

*In a year when so much was taken...*



UNITED WAY OF GREATER TORONTO  
2001 ANNUAL REPORT

# UNITED WAY OF GREATER TORONTO

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## MESSAGE FROM THE PRESIDENT

**2001 was an extraordinary year of tragedy and generosity.**

Soon after I became President of United Way of Greater Toronto, our attention turned to the human losses of September 11. Canadian lives were lost, and many American friends and colleagues were killed. We feared for our personal security.

Our economic security was also threatened. The period following September 11 was a time of extreme economic uncertainty. Jobs were lost, and many more jobs were thought to be in jeopardy. At United Way, we knew that this economic uncertainty would affect our campaign; because so much of our fundraising is workplace based, lay-offs have a direct effect on our revenue.

But September 11 also affected how we view each other. Yes, we may feel imperiled by forces that are impersonal, incomprehensible, even global. But our ability to care for each other is personal, local, and tangible. This desire to care begins at home, and in our neighbourhoods. It is the nature of community, and it is the foundation of everything we do at United Way.

The result of this commitment to community was a record fundraising campaign. Total donations to the 2001 campaign were \$75.5 million, exceeding our campaign goal by more than \$700,000.

These donations find their way into community services via the rigorous, volunteer-led allocations review process. While we are proud of our ability to fund for maximum impact, this pride does not prevent us from continually evaluating the state of social services in our city, and the effectiveness of United Way-funded programs. That is why we released *A Commitment to Care: Community Support Services for Seniors*, in November 2001. Our report uncovered evidence of a disturbing growth in seniors' poverty in Toronto.

United Way will continue to monitor our community's capacity to care for all its citizens. We will continue to work with our partners in business and labour to effectively match the generosity of Torontonians to deal with the most urgent social needs, while working with our member agencies on permanent solutions to Toronto's most daunting social challenges.

In addition to the financial generosity of so many in our community, I would like to recognize the welcoming, personal generosity I received from the Board of Trustees and staff of United Way. I would particularly like to thank Board Chair Jennifer Lynn, for her leadership and extraordinary dedication to United Way.

I would also like to thank 2001 Campaign Chair John Tory, who taught me that fundraising is not just hard work — it's also good fun!

Finally, I would like to thank Anne Golden, my predecessor as President of United Way of Greater Toronto. Anne leaves behind a legacy of professionalism, credibility and integrity. I wish Anne every good fortune at the Conference Board of Canada, and thank her for more than 20 years of dedication to United Way of Greater Toronto.

A handwritten signature in black ink that reads "Frances Lankin". The signature is fluid and cursive, with a large initial 'F' and 'L'.

FRANCES LANKIN,  
President and CEO



## “Mobilizing the community’s volunteer and financial resources in a common cause of caring”

took on new dimensions for the United Way in 2001 as we rose to meet the growing social needs and persistent human issues facing the most disadvantaged citizens of Toronto. Enhanced innovation and collaboration marked our work as we sought to promote and facilitate the development and sustainability of needed community services — a task we approached in partnership with our public, business, labour and community sector partners and member agencies.

## MESSAGE FROM THE BOARD CHAIR

A record \$75.5 million, was achieved under the tremendous volunteer leadership of Campaign Chair John Tory and his team, as well as more than 20,000 energetic volunteers and canvassers. In recognition of John’s notable dedication and personal commitment to our community, he was honoured with the 2002 Outstanding Volunteer of the Year award by the Association of Fundraising Professionals.

Successful fundraising campaigns have enabled United Way to sustain core funding for our 147 member agencies; to welcome five new member agencies; to grow our investment in our priority areas; and to develop a full strategy for former suburbs such as Scarborough and Etobicoke to bring new services to these underserved areas through partnerships and capacity building. We were also successful in obtaining CRTC approval for 211, a community information line that launches in 2002. United Way’s commitment to ensure that we reflect and respond to the multicultural, multigenerational nature of the community saw the formalization of a Next

Generation (Youth) Committee; increased participation from the Chinese and South Asian communities; and renewed outreach plans to the African-Caribbean community.

Fostering public understanding of social issues and social responsibility, through research-based articulation of the needs and potential solutions continues to be a cornerstone of mobilizing the broader community. Our generous advertising agency, Vickers & Benson Arnold, developed for the second consecutive year a public campaign that captured the hope and opportunity United Way brings to 1-in-3 Torontonians. UNITEDWAY@work, our customized online campaign, expanded to 25 workplaces and recorded high satisfaction levels among those who used this interactive and fun tool. United Way's signature events — Procter & Gamble Leaps and Bounds, the Enbridge CN Tower Stair Climb, the Bay Street Rat Race, the third annual Blossom Ball, Days of Caring — continue to raise much-needed dollars and bring the community together in acknowledgement and celebration of our shared value of caring for one another.

In a post-September 11 world, we have experienced a renewed appreciation of the importance of healthy, sustainable communities. Unmistakeably, there are hopeful signs and a consequent role is emerging for United Way to fulfill a new kind of social service leadership — as the articulate and informed voice for human services within the architecture of a new deal for cities.

With our new President & CEO, Frances Lankin, United Way and the community benefits from an individual with a profound knowledge of social issues, deep roots in the community, a connection

to all sectors and segments of society, and an ability to communicate, inspire and mobilize around an agenda of change. With Frances and the superb senior management team and staff, United Way is well positioned to place human needs at the very centre of decisions to build an economically vibrant and socially responsible, caring society.

I have been deeply inspired by the dedication of countless Torontonians I've met while on the campaign trail, visiting with member agencies, and participating in community events and committee meetings. I thank the members of the Board of Trustees for their expertise and time, and I speak on behalf of all of them when I say to our generous donors, dedicated staff, loyal volunteers, and member agencies, truly without you, there would be no way.



JENNIFER LYNN,  
President,  
Lynn Communications Inc.  
Chair of the Board of Trustees



## MESSAGE FROM THE CAMPAIGN CHAIR

**“In a year when so much was taken, you still managed to give.”**

A heartfelt statement for a year when human tragedy and economic instability challenged many. The record-breaking achievement of \$75.5 million is testament to the generosity and goodwill of the people of this city.

In September 2001, we announced a challenging campaign goal of \$74.8 million. Through a difficult fall, Torontonians responded through United Way to help meet urgent needs in our city. I am inspired by the thousands of dedicated people who worked together, giving their time and energy to help those in need. What an incredible achievement we had with the help of more than 20,000 volunteers, including 45 members of the Campaign Cabinet; 375 Leadership Chairs and Account Executives, 1128 Employee Campaign Coordinators, thousands of workplace canvassers and countless others.

It has been a privilege to lead the United Way campaign and meet so many compassionate people along the campaign trail. Together, our efforts will have a profound effect on lives in our city.

Congratulations, Toronto, for an incredible achievement and thank you for your support.

JOHN TORY,  
President and CEO,  
Rogers Cable Inc.  
2001 Campaign Chair

# CORPORATE HONOUR ROLL

The following CORPORATIONS donated \$10,000 or more to United Way in 2001, through gifts such as direct charitable donations and corporate matching funds.

## \$1 Million +

CIBC Group of Companies\*  
RBC Financial Group (including RBC Royal Bank, RBC Capital Markets, RBC Investments, RBC Insurance, RBC Global Services)\*  
TD Bank Financial Group\*

## \$750,000 - \$999,999

Bank of Montreal\*  
Scotiabank Group\*

## \$500,000 - \$749,999

Manulife Financial

## \$400,000 - \$499,999

Bell Canada\*

## \$300,000 - \$399,999

Brascan Corporation (including Brookfield Properties Corporation, Falconbridge Limited, Nexfor Inc. & Norbord Industries Inc., Noranda Inc. and Royal LePage)  
The Toronto Star\*

## \$200,000 - \$299,999

BMO Nesbitt Burns Inc.  
The Canada Life Assurance Company  
Celestica International Inc.  
Enbridge\*  
Four Seasons Hotels and Resorts  
Fraser Milner Casgrain LLP  
IBM Canada Ltd.\*  
Imperial Oil Charitable Foundation\*  
KPMG Canada LLP  
Merrill Lynch Canada Inc.  
Ontario Power Generation\*  
Procter & Gamble Inc.

