette.deagle@ns.sja.ca	1-902-463-0013
Society of Deaf & Hard of Hearing Nova Scotians	Rosalind Wright	rwright@ns.aliantzinc.ca	902-564-0003
Whitney Pier Youth Centre	Chester Borden	wpyc@ns.sympatico.ca	902-567-0240
Y.M.C.A. (Port Hawkesbury)	Andre Gallant	andre@cbymca.com	902-562-9622
211, NS	Mike Myette	mmyette@ns.211.ca	902-466-5720



STAFF:

Lynne McCarron
Executive Director

Brenda Durrah
Executive Assistant

Erin Gallagher
Campaign Manager

BOARD OF DIRECTORS 2015-2016 :

Brenda Boutilier
President

Peter MacDonald
Vice President

Joseph Wall
Second Vice President

Carroll Vickers
Treasurer

Denise Martell
Recording Secretary

Board Members:

Chris Bourque
Jody MacDonald

Jen Ryan

Sean Burke

Chelsy MacEachern

Mary Lou Andrea

Wendy Thorn

Chris Bellemore

Kaleigh Simpon

Agenda

**BOARD OF DIRECTORS
ANNUAL MEETING**

September 22, 2016

12:00 pm – 1:00 pm



Welcome and Introductions

Approval of Agenda

Approval of Minutes

Finance Report

Nominations

Chairperson's Report

Executive Director's Report

Board Recognition Awards

Ann Terry Memorial Award

Harvey Webber Memorial Award

Closing Remarks

Board of Directors
Annual General Meeting Minutes

Holiday Inn September 10, 2015



Present:

Patty McCann, President
Brenda Boutilier, Director
Joe Wall, Director
Denise Martell, Secretary
Carroll Vickers, Treasurer
Jodi Jackson, Director
Jonathan MacInnis, Director,
Rob Redshaw, Director
Lynne McCarron, Executive Director
Brenda Durrah, Executive Assistant
Erin Gallagher, Campaign Manager

Regrets:

Sheldon Chat, Director
Peter MacDonald, 1st Vice President
Chelsy MacEachern, Director
Chris Bourque, Director
Allie Barclay, Director

Welcome & Introductions

Lynne McCarron, Executive Director

Approval of Agenda:

Motion to approve– Denise Martell
Second– Jonathan MacInnis
Motion carried.

Approval of Minutes

2014 Annual Meeting minutes
Motion to approve – Joe Wall
Second –Rob Redshaw
Motion carried.

Finance Report

Carroll Vickers, Treasurer

- Auditor's report (DRAFT- explanation)
- Statement of operations- year end in March
- Campaign report
- Paid out two years worth of donor choice
- Revenue higher
- Donor designation higher
- Expenses- relatively the same
- Surplus \$216,000- to fund upcoming 12 months

Motion to Approve– Patty McCann

Second – Joseph Wall

Motion carried.

Reappoint Roach Perry Anderson

Motion to Approve– Jodi Jackson

Second – Joseph Wall

Motion carried.

Leaders of the Way continued...

PLATINUM (\$1,500.00–\$1,999.00)

Individual:

Keith Hickey
Juanita Currie
David Hart

Glenn Marchand
Roderick MacMullin
Charles MacDonald

Corporation:

Bentick Investment Ltd.

PATRON (\$2,000.00 +)

Individual:

Kenneth Morrison
John & Marie Campbell
Dr. Andrew & Karen Wawer
Dave Cluett
Roy Glenn
Blaise MacDonnell
Dana Ryan

Dr. Murdock & Frances Smith
Doug & Jen Nugent
Angus Ross
Timothy Delorey
Jason Hanam
Melvin Pierce
Bruce Woolridge

Corporation:

Joe's Warehouse Ltd.
Port Hawkesbury Paper
Protocase
BMO
A&L Seafoods
Marquis Reality
Victoria Co-op Fisheries Ltd.
Municipal Ready Mix
Boston Pizza
RBC
Kubota
Louisbourg Seafoods
Clearwater
Eastlink
Nustar
Nova Scotia Power
TD Canada Trust
Paul Davis Systems

CIBC
Scotia Bank
Great West Life
Ramsay's Honda
Cape Breton Post
Steve Lewis Autobody
MacDonald Auto Group
MacIntyre Chevrolet
Eyking Farms
Belmac
Newcap Radio
Seaside Communications
Maritime Radio
Bed, Bath & Beyond
Tom MacDonald Trucking
Enterprise
John & Jeanne Eyking Foundation



Leaders of the Way

True leaders know the importance of contributing to their community. They feel proud that their efforts help move people from poverty to possibility and enable local kids to be all that they can be. They know that healthy people make a strong community.



A huge thanks to this past campaign's Leaders of the Way!