## \$100,000 - \$199,999

Bombardier Aerospace  
Canadian Tire Corporation, Limited  
The Document Company Xerox\*  
Eli Lilly Canada Inc.  
George Weston Limited (including Loblaw Companies East, Weston Bakeries, Neilson Dairy, and Holt Renfrew & Co. Ltd.)\*  
Hudson's Bay Company\*

Imperial Tobacco Canada Limited  
Janssen-Ortho Inc.  
Kraft Canada Inc./NABISCO Limited  
McCarthy Tétrault LLP  
Onex Corporation  
Petro-Canada\*  
Rogers Communications Inc. (including Rogers Media, Rogers Cable, Rogers AT&T Wireless and Rogers Shared Services)  
Sears Canada Inc.\*  
Standard Broadcasting Corporation Ltd.  
Sun Life Financial  
Unilever Canada

## \$50,000 - \$99,999

ADP Canada  
AIM Funds Management Inc.  
AON Consulting  
Apotex Inc.  
AT&T Canada  
Barrick Gold Corporation  
Bayer Inc.  
The Cadillac Fairview Corporation Ltd.  
CGU Group Canada Ltd.  
Chubb Insurance Company of Canada  
CN\*  
Coca-Cola Ltd./Coca-Cola Bottling Company  
Colgate-Palmolive Canada Inc.  
CTV Inc.  
Fidelity Investments Canada Limited  
Franklin Templeton Investments  
Gap Inc.  
The Globe and Mail  
The Great-West Life Assurance Company  
Harlequin Enterprises Limited  
Hydro One\*  
Mackenzie Financial Services Inc.  
The Maritime Life Assurance Company  
The Metrontario Group  
National Bank Financial Inc.  
Pfizer Consumer Group  
Royal & SunAlliance Insurance Company of Canada  
Shell Canada Products Limited  
Southam Publications Inc.  
(A CanWest Company)  
State Street Trust Company Canada

Suncor Energy Foundation  
The Thomson Corporation  
Trans Canada Credit Corporation  
Transamerica Life Canada  
TrizecHahn Corporation  
United Parcel Service Canada Ltd.\*  
Zurich Canada

## \$25,000 - \$49,999

AGF Management Limited  
AT&T Global Network Services  
Aventis Pasteur Inc.  
Bank of America Canada  
Barclays Global Investors Canada Limited  
Blake, Cassels & Graydon LLP  
Canada Bread Company, Limited  
Canada Lands Company  
Canadian Pacific Railway  
CIBC Mellon  
CIT Financial Ltd.  
Citibank Canada  
Davies Ward Phillips & Vineberg  
The Dominion of Canada General Insurance  
Fairmont Hotels & Resorts  
Global Television Network Inc.  
Grand & Toy Limited  
The Great Atlantic & Pacific Company of Canada, Limited\*  
The Griffith Laboratories Ltd.  
GUINNESS UDV Canada  
HSBC Bank Canada  
Inco Limited  
ING Group of Companies  
Ipsos-ASI  
Ivanhoe Cambridge Inc.  
JP Morgan Canada  
Keilhauer  
Kodak Canada Inc.  
Laurentian Bank of Canada  
Lombard Canada Ltd.  
Maple Leaf Foods Inc.  
Marsh Canada Limited  
MCAP Financial Corporation  
McKinsey & Company  
MDC Corporation Inc.  
The Minute Maid Company Canada Inc.  
Molson Canada

Photograph by © Spencer, Canadian Press



Big shoes to fill as Scotiabank Group employees announced their largest donation ever to United Way. Left to right: Scotiabank Group Campaign Chair Rob Peck, Scotiabank Chairman & CEO Peter Godsoe, United Way's Vice President of Fundraising Susan McIsaac and Scotiabank Group Campaign Chair, Operations Shabina Kanani.

# CORPORATE HONOUR ROLL (CONTINUED)

National Life Assurance Company of Canada  
O&Y Enterprise  
The Prudential Insurance Company  
of America, Canadian Operations  
Reckitt Benckiser Canada Inc.  
Rio Algom Limited  
Rothmans, Benson & Hedges Inc.  
SAS  
Source Medical Corporation  
Sprott Asset Management  
St. Marys Cement Inc.  
Towers Perrin  
William M. Mercer Limited  
Wrigley Canada

## \$10,000 - \$24,999

ABC Group Inc.  
Acktion Corporation  
Alcan Foil Products  
Alcatel Canada Inc.  
Altamira Investment Services Inc.  
Aon Reed Stenhouse Inc.  
ARAMARK Canada Ltd.  
Atlantic Packaging Products Ltd.  
AXA Insurance  
Bank One, NA, Canada Branch  
Bayview Summit Development Limited  
Bechtel Canada Co. and Bantrel Inc.  
Bell Globemedia Interactive  
Boeing Toronto, Ltd.  
Bowne of Toronto  
Brenntag Canada Inc.  
Buck Consultants Limited  
C.I. Funds  
Cadbury Trebor Allan Inc.  
The Caldwell Partners Amrop International  
Campbell Soup Company Ltd.  
Canada Post Corporation\*  
Canadian Depository for Securities Ltd.  
Cap Gemini Ernst & Young  
Carlson Marketing Group Ltd.  
Cassels Brock & Blackwell LLP Barristers  
& Solicitors  
CGI Group Inc.  
Cisco Systems Canada Co.  
CNA Canada

Commission Direct Inc.  
Corus Entertainment Inc.  
Costco Wholesale  
Cott Corporation  
Davis + Henderson  
Delcan Corporation  
Deutsche Bank AG, Canada Branch  
Dundee Realty Corporation  
The Dynacare Health Group  
Eastern Construction Company Limited  
Economical Insurance Group  
EDS Canada  
Electro Sonic Inc.  
Equifax Canada Inc.  
Expertech Network Installation  
FCB Canada Ltd.  
FM Global  
Ford Motor Company of Canada, Limited  
Goldfarb Consultants  
Goldman Sachs Canada Inc.  
Goodyear Canada Inc.  
H.J. Heinz Company of Canada Ltd.  
Hallmark Canada  
The Home Depot Canada  
Honda Canada Inc.  
Honeywell  
IDC Canada  
Instinet Canada Limited  
International Financial Data Services Ltd.  
The International Group, Inc.  
Investors Group  
IPEX Inc.  
Ketchum Canada Inc.  
Loewen Ondaatje McCutcheon Limited  
MacLaren McCann Canada Inc.  
McLean, Budden Limited  
Microcell Telecommunications Inc.  
MIJO Corporation  
Mintz & Partners Management Services  
Mitsui & Co. (Canada) Ltd.  
Monarch Construction Limited  
Morgan Stanley Canada Limited  
Morneau Sobeco  
N.M. Rothschild & Sons Canada Limited  
National Bank of Canada  
Nestlé Canada Inc.

Oxford Properties Group Inc.  
Parmalat Canada  
Progistix-Solutions Inc.  
ProScience Inc. - TecniGlas Division  
Raymond James Ltd.  
Reitmans (Canada) Limited  
Ricoh Canada Inc.  
Robin Hood Multifoods Inc.  
Shoppers Drug Mart Inc.  
Sleep Country Canada  
Sony of Canada Ltd.  
St. Paul Fire & Marine Insurance Company  
The Standard Life Assurance Company  
State Farm Insurance Company  
Sterling Pulp Chemicals, Ltd.  
Symcor Inc.  
T4G Limited  
Teknion Furniture Systems  
Thomson Kernaghan & Co. Ltd.  
Toronto Hydro  
Toronto Stock Exchange  
Town Shoes Limited  
UBS Bunting Warburg Inc.  
Universal Studios Canada Ltd.  
VISA Canada Association  
Watson Wyatt Worldwide  
The Wawanesa Mutual Insurance Company  
Web Krew Inc.  
Woodbine Entertainment Group

\* Contributions made at these organizations are raised on behalf of United Ways in Ajax-Pickering, Greater Toronto, Oakville, Peel Region and York Region.

United Way President Frances Lankin and Executive Vice President, Ontario Gay Mitchell (far right) tipped their hats to RBC Financial Group employees as they revealed their biggest donation ever to United Way with help from the Second Mile Rockettes.



Photo by Peter Thompson



## REPORT FROM e-BUSINESS

**2001 was another exciting year for United Way of Greater Toronto's online activities. We continue to play a leadership role in Canada and North America in using the Internet to reach both our donors and the community at large.**

Our focus for 2001 was the second year of development and implementation of UNITEDWAY@work, a highly personalized online giving and campaign management tool. It provides a high-tech, high-touch method of bringing the best parts of a traditional workplace campaign online. Using the learnings from our pilot year in 2000, we improved UNITEDWAY@work, and extended the implementation of the

pilot across Canada and into the United States, receiving overwhelmingly positive feedback from donors. Thanks to Deloitte Consulting, Delano Technology Corporation, Compaq Computer Corporation, and Artex Interactive for their generous help in this year's development.

For Valentine's Day 2001, United Way of Greater Toronto organized a special Click for United Way, allowing visitors to the website to click a button to make a micro donation in support of services to abused women and their families. Through viral marketing, over 300,000 people visited the site in a matter of days, many of them sharing their own stories about how they had been helped by United Way agencies to escape abusive situations and move on with their lives. Many thanks to our sponsors for that event and the ongoing Click for United Way.

In 2001, United Way of Greater Toronto also held its first eTownHall. For two evenings in the fall, Frances Lankin and community representatives answered questions dealing with issues flowing from our report, *A Commitment to Care: Community Support for Seniors*. Our website at [unitedwaytoronto.com](http://unitedwaytoronto.com) continues to serve as a resource for anyone interested in community issues, as well as a link for donors and volunteers.

A special thanks to A. T. Kearney for seconding Philip King, our Vice-President of e-Business for the past two years, who left United Way in early 2002. Philip's vision and unbridled enthusiasm created an excitement about e-Biz and UNITEDWAY@work across our organization and across North America, that helped make it a reality.

ROCCO ROSSI,  
Chair, e-Business

# EMPLOYEE HONOUR ROLL

The EMPLOYEES at the companies listed below made personal gifts to United Way last year. Whether through payroll deduction, one-time donations or special events, employees at these workplaces raised cumulative amounts of \$25,000 or more for United Way.

## \$2,500,000 +

CIBC Group of Companies\*  
RBC Financial Group (including RBC Royal Bank, RBC Capital Markets, RBC Investments, RBC Insurance, RBC Global Services)\*

## \$2,000,000 - \$2,499,999

Scotiabank Group\*

## \$1,500,000 - \$1,999,999

BMO Nesbitt Burns Inc.  
TD Caring Together Employee Fund\*  
Ontario Government Employees\*

## \$1,000,000 - \$1,499,999

City of Toronto

## \$750,000 - \$999,999

Toronto Transit Commission  
University of Toronto  
Government of Canada\*

## \$500,000 - \$749,999

Manulife Financial  
Procter & Gamble Inc.  
Rogers Communications Inc. (including Rogers Media, Rogers Cable, Rogers AT&T Wireless and Rogers Shared Services)

## \$250,000 - \$499,999

Apotex Inc.  
Blake, Cassels & Graydon LLP  
The Canada Life Assurance Company  
Canada Post Employees\*  
Celestica International Inc.  
CN\*  
Deloitte & Touche LLP  
The Document Company Xerox\*  
Enbridge\*  
Ernst & Young LLP  
The Great Atlantic & Pacific Company of Canada, Limited\*  
IBM Employees' Charitable Fund\*  
Imperial Oil Limited\*  
KPMG Canada LLP  
Kraft Canada Inc./NABISCO Limited

Merrill Lynch Canada Inc.  
Ontario Power Generation\*  
Osler, Hoskin & Harcourt LLP  
Petro-Canada\*  
PricewaterhouseCoopers LLP  
Toronto Police Service  
The Toronto Star\*  
Torys LLP

## \$100,000 - \$249,999

Accenture Inc.  
AIM Funds Management Inc.  
Arthur Andersen LLP  
AT&T Canada  
Bayer Inc.  
Bell Canada Employees' Fund for Community Services\*  
Brascan Corporation (including Brookfield Properties Corporation, Falconbridge Limited, Nexfor Inc. & Norbord Industries Inc., Noranda Inc. and Royal LePage)  
The Cadillac Fairview Corporation Ltd.  
Canadian Depository for Securities Ltd.  
Canadian Tire Corporation, Limited  
Cassels Brock & Blackwell LLP Barristers & Solicitors  
CGU Group Canada Ltd.  
CIBC Mellon  
Fasken Martineau  
Fidelity Investments Canada Limited  
Fountain of Hope, Employees' Foundation  
Bank of Montreal Group of Companies\*  
Four Seasons Hotels and Resorts  
George Weston Limited (including Loblaw Companies East, Weston Bakeries, Neilson Dairy, and Holt Renfrew & Co. Ltd.)\*  
The Globe and Mail  
Goodmans LLP  
Greenwin Property Management  
The Hospital for Sick Children  
HSBC Bank Canada  
Hydro One\*  
Janssen-Ortho Inc.  
Lang Michener Barristers & Solicitors  
Mackenzie Financial Services Inc.  
National Bank Financial Inc.  
Onex Corporation

Royal & SunAlliance Insurance Company of Canada  
Standard Broadcasting Corporation Ltd.  
State Street Trust Company Canada  
Stikeman Elliott, Barristers & Solicitors  
Sun Life Financial  
Toronto District School Board  
Transamerica Life Canada  
Unilever Canada  
United Parcel Service Canada Ltd.\*  
United Way of Greater Toronto  
University Health Network  
William M. Mercer Limited  
York University

## \$50,000 - \$99,999

A.T. Kearney  
AGF Management Limited  
Altamira Investments Services Inc.  
AON Consulting  
Bombardier Aerospace  
Borden Ladner Gervais LLP  
The Boston Consulting Group  
C.I. Funds  
The Caldwell Partners Amrop International  
Canadian Pacific Railway  
Cap Gemini Ernst & Young  
CBC Employees' Charity Appeal  
CGI Group Inc.  
Chubb Insurance Company of Canada  
Citibank Canada  
Coca-Cola Ltd./Coca-Cola Bottling Company  
Davies Ward Phillips & Vineberg LLP  
Davis + Henderson  
Dundee Bancorp Inc.  
EDS Canada  
Eli Lilly Canada Inc.  
FCB Canada Ltd.  
Fraser Milner Casgrain LLP  
Gap Inc.  
George Brown the City College  
Gluskin Sheff and Associates Inc.  
GO Transit  
Goodman and Carr LLP  
Gowling LaFleur Henderson LLP  
H.J. Heinz Company of Canada Ltd.

Employees of Rogers Cable Inc. join President and CEO John Tory at Procter & Gamble Leaps & Bounds for United Way.



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# EMPLOYEE HONOUR ROLL (CONTINUED)

Havergal College  
 Hudson's Bay Company\*  
 Independent Electricity Market Operators  
 The Investment Funds Institute of Canada  
 Investors Group  
 Lenczner Slaughter Royce Smith Griffin  
 MacLaren McCann Canada Inc.  
 The Maritime Life Assurance Company  
 Maple Financial Group Inc.  
 McCarthy Tétrauld LLP  
 McKinsey & Company  
 McMillan Binch  
 Mount Sinai Hospital  
 The National Life Assurance Company  
 of Canada  
 Ogilvy Renault  
 OMERS  
 Ontario Teachers' Pension Plan Board  
 Oxford Properties Group Inc.  
 Pfizer Consumer Group  
 Purolator Courier Ltd.  
 Ryerson University  
 Shell Canada Products Limited  
 Sprott Securities Ltd.  
 Sunoco Inc.  
 Symcor Inc.  
 Toronto Association for Community Living  
 Toronto Hydro  
 Toronto Stock Exchange  
 YMCA of Greater Toronto  
 Zurich Canada

## \$25,000 - \$49,999

ADP Canada  
 Aird & Berlis LLP  
 Aon Reed Stenhouse Inc.  
 AT&T Global Network Services  
 Aventis Pasteur Inc.  
 Bain & Company Inc.  
 Bank of America Canada  
 Barclays Global Investors Canada Limited  
 Baycrest Centre for Geriatric Care  
 Bell Globemedia Interactive  
 Beutel Goodman & Company Ltd.  
 Blaney McMurtry LLP  
 Bowne of Toronto