GOLD (\$1,000.00–\$1,499.00)

Individual:

Harold & Diane Schwartz
George & Sharon Unsworth
Donnie & Colleen Sives
Douglas Murphy
Dr. Jean Crosby
Dr. Dale Miller
Dr. Siva Thanamayooran
Francois Toupin
Brian M. LeBlanc
Nicole MacDonald
Ken Reynolds
Elaine Holmes
Krystal & Chris Stone
Amy Bennett
Conrad Linloff
George Wright
Richard Marchand

Arlene Butts
Matthew Murchinson
Thomas Bouman
Dawn White
Gerry Mackenzie
Wendy Rhodes
David & Christine Jamael
Andrew Hogan
Gerard Ferguson
Ron MacNeil
Barbara Baillie
Agnes MacNeil
Allen Britten
Vincent MacPherson
David Sangster
Curdis Karrel
Mike MacKeigan

Corporation:

Island Distributors Ltd.
Joneljim Concrete Construction
Joneljim Investments
MacLeod Lorway

J.T. Nash Ltd.
Sydco Fuels Ltd.
RKM Investments Ltd.
S & M Trucking

Minutes continued



Board Nominations:

Joe Wall

Jen Ryan

Motion to Approve: Allie Barclay

Second: Joe Wall

Chelsy MacEachern is taking a one year leave of absence.

Chairperson Report

Patty McCann

- Lynne McCarron (the Executive Director), in conjunction with the Community Investment Committee, developed a new online application site to facilitate the donation process.
- We partnered once again with Seaside Communications and videographer, Jason LeFrense, on our community impact video. As a true Cape Breton champion, Seaside Communications sponsors the complete production of the video.
- A poverty taskforce was formed in December 2014 after the staggering child poverty rate of 1 in 3 Cape Breton children living in poverty was released late last fall.
- We introduced a new event that scored high with the participants. Bubble Soccer, held at the CBU gym.
- Cabot Links tickets were a huge hit, selling \$65 rounds for the months of October and May.
- We were fortunate to garner five summer students last year (one in each of Inverness, Port Hawkesbury, and Bay St. Lawrence, and two in Sydney), allowing us to strengthen our footprint in the more rural areas of Cape Breton

Executive Director's Report

Lynne McCarron

- Workplace campaign continues to be the major source of revenue for United Way Cape Breton, a few special events are also held. Golf Tournament completed its 10th year raising over \$37,000.
- Hampton Inn did the "Donate while you Doze" campaign again this year. This event doubled the revenue from the same period last year.
- Attended National Poverty Summit in Ottawa in May. As a result of this conference, we have begun working with Grand Prairie, Alberta to create a Transportation program for CBRM. Our goal is to create a subsidized "All Access Community Pass" for persons living in poverty and need transportation to work placements.
- Working with United Way Canada to create national media messaging. We are hoping that standardized messaging will help individuals identify with what we are trying to do: Build Stronger Communities.
- We had our Volunteer Appreciation Breakfast April 16/15, during National Volunteer week. We have over 350 volunteers who are our champions in the workplace and solicit for donations on behalf of United Way Cape Breton.

Board Recognition Awards: Patty McCann

Ann Terry Memorial Award: Dr. Allen Britten, CBU campaign coordinator

Harvey Webber Memorial Award: Loran Tweedie, Seaside Communications

Community Impact Video (sponsored by Seaside Communications)

Motion to Adjourn: Jonathan MacInnis

Board Chair Report



Welcome board of directors both past and present, community groups, distinguished ladies and gentlemen and supporters of United Way Cape Breton. It is my honour today to host the 2015-2016 Annual General Meeting. United Way Cape Breton continues to be catalysts when it comes to engaging stakeholders on important community issues. We strive to ensure a comprehensive level of governance while addressing community issues that are comprised of a broad variety of interrelated problems. We recognize the need for collaboration amongst individuals, community agencies and all levels of government to address them effectively.

This past year we have demonstrated a successful campaign, raising just over \$960,000.00 thanks to the many individuals, corporations, work place campaigns and community events. Most noteworthy is the Winter Gala in support of children living in poverty in Cape Breton which raised approximately \$240,000.00.

The community investment committee was able to support 21 community funded programs, reaching across Cape Breton, in the three categories of; all that kids can be, strong communities and from poverty to possibility. We have improved upon our funding allocation processes to support project outcomes and contribution to growth and impact on important community issues. The Nova Scotia Provincial Government, Department of Community Services has just recently agreed to provide funding for a staff member for one year to support this process.

The board of directors continue to ensure a level of governance that is current and in line with United Way Canada and supportive of our United Way Cape Breton staff. This past year we have reviewed our bylaws and introduced human resource policies and procedures. We have fulfilled all aspects of our membership requirements for United Way Canada. We are in the final stages of a strategic plan for 2016-2018 which is aimed at reducing child poverty and governance.