Buck Consultants Limited  
 Canadian Institute of Chartered Accountants  
 Canadian Life & Health Insurance  
 Association  
 Carlson Marketing Group Ltd.  
 Castek Software Factory Inc.  
 CAW-TCA Canada  
 Centennial College  
 Centre for Addiction and Mental Health  
 Cisco Systems Canada Co.  
 CIT Financial Ltd.  
 CN Tower (TrizecHahn)  
 Colgate-Palmolive Canada Inc.  
 Commission Direct Inc.  
 Costco Wholesale  
 CTV Inc.  
 DaimlerChrysler Canada Inc.  
 DELL Computer Corporation Canada  
 DMR Consulting  
 The Dominion of Canada General Insurance  
 Fairmont Hotels & Resorts  
 Ford Motor Company of Canada, Limited  
 Frank Russell Canada Limited  
 Goldfarb Consultants  
 Grand & Toy Limited  
 Grant Thornton LLP  
 Guardian Capital Group Limited  
 GUINNESS UDV Canada  
 Hallmark Canada  
 Harlequin Enterprises Limited  
 Heenan Blaikie LLP  
 HEPCOE Credit Union Limited  
 Hicks Morley Hamilton Stewart Storie LLP  
 Hospitals of Ontario Pension Plan  
 Humber College  
 Inco Limited  
 ING Group of Companies  
 International Financial Data Services Ltd.  
 Ipsos-ASI  
 JP Morgan Canada  
 KPMG Consulting LP  
 Laurentian Bank of Canada  
 Lerner & Associates LLP  
 Lombard Canada Ltd.  
 Maple Leaf Foods Inc.  
 Marsh Canada Limited  
 Marshall Cummings International

MCAP Financial Corporation  
 Miller Thomson LLP  
 MintoUrban Communities Inc.  
 The Minute Maid Company Canada Inc.  
 Moneris Solutions  
 Morneau Sobeco  
 New Horizon System Solutions  
 O&Y Enterprise  
 Ontario Securities Commission  
 Parmalat Canada  
 Progistix-Solutions Inc.  
 Reckitt Benckiser Canada Inc.  
 Rothmans, Benson & Hedges Inc.  
 Seneca College  
 Shoppers Drug Mart Inc.  
 SNC Lavalin Engineers & Constructors Inc.  
 Sprint Canada Inc.  
 State Farm Insurance Company  
 Sunnybrook & Women's College Health  
 Science Centre  
 TAL Global Asset Management Inc.  
 TELUS Mobility  
 Teranet Inc.  
 The Fairmont Royal York  
 Torpharm Inc.  
 Towers Perrin  
 Trans Canada Credit Corporation  
 TrizecHahn Corporation  
 UBS Global Asset Management  
 Vickers & Benson Arnold Inc.  
 Watson Wyatt Worldwide  
 Woodbine Entertainment Group  
 WorldCom Canada  
 Young & Rubicam Group of Companies Ltd.

\* Contributions made at these organizations are raised on behalf of United Ways in Ajax-Pickering, Greater Toronto, Oakville, Peel Region and York Region.

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700 corp-o-rats get set to run United Way's first Bay Street Rat Race. The 5 km run winds its way through a maze of streets in Toronto's financial district.

# SPONSORED EMPLOYEE PROGRAM

AIM Funds Management Inc.  
AT&T Canada  
Bank of Montreal  
Bell Canada  
BMO Nesbitt Burns Inc.  
Canada Post Corporation  
Canadian National Railway Company  
Celestica Inc.  
Centre for Leadership, Office of Premier (OPS)  
CIBC Group of Companies  
City of Toronto  
EDS Canada Inc.  
Enbridge Inc. (Enbridge Home Services, Consumers Gas, Commercial Service)  
Ernst & Young  
Fidelity Investments Canada Limited  
Government of Canada  
HSBC Bank Canada  
IBM Canada Ltd.  
Jewish Family & Child Service of Greater Toronto  
KPMG Canada LLP  
Management Board Secretariat (OPS)  
Manulife Financial  
McMillan Binch LLP  
Ministry of Community & Social Services (OPS)  
Ministry of Consumer & Business Services (OPS)  
Ministry of Economic Development & Trade (OPS)

Ministry of Citizenship & Recreation (OPS)  
McKinsey & Company  
Noranda  
Ontario Power Generation  
RBC Financial Group (including RBC Royal Bank, RBC Capital Markets, RBC Investments, RBC Insurance, RBC Global Services)  
Rogers Communications Inc.  
Royal & SunAlliance Insurance Company  
Scotiabank Group  
State Farm Insurance Corporation  
State Street Trust Company Canada  
TD Bank Financial Group  
The Caldwell Partners Amrop International  
The Canada Life Assurance Company  
The Canadian Red Cross Society  
The Hospital for Sick Children  
The Toronto Star  
Toronto Hydro  
Toronto Police Service and Association  
Toronto Stock Exchange  
Toronto Transit Commission  
Torys  
United Way of Greater Toronto  
University of Toronto  
United Parcel Service Canada Ltd.



United Way's Sponsored Employees in 2001

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# MESSAGE FROM LABOUR

## The 2001 United Way campaign was a tremendous success.

A record \$75.5 million was raised to assist agencies delivering services and programs across Toronto. Campaign Chair John Tory, his volunteer cabinet and staff are to be congratulated for a job well done.

As always, the support and donations of unionized workers in our community contributed greatly to the campaign's overall success. I want to thank all the joint union/management workplace campaigns and in particular, the recipients of the Labour Participation Awards, presented to unionized workplaces that exemplify the true meaning of collaboration and community involvement.

The recipients in the private sector are the employees of The Toronto Star: Communications, Energy and Paperworkers Union of Canada

Local 87, Graphic Communications International Union Locals 100 and 500M, International Brotherhood of Electrical Workers Local 353, and International Association of Machinists and Aerospace Workers Lodge 235. The public sector recipients are: Amalgamated Transit Union Local 113, Canadian Union of Public Employees Local 2 and International Association of Machinists and Aerospace Workers Lodge 235 members working for the Toronto Transit Commission, who raised an amazing \$960,000.

Clearly, the needs in Toronto are greater than ever. Despite the economic turnaround during the later part of the 90s, family incomes have plummeted and inequality has increased. Homelessness remains an urgent problem, seniors are struggling, and many working families are having difficulty making ends meet.

United Way plays a critical role in providing a compassionate voice for the most vulnerable in our society. Unfortunately, it is being called on to fill the vacuum left in many places by the withdrawal of government funding for vital social services. Under the leadership of Frances Lankin, I am confident that United Way can continue to bring together people from all walks of life to work collaboratively on resolving our community challenges.

Through Labour Community Services, the partnership between United Way and the Labour Council and its affiliated unions, we will continue to work hard together to build our mutual goal of a caring and equitable community.

JOHNATHAN CARTWRIGHT,  
President,  
Toronto and York Region Labour Council |  
Vice President, Labour

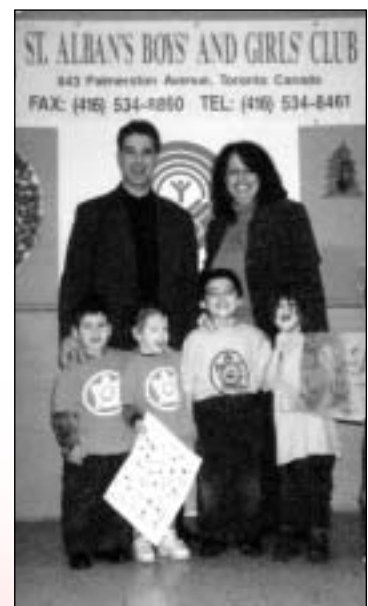
# UNI ON HONOUR ROLL

The following UNIONS actively supported United Way fundraising campaigns in unionized workplaces across our community in 2001. United Way of Greater Toronto and the Labour Council of Toronto and York Region proudly recognize their contribution.

Air Line Pilots Association  
 Alliance of Canadian Cinema, Television and Radio Artists  
 Amalgamated Transit Union  
 American Federation of Musicians of the United States and Canada  
 Association of Postal Officials of Canada  
 Bakery, Confectionery, Tobacco Workers' and Grain Millers' International Union  
 Brewery, General and Professional Workers Union  
 Bricklayers, Masons Independent Union of Canada  
 Brotherhood of Locomotive Engineers  
 Brotherhood of Maintenance of Way Employees  
 CAW-TCA Canada  
 Canadian Airline Dispatchers Association  
 Canadian Guard Association  
 Canadian Labour Congress  
 Canadian Media Guild  
 Canadian National Railways Police Association  
 Canadian Pacific Police Association  
 Canadian Security Union  
 Canadian Telephone Employees' Association  
 Canadian Union of Brewery & General Workers  
 Canadian Union of Operating Engineers and General Workers  
 Canadian Union of Postal Workers  
 Canadian Union of Public Employees  
 Communications, Energy and Paperworkers Union of Canada  
 Elementary Teachers' Federation of Ontario  
 Employees' Association of Kodak Canada  
 Glass, Molders, Pottery, Plastics & Allied Workers International Union  
 Graphic Communications International Union  
 Hotel Employees and Restaurant Employees International Union  
 Independent Paperworkers of Canada

International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators of the United States and Canada  
 International Association of Bridge, Structural and Ornamental Ironworkers  
 International Association of Fire Fighters  
 International Association of Heat & Frost Insulators & Asbestos Workers  
 International Association of Machinists and Aerospace Workers  
 International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers and Helpers  
 International Brotherhood of Electrical Workers  
 International Brotherhood of Painters and Allied Trades  
 International Federation of Professional and Technical Engineers  
 International Longshoremen's Association  
 International Union of Allied, Novelty and Production Workers  
 International Union of Operating Engineers I.W.A. Canada  
 Labourers' International Union of North America  
 National Union of Public and General Employees  
 Office and Professional Employees International Union  
 Ontario Federation of Labour  
 Ontario Liquor Board Employees' Union  
 Ontario Nurses' Association  
 Ontario Public Service Employees' Union  
 Ontario Secondary School Teachers' Federation  
 Ontario Teachers' Federation  
 Power Workers' Union  
 Practical Nurses Federation of Ontario  
 Professional Institute of the Public Service of Canada  
 Public Service Alliance of Canada

Security, Police, and Fire Professionals of America  
 Service Employees International Union  
 Sheet Metal Workers' International Association  
 Steelworkers Transportation-Communications National Local  
 Teamsters Canada  
 Toronto Police Association  
 UFCW Canada  
 Union of Needletrades, Industrial and Textile Employees  
 United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry of the United States and Canada  
 United Brotherhood of Carpenters and Joiners of America  
 United Steelworkers of America  
 United Transportation Union  
 University Professors Association  
 York University Faculty Association  
 York University Staff Association



Children from St. Alban's Boys' and Girls' Club, United Way President Frances Lankin and KPMG's United Way Campaign Chair Biagio Simonetta at the festive breakfast hosted by St. Alban's to thank KPMG for its gift to the community.



## REPORT FROM MARKETING & COMMUNICATIONS

**The central communications challenge for United Way is to clearly explain and demonstrate its unique and important role.**

The continuation of the “Your Money Got to Me” advertising campaign introduced three new people, recipients of services at United Way-funded agencies, who demonstrated the power of United Way to change lives. We are grateful to Vickers & Benson Arnold for their talent in delivering this campaign and for their support as our pro-bono advertising agency. We also acknowledge the support of the various media in Toronto who so generously

provided space to allow this campaign to be delivered at minimal cost.

United Way’s activities attracted strong editorial interest, particularly around the release of our report, *A Commitment to Care: Community Support Services for Seniors* which analyzed the disturbing trends confronting seniors in Toronto. Another area of interest, our special events, attracted tens of thousands of participants to jump, run, climb, walk, golf and any number of other activities on behalf of United Way.

Effective communications with the city’s various ethnic communities continues to be a priority, with significant growth in media coverage, particularly amongst the Chinese and South Asian media. Our events among these groups are also growing each year. In 2001, we began forging closer ties with members of the African/Caribbean community and media.

Research shows United Way consistently as one of the top charities in awareness levels amongst the general public. We will never take this prominence for granted and will continue finding new ways to tell the United Way story.

I would like to thank all the members of the Marketing and Communications Committee for their counsel and assistance. The committee provides strategic guidance and advice to United Way’s marketing staff and we look forward to facing the new challenges offered by changing workplaces, and an increasingly competitive charitable landscape.

**MONA GOLDSTEIN**  
President,  
The Goldstein Group  
Chair, Marketing & Communications

# MEDIA HONOUR ROLL

24/7canada.com  
 AM 740  
 Asian Television Network  
 Bell Globemedia Interactive  
 canoe.ca  
 CBC/Newsworld  
 CFMT International  
 CFRB AM 1010  
 Chatelaine  
 CHFI FM 98  
 CHIN Sing Tao Chinese Radio  
 Citytv/MUCHMusic/MuchMore Music  
 Corus Entertainment  
 CTV Inc.  
 cybersurf.net  
 Desi News  
 Discovery Channel  
 doubleclick.net  
 EZ Rock  
 Fairchild Media Group  
 Flare  
 The Globe and Mail

Global Television Network Inc.  
 globeandmail.com  
 Hillside Communications  
 Homemakers Magazine  
 International Media Advertising  
 Investment Executive  
 Key Media  
 Maclean's Magazine  
 Metromedia Inc.  
 Ming Pao Newspapers (Canada) Ltd.  
 MIX 99.9  
 mybindi.com  
 myTO.com  
 National Post  
 New Ad Media  
 OMG  
 Q107  
 Reader's Digest Magazine Ltd.  
 RoadSide TV  
 Rogers Communications Inc. (includes  
 Rogers Cablesystems Limited, Rogers  
 Cantel Inc. and Rogers Media Inc.)

Showcase Television Inc.  
 Sing Tao Daily  
 sympatico-lycos.ca  
 Teletoon  
 Toronto Community News  
 The Toronto Star  
 The Toronto Sun  
 thestar.com  
 Today's Parent  
 Toronto CCBC  
 Toronto Life  
 toronto.com  
 Transcontinental Media Inc.  
 TV Guide Magazine  
 Viacom Outdoor  
 The Weekly Voice  
 Zoom Media Inc.

# GI FTS-I N-KI ND HONOUR ROLL

Benjamin Moore & Co., Limited  
 The Canadian Children's Book Centre  
 Canadian Recreation Products  
 CGI-ISMC Inc.  
 Compaq Canada  
 Electronic Imaging Service  
 IBM Canada Ltd.  
 Kodak Canada Inc.

Ontario Science Centre  
 Philip Prather  
 Rob Proia  
 Purolator Courier Ltd.  
 Sing-A-Long Productions  
 Tai Pan Vacation  
 Toronto Blue Jays  
 Toronto Phantoms Arena Football Club

Tour East Holidays  
 Wallcrown Ltd.  
 WUNDERMAN - The Customer  
 Relationship Center  
 Xentel DM Inc.  
 The Document Company Xerox

# DONATED SERVICES HONOUR ROLL

A.T. Kearney Ltd.  
 Bowne of Toronto  
 Kenneth and Mary Cheung  
 Dominion Printech Inc.  
 Electronic Imaging Service  
 Inflection Design

KPMG Canada LLP  
 Moore Business Forms  
 Prime Advertising  
 Purolator Courier Ltd.  
 Q9 Networks  
 Securicor Cash Services

ServiceMaster of Downtown Toronto  
 Ted Weber Productions  
 Vickers & Benson Arnold  
 Wideframe  
 Youthography

Acclaimed film director – and this year's campaign video director – Deepa Mehta and (l to r) video stars Rosa Duran, Junior Kayi and Gladys Goldsmith (seated) meet His Excellency John Ralston Saul, C.C. (r), at United Way's Annual General Meeting.



© Tol es Photography



## REPORT FROM ALLOCATIONS & AGENCY SERVICES

**The gap between people who are well off in the City of Toronto and those living in poverty has widened dramatically over the past decade.**

Community agencies struggle to meet a growing need for services in the face of shifting government priorities and funding reductions. The demands on funders such as the United Way — the largest source of non-governmental funding in Toronto — has never been greater.

Thanks to a record-breaking Campaign, in 2001 we were able to welcome five new member agencies that provide critical services to children, newcomers and the homeless into the United Way Family — Aisling Discoveries Child and Family Centre, Christie Ossington Neighbourhood Centre, CultureLink, South Asian Family Support Services, and Yorktown Child and Family Centre. This is only the second time in the past 10 years that such a large number of agencies were admitted in a single year.

Through comprehensive research, our network of front line agencies, and our focus on key funding priorities, we ensure that United Way funding goes to effective agencies and programs. United Way also invested over \$39.2 million in core funding to our member agencies, an increase of \$3.1 million over 2000. As well, we invested \$3.8 million in innovative projects and grants.

Since 1996, we have also leveraged \$5.6 million through funding partnerships, foundation grants and special gifts from major donors. New initiatives included support for the construction of 70 new units of affordable housing for the homeless, the launch of 17 Success By 6® early intervention projects for young children, and a mentoring program for foreign-trained professionals.

United Way continued its role as a public educator and advocate on critical social issues. In November 2001, we released *A Commitment to Care: Community Support Services for Seniors*, and became an important voice in raising concern about the risks facing seniors and the community agencies that serve them.