UWCB was privileged this year to have Katherine and Steve van Nostrand as campaign chairs. They demonstrated unwavering commitment to the community and the issue of children living in poverty. They have agreed to chair the campaign for the next year and we look forward to increased success with their leadership. They will stay on as chairs of the Winter Gala for another four years.

Executive Director's Report continued...



We have been working with CBRM on Transit. We have advocated for bus passes which have been created. They have completed a survey while offering free service over the summer months which concluded that the number one reason people used the bus was for work. We have secured funding from the TELUS Community Fund to provide subsidized transit passes for persons living in poverty. We plan to look at the scheduling and routes of the buses to make them more user friendly and enable more people to get to work. This is to coincide with our goal of reducing child poverty. All staff attended the United Way Atlantic Conference. At this conference we collaborated with all the United Ways in Atlantic Canada on corporate accounts, sharing resources and staff training. Great opportunity for learning.

In May we were able to secure a meeting with Prime Minister Justin Trudeau and the Minister of Families to discuss the child poverty rate in Cape Breton. We discussed our efforts to help the community help ourselves become stronger and more supportive so we can move children out of poverty. Both promised to visit Cape Breton in the near future.

We met with the Premier Stephen McNeil and his office arranged for a meeting with the Minister of Community Services, Joanne Bernard. As a result of this meeting, we have secured funding to hire an additional staff to provide supports for the non-profit organizations in Cape Breton. This will enable us to be more efficient and effective with our funding and result in better community impact. A very busy year, for sure. I have been asked many times, how we are going to improve upon that this year. I think, like most people, I am invested in this community and we are surrounded by people who want to help. We are investing all the money raised in programs that will help our communities. We are going to provide support so that we can create good evaluation of how we are spending this money and then we are going to report back to donors on what we are doing. If there are gaps identified, we will address them. Cape Bretoners want to help, so we will continue to help facilitate and foster that motivation. Together We Are Possibility!

Lynne McCarron
Executive Director

Executive Director's Report



First, I would like to acknowledge the wonderful year we have had at United Way Cape Breton. This has certainly been our most successful year so far and we are very fortunate to have such commitment from our Board, Staff and Volunteers. Our staff went above and beyond this year – their commitment and passion for the work of our organization is inspiring. These ladies make it easy to come to work and I think we complement each other well. I want to thank them so very much because while I'm getting my photo in the media, they are doing a lot of work behind the scenes, to make this happen.

The 30% growth of our campaign is in great part, due to the support of our special events:

Bubble Soccer – Thanks to corporate sponsors, CB Post and Ramsay's Honda, we purchased 24 bubble soccer balls. We have had 2 tournaments so far raising more than \$20,000. Our plans this year include some smaller events with different groups, like CBU and the Coast Guard College.

Golf – This year we had our 12th annual golf tournament, raising over \$30,000. There were some challenges this year and it was recommended that we spend more money decreasing our net revenue, we opted to take a year off and consider other special event opportunities.

Gala – First annual Gala held on March 4th, was very successful, more than doubling our goal, raising more than \$240,000. The plan is to run this Gala for the next five years to raise money and awareness for programs that are working to reduce the number of children living in poverty.

Cabot Links – This has been a very profitable collaboration between Cabot Links and United Way. They donate passes to us in May and October, cost of the pass is \$55 and 100% of the proceeds come to UWCB to support our funded programs.

These events were successful because we are fortunate to have a wonderful volunteers helping us. I would like to take this opportunity to thank them for their time and commitment, we couldn't have done it without them.

In May 2015, I attended the National Poverty Summit in Ottawa and in 2016, Councillor Darrell Flynn and I attended the National Conference in Edmonton. From these conferences, we have created a local poverty task force and together we are working on programs that have proven successful in other communities across Canada.

We have made some changes to our Community Investment application process. We have created an online tool to apply for funding. We are also trying to get programs to set goals and use evaluation tools so that we can measure impact by evaluating outcomes. We will be offering training for funded programs for this as well as financial literacy.

Board Chair Report continued...



To the board of directors and staff of UWCB (Lynne McCarron, Erin Gallagher and Brenda Durrah) your contributions and hard work are key to our success . To the volunteers and general supporters of UWCB your positive attitude and efforts are vital to our fundraising campaign!

United Way Cape Breton is poised for a strong united front in addressing community issues. We have awakened the issue of 1 in 3 children facing poverty in Cape Breton and have taken action in collaboration with our partners, community programs and all levels of government. I am confident that in my last year as President of United Way Cape Breton we will endeavor to face our challenges with continued future success. I leave you with this quote, "The only way to make sense out of change is to plunge into it, move with it, and join the dance."

Thank You

Sincerely, Brenda Boutilier

President, United Way Cape Breton, Board of Directors