United Way's leadership in finding innovative responses to community needs was also demonstrated with the CRTC approval of a 211 telephone line. Together with our partner Community Information Toronto, United Way will launch the first 211 service in Canada simply by calling one number — 211 — anyone in Toronto will be able to access information on the community services they need.

As both a member of the Board of Trustees and Chair of United Way's Allocations and Agency Services Committee, I have the unique opportunity to see the outstanding success of our fundraising efforts, and the impact this funding has in strengthening neighbourhoods and communities. The agencies, programs, and services that are sustained by United Way's annual campaign are making a tremendous difference in people's lives in every corner of the city.

KEVIN GARLAND,  
Executive Director,  
Canadian Opera Company,  
Chair, Allocations & Agency Services

# 2001 ALLOCATIONS TO AGENCIES

## SCHEDULE OF DISTRIBUTION

PARTNERS	AMOUNT
Canadian Red Cross - Toronto Region (The)	2,128,846
Labour Community Services of Toronto Inc.	424,000
	<b>2,552,846</b>

### MEMBER AGENCY

#### *Community and Neighbourhood Services*

519 Church Street Community Centre	119,000
Abrigo Centre	167,000
Agincourt Community Services Association	171,638
Albion Neighbourhood Services	195,198
Bathurst Jewish Community Centre	384,696
Bloor Information and Life Skills Centre	213,426
Miles Nadal JCC	101,412
Braeburn Neighbourhood Place	199,507
Canadian Centre for Victims of Torture	150,022
Central Neighbourhood House Association	606,249
Centre for Independent Living in Toronto (C.I.L.T.) Inc.	138,960
Centre for Information & Community Services	302,087
Centre for Spanish-Speaking Peoples	135,474
Centre Francophone du Toronto Métropolitain	78,716
Chinese Family Services of Ontario	320,000
Christie Ossington Neighbourhood Centre	60,000
COSTI	492,326
CultureLink	65,000
Davenport Perth Neighbourhood Centre	218,930
Dixon Hall	455,231
Eastview Neighbourhood Community Centre	212,988
Family Service Association of Toronto	3,503,387
Flemingdon Neighbourhood Services	88,761
FoodShare Toronto	195,000
Greek Community of Metropolitan Toronto Inc. Social Service Centre	34,181
Jamaican Canadian Association	153,961
Jane/Finch Community & Family Centre	373,535
Jewish Family and Child Service of Greater Toronto	1,535,801
John Howard Society of Toronto	438,169
Lakeshore Area Multiservice Project (LAMP)	89,698
Malvern Family Resource Centre	142,011
Native Canadian Centre of Toronto	162,150
Native Child and Family Services of Toronto	240,000
Neighbourhood Centre	86,716
North York Community House	218,900
Northwood Neighbourhood Services	101,016
Parkdale Community Information Centre	94,407
P.O.I.N.T. Inc. (People and Organizations in North Toronto)	86,766

# SCHEDULE OF DISTRIBUTION

	AMOUNT
South Asian Family Support Services	58,779
S.E.A.S. Centre	123,489
St. Christopher House	593,147
St. Stephen's Community House	376,960
Syme-Woolner Neighbourhood and Family Centre	126,500
Thorncliffe Neighbourhood Office	208,983
Toronto Association for Community Living	665,546
Toronto Chinese Community Services Association	127,715
Tropicana Community Services Organization	207,193
University Settlement Recreation Centre	284,571
Vietnamese Association, Toronto	132,538
Warden Woods Community Centre	326,035
West Hill Community Services	169,151
West Scarborough Neighbourhood Community Centre	301,489
WoodGreen Community Centre of Toronto	490,251
YMCA of Greater Toronto	1,037,138
	<b>17,561,804</b>

## *Crisis, Homeless and Shelter Services*

Anishnawbe Health Toronto	139,802
Distress Centres of Toronto	254,368
Good Neighbours' Club (The)	143,016
Homes First Society	120,000
Horizons for Youth	80,000
NA-ME-RES (Native Men's Residence)	85,682
Second Base (Scarborough) Youth Shelter	70,000
Toronto Community Hostel	177,953
Transition House Inc.	46,523
Youth Without Shelter	103,930
	<b>1,221,274</b>

## *Children and Youth Services*

Aisling Discoveries Child and Family Centre	58,000
Big Brothers of Toronto	282,606
Bond Street Nursery School	85,155
Boys and Girls Club of Downtown Toronto	54,360
Crèche Child and Family Centre (The)	94,000
Delisle Youth Services	189,234
Delta Family Resource Centre	90,000
Dovercourt Boys' and Girls' Club	252,456
East Scarborough Boys' and Girls' Club	353,297
Family Day Care Services	359,293
Hincks-Dellcrest Centre (The)	214,419
Jessie's Centre for Teenagers Inc.	208,253
Macaulay Child Development Centre (The)	304,263

# SCHEDULE OF DISTRIBUTION

## Children and Youth Services (CONTINUED)

## AMOUNT

Scouts Canada Greater Toronto Region	350,000
St. Alban's Boys' & Girls' Club	241,000
Victoria Day Care and Family Services	36,213
Yorktown Child and Family Centre	60,000
Youth Assisting Youth	128,825
YOUTHLINK	527,643
	<b>3,889,017</b>

## Employment, Training and Literacy Services

A.C.C.E.S.	92,576
Community MicroSkills Development Centre	135,000
JobStart	124,723
JVS of Greater Toronto	432,974
Skills for Change	149,913
Times Change Women's Employment Service	88,325
Toronto East End Literacy Project	50,000
	<b>1,073,511</b>

## Health and Rehabilitation Services

Canadian Hearing Society/Central Region	531,901
Canadian Mental Health Association-Metro	479,123
Canadian National Institute for the Blind	900,000
Epilepsy Toronto	171,454
Hong Fook Mental Health Association	187,284
Multiple Sclerosis Society of Canada Toronto Chapter	126,000
Ontario March of Dimes	250,521
Planned Parenthood of Toronto	152,221
St. John Ambulance, Toronto Branch	316,231
VHA Home HealthCare	893,365
Victorian Order of Nurses Toronto - York Region Branch	55,464
	<b>4,063,564</b>

## Seniors' Services

Baycrest Centre for Geriatric Care	320,079
Bernard Betel Centre for Creative Living	143,080
Call-A-Service Inc./Harmony Hall Centre for Seniors	104,686
Central & Northern Etobicoke Home Support Services	74,256
Carefirst Seniors and Community Services Association	257,997
Circle of Home Care Services (Toronto)	150,971
Community Care East York	144,901
Etobicoke Services for Seniors	120,550
Downsview Services to Seniors Inc.	62,592
Humber Community Seniors' Services Inc.	56,109
Mid-Toronto Community Services Inc.	113,399
North York Seniors Centre	165,903
Scarborough Support Services for the Elderly Inc.	127,986

# SCHEDULE OF DISTRIBUTION

	AMOUNT
Second Mile Club of Toronto	129,169
Senior Link	143,314
Senior Peoples' Resources in North Toronto Inc. (SPRINT)	64,314
St. Clair West Services for Seniors	90,001
Storefront Humber Inc.	83,901
Sunshine Centres for Seniors	49,177
West Toronto Support Services	22,825
	<b>2,425,210</b>

## Women's Services

Barbra Schlifer Commemorative Clinic	116,812
Education Wife Assault	149,888
Elizabeth Fry Society of Toronto	403,520
Emily Stowe Shelter for Women	111,509
Ernestine's Women's Shelter	182,421
Interval House Inc.	180,948
Nellie's	140,242
North York Women's Shelter	167,520
Opportunity for Advancement	221,172
Redwood Shelter for Abused Women	95,000
Rexdale Women's Centre	189,707
Riverdale Immigrant Women's Centre	72,204
Sistering-A Woman's Place	235,353
Women In Transition	141,552
Women's Habitat of Etobicoke	254,092
Working Women Community Centre	220,575
Yorktown Shelter for Women	79,350
YWCA of Greater Toronto	1,066,967
	<b>4,028,832</b>

## Community Advocacy and Planning

Canadian Council on Social Development	110,789
Community Information Toronto	647,605
Community Social Planning Council of Toronto	628,002
Ontario Council of Agencies Serving Immigrants	96,125
Self-Help Resource Centre of Greater Toronto	50,000
Toronto Jewish Free Loan Cassa	57,040
UJA Federation of Greater Toronto	45,701
Volunteer Centre of Toronto	196,016
	<b>1,831,278</b>
Special Grant: Toronto Kiwanis Boys and Girls Clubs	209,185
United Way/Centraide Canada	354,000
<b>Total Allocations to United Way Agencies and Partners</b>	<b>39,210,521</b>

Photograph by T. Asmoucha



Pictured right: (L-R) United Way President Anne Golden, Justice Rosalie Silberman Abella and United Way Board Chair Jennifer Lynn at the leading Women Event.

# SCHEDULE OF DISTRIBUTION

## SUCCESS BY 6® GRANTS

Action for Children Today and Tomorrow	37,500
Agincourt Community Services Association	101,446
Aisling Discoveries Child and Family Centre	99,060
Better Beginnings	
NOW/Building Brighter Futures	37,040
Cliffcrest Community Centre	32,000
College-Montrose Children's Place	80,760
Crèche Child and Family Centre (The)	100,000
Etobicoke Brighter Futures Coalition (The)	110,000
Growing Up Healthy Downtown	25,000
Jane/Finch Community & Family Centre	100,000
Jessie's Centre for Teenagers Inc.	100,000
Native Child and Family Services of Toronto	26,205
North York Community House/ Lawrence Heights Community Health Centre	37,500
Rexdale Women's Centre	37,500
Scadding Court Community Centre	37,255
Warden Woods Community Centre	34,000
Yorktown Child and Family Centre	100,388

## WINTER RELIEF GRANTS

519 Church Street Community Centre	13,000
Agincourt Community Services Association	13,000
Anishnawbe Health Toronto	25,000
Central Neighbourhood House Association	15,000
Christie Ossington Neighbourhood Centre	15,000
Community Mental Health Centre	
North York East	15,000
Community Resources Consultants of Toronto	10,000
Connect Information Post	11,000
Dixon Hall	20,000
Eastview Neighbourhood Community Centre	13,000
Eva's Initiatives	18,000
FoodShare Toronto	25,000
Fred Victor Centre	16,000
Good Neighbours' Club (The)	7,000
Good Shepherd Centre	12,000
Horizons for Youth	18,000

John Howard Society of Toronto	10,000
Kensington Youth Theatre & Employment Skills Program (KYTES)	24,000
NA-ME-RES (Native Men's Residence)	18,000
Native Canadian Centre of Toronto	18,000
Native Child and Family Services of Toronto	17,000
Neighbourhood Information Post	10,000
Open Door Centre and Rooms	
Registry Service	20,000
Parkdale Activity-Recreation Centre (PARC)	20,000
Parkdale Community Health Centre	15,000
Parkdale Golden Age Foundation	10,000
Second Base (Scarborough) Youth Shelter	15,000
Senior Link	10,000
Sistering-A Woman's Place	20,000
St. Christopher House	25,000
St. John the Compassionate Mission	12,000
St. Stephen's Community House	16,000
Street Health Community	
Nursing Foundation	20,000
Syme-Woolner Neighbourhood and Family Centre	11,000
Toronto Christian Resource Centre	12,000
Toronto Friendship Centre (The)	17,500
Toronto People with AIDS Foundation	10,000
Turning Point Youth Services	12,000
University Settlement Recreation Centre	20,000
Wychwood Open Door Drop In Centre	15,000
YOUTHLINK	18,000
YWCA of Greater Toronto	15,000
Yonge Street Mission	12,500

Additional support for the Winter Relief program is made available through special gifts from donors

## FREEDOM FROM VIOLENCE GRANTS

Albion Neighbourhood Services	19,000
Central Neighbourhood House Association	25,000
Centre for Information and Community Services	23,900

The 2001 United Way Blossom Ball was a resounding success, thanks to the support of volunteers like Blossom Ball Honourary Chair Irene So (I) who received a special plaque from Judith John, United Way of Greater Toronto Vice President, Marketing and Communications, and gala Co-Chairs Sharifa Khan and David Poon. More than 800 guests attended the Blossom Ball on June 9 at the Westin Harbour Castle.



# SCHEDULE OF DISTRIBUTION

Dixon Hall	21,593	FoodShare Toronto	110,000
Flemingdon Neighbourhood Services	20,110	Ontario Council of Alternative Businesses (OCAB)/Out of this World Café	109,900
Le Regroupement des Jeunes Filles		Ontario Council of Alternative Businesses (OCAB)/Parkdale Economic Resource Committee	102,523
Francophones de Toronto	19,987	Sistering-A Woman's Place/Inspirations	125,000
METRAC (Metropolitan Action Committee on Violence Against Women and Children)	10,000	SKETCH	110,000
North York Community House	21,600	Somali Women and Children's Support Network	31,100
Ontario Association of the Deaf	25,000	WoodGreen Community Centre of Toronto/Riverdale Community Business Centre	95,000
Redwood Shelter for Abused Women	25,000	Working Skills Centre	85,000
Scarborough Women's Centre	25,000	YOUTHLINK	55,000
St. Alban's Boys' and Girls' Club	11,608		
Woman Abuse Council of Toronto	55,000		
YWCA of Greater Toronto	20,000		

## NEWCOMER GRANTS

Association of Women of India in Canada	25,000
Big Sisters of Toronto	25,000
Canadian Mental Health Association - Metro	25,000
Canadian Tamil Youth Development Centre	25,000
Carefirst Seniors and Community Services Association	25,000
Central Toronto Youth Services	23,746
For Youth Initiative	25,000
Malvern Family Resource Centre	10,000
Midaynta Association of Somali Service Agencies	24,900
Multilingual Community Interpreter Services	25,000
Opportunity For Advancement	16,400
South Asian Women's Centre	24,000
St. Paul's L'Amoreaux Seniors' Centre	25,000
Stonewall Community Health Centre	25,000
York West Senior Citizens Centre	13,000

## TORONTO HOMELESS COMMUNITY ECONOMIC DEVELOPMENT PROGRAM

All-A-Board Youth Ventures Inc.	109,650
Dixon Hall	109,996
Eva's Phoenix	55,000

The Toronto Homeless Community Economic Development Program is a unique collaboration funded by the federal, provincial and municipal governments and United Way of Greater Toronto

## HARM REDUCTION PROGRAM

Dixon Hall	63,300
St. Stephen's Community House	57,833
WoodGreen Community Centre of Toronto	65,000

## INNOVATION GRANTS/EMERGING NEEDS AND SPECIAL PROJECTS

Big Brothers of Toronto	30,000
Jessie's Centre for Teenagers Inc.	40,000
YWCA of Greater Toronto	33,200



## REPORT FROM THE TOMORROW FUND™

**In the 1980s, Toronto gained a reputation as one of the world's great cities. Its high quality of life, first-rate schools, universities and hospitals, high calibre work force, cultural and racial diversity, and social cohesiveness were among Toronto's greatest competitive advantages.**

Increasing poverty in the early 1990s led to a dramatic shift. United Way agencies warned that their clients' circumstances were deteriorating - even in the midst of an economic boom.

Recognizing the need to find new long-term funding sources, United Way established The Tomorrow

Fund endowment. In the wake of government cuts and "downloading", The Tomorrow Fund was designed to help introduce new social programs and continue funding existing services.

Thanks to the generosity of United Way donors, The Tomorrow Fund's assets now exceed \$27 million.

The Tomorrow Fund's income available for disbursement has not only supported critical United Way programs throughout our community but since its launch, has also provided almost \$2 million in seed money and sustained support to Success By 6®, which offers vital help to children aged six and under.

Since its launch in 1998, Success By 6® has served more than 8,000 children and parents annually. These early-years' intervention programs respond to the developmental needs of children, and increase the social service networks in Toronto's high-risk neighbourhoods.

The Toronto Community Foundation manages the assets of The Tomorrow Fund.

We wish to thank all our Tomorrow Fund donors and fundholders for their investment in our community's future well-being. Without you, there would be no way... to build this brighter tomorrow.

**MARTHA TORY,**  
Partner, Ernst & Young  
Chair, The Tomorrow Fund

# MEMBERS OF THE BOARD OF TRUSTEES



Photograph by Greg Tjepkema

**Front Row (Left - Right):** Ron Cooper, Martha Tory, Francesca Shaw, Jennifer Lynn, Frances Lankin, Arlene Perly Rae, Debra Grobstein Campbell, Kevin Garland, Rahul Bhardwaj

**Middle Row (Left - Right):** Douglas Barrington, Kevin Perry, Mitzie Hunter, Mona Goldstein, Earl Miller, Richard Venn, Cori Simms, Bill Duron, Ian Purdell Lewis

**Back Row (Left - Right):** Shafiq Ebrahim, Erich Almasy, Aubrey Baillie, Rocco Rossi, John Cartwright, John Hinds, Robert Harding

**Missing:** Michelle Di Emanuele, Robert Hain, Barbara Hall, Sharifa Khan, James Mahaffey, Tim McGuire, Patrick Mulva, Winnie Ng, Gordon Nixon, David Poon, Pankaj Puri, Irene So, Susan Spratt, John Tevlin, John Tory, Philomen Wright

**Chair**  
**Jennifer Lynn**

**Erich Almasy**  
**Aubrey Baillie**  
**J. Douglas Barrington**  
**Rahul Bhardwaj**  
**John Cartwright**  
**Ron Cooper**  
**Michelle Di Emanuele**  
**Bill Duron**  
**Shafiq Ebrahim**  
**Kevin Garland**  
**Mona Goldstein**

**Debra Grobstein-Campbell**  
**Barbara Hall**  
**Robert Harding**  
**John Hinds**  
**Mitzie Hunter**  
**Sharifa Khan**  
**Tim McGuire**  
**Earl Miller**  
**James Mahaffey**  
**Winnie Ng**  
**Gordon Nixon**  
**Arlene Perly Rae**  
**Kevin Perry**  
**David Poon**

**Ian Purdell Lewis**  
**Pankaj Puri**  
**Rocco Rossi**  
**Francesca Shaw**  
**Cori Simms**  
**Irene So**  
**Susan Spratt**  
**John Tevlin**  
**John Tory**  
**Martha Tory**  
**Richard Venn**  
**Philomen Wright**

Photograph by Zeni a Wadhvani



**United Way Honorary Chairs Council (l-r)**  
Dr. Joseph Wong, Janet MacInnis, David Lewis, Aubrey Baillie, Charles Baillie, Anne Golden, Anthony Fell, Dominic D'Alessandro, John Tory, Jennifer Lynn, Reay Mackay, Ruth Grant, Neville Kirchman, Bahadur Madhani, John Cassaday, Robert Martin, George Fierheller and Anne Fawcett.

# THE EXECUTIVE COMMITTEE OF THE BOARD OF TRUSTEES

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& Agency Services

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**AUBREY BAILLIE**  
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Member-at-Large

**MARTHA J. TORY**  
Chair, The Tomorrow Fund

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## SENIOR MANAGEMENT TEAM OF UNITED WAY OF GREATER TORONTO



**Ken  
Gibson**

Vice President,  
Finance  
and Chief  
Administrative  
Officer

**Judith  
John**

Vice President,  
Marketing and  
Communications

**Frances  
Lankin**

President and Chief  
Executive Officer

**Maureen  
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Vice President,  
Allocations  
and Community  
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**Philip  
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Vice President,  
e-Business

**Susan  
McIsaac**

Vice President,  
Fundraising

Volunteers come in all ages. United Way's 2001 Youth Consultants



Photograph by Pamela Metharu



## MESSAGE FROM THE TREASURER

**Even in these challenging times, the donors to United Way of Greater Toronto have remained generous. As a result, I am able to report that United Way of Greater Toronto continues to be in excellent financial health.**

One of the distinct strengths of United Way's fundraising is its workplace campaigns and giving by way of payroll donations, which generally are collected in the year following each fall's campaign. As a result, the 2001 Statement of Operations reflects the financial results of our fall 2000 annual campaign, which was largely collected and remitted to United Way in 2001. The allocations and grants to agencies and partners paid out in 2001 are based on the fall 2000 campaign results. The success of

this campaign allowed us to augment our distributions to the community by over \$3 million in 2001, an increase of 8%.

During 2001, the Stabilization Fund was dissolved, as approved by the Board in 2000. This resulted in a transfer of \$12.5 million to The Tomorrow Fund, which has a balance at December 31, 2001 of \$27.7 million. The additional income from The Tomorrow Fund will enable us to greatly expand our Success by 6® programs, helping children throughout Toronto to get a healthy start. The balance of the Stabilization Fund is now included in the unrestricted net assets, which has a balance at December 31, 2001 of approximately \$8 million; \$2 million of this balance has been committed by the Board of Trustees to be spent over the next three years building a system of neighbourhood supports in the former suburbs of the City of Toronto.

The environment for fundraising remains a highly competitive one. While United Way of Greater Toronto benefits enormously from the thousands of volunteers who help its campaigns, it is necessary to invest in the people and tools that allow us to better reach and develop relationships with our donors. The Board of Trustees and management continue to make every effort to control operating costs, but believe that these investments are both worthwhile and necessary. Compensation of senior staff is reviewed and approved each year by an independent Committee of the Board. In 2001, our overall cost of fundraising, including endowment contributions, is 11.8%. This compares very favourably to the average cost of fundraising in Canada of 26%, as reported by the Centre for Philanthropy.

**J. DOUGLAS BARRINGTON, FCA**  
Vice Chair, Deloitte & Touche LLP  
Vice Chair, Finance and Treasurer

# 2001 FINANCIAL STATEMENTS

**UNITED WAY OF GREATER TORONTO  
(incorporated under the laws of Ontario)**

## Auditors Report

### To the Board of Trustees of United Way of Greater Toronto

We have audited the statement of financial position of United Way of Greater Toronto as at December 31, 2001 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of United Way of Greater Toronto's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of United Way of Greater Toronto as at December 31, 2001 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

A handwritten signature in black ink that reads "KPMG LLP" with a horizontal line underneath.

**Chartered Accountants  
Toronto, Canada  
March 15, 2002**

# NOTES TO FINANCIAL STATEMENTS

The mission of United Way of Greater Toronto ("United Way") is to meet urgent human needs and improve social conditions by mobilizing the community's volunteer and financial resources in a common cause of caring.

United Way is registered as a charitable organization under the Income Tax Act (Canada) (the "Act") and, as such, is exempt from income taxes and is able to issue donation receipts for income tax purposes. In order to maintain its status as a registered charity under the Act, United Way must meet certain requirements within the Act. In the opinion of management, these requirements have been met.

## 1. Significant accounting policies:

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles applied within the framework of the significant accounting policies summarized below:

### (a) Revenue recognition:

United Way follows the deferral method of accounting for campaign revenue.

The campaign revenues reported in these financial statements represent amounts received or receivable in connection with the 2000 campaign and the related distributions made from the proceeds of that campaign in 2001. This includes pledges and donations which the donors designate for payment to partners and member agencies, other United Ways and non-United Way charities. The results of the 2001 campaign will be reported in the 2002 financial statements. Funds received from the 2001 campaign to December 31, 2001 are shown as deferred campaign revenue. Fundraising costs applicable to this campaign are deferred and included in prepaid expenses.

United Way is requested to act as a flow-through agent to receive and disburse charitable funds on behalf of certain employers and employee groups. Funds received and disbursed under these flow-through arrangements are not recorded as campaign revenue nor as distributions and expenses in these financial statements.

Designated donations and funds received under flow-through arrangements that have not been disbursed at year end are recorded as accounts payable and accrued liabilities.

Endowment contributions and capital appreciation on investments that must be added to the principal are recognized as direct increases in net assets in the year in which they are received.

Investment income on The Tomorrow Fund Endowment includes dividends, interest, realized gains (losses) and the net change in unrealized gains (losses) for the year.

Investment income on all other investments includes dividends, interest, realized gains (losses) on disposition and write-down of investments.

### (b) Investments:

(i) The portion of The Tomorrow Fund Endowment invested in pooled funds with The Toronto Community Foundation is carried at market value.

(ii) All other investments are recorded at cost less write-downs, if required, for other than temporary declines in value.

### (c) Capital assets:

Purchased capital assets are stated at acquisition cost. Contributed capital assets are recorded at fair market value at the date of acquisition. Amortization is provided on the following bases over the estimated useful lives of the assets as follows:

Assets	Basis	Rate
Computer equipment	Straight line	3 years
Fundraising software	Straight line	5 years
Furniture and fixtures	Declining balance	15%
Leasehold improvements	Straight line	Term of lease
Delivery van	Declining balance	25%

### (d) Contributed materials and services:

Because of the difficulty in determining their fair market value, contributed materials and services are not recognized in the financial statements.

### (e) Employee future benefits:

United Way has a combined defined benefit and defined contribution pension plan covering substantially all of its employees and an unregistered

# NOTES TO FINANCIAL STATEMENTS

defined benefit pension plan. The benefits are based on years of service. The cost of the defined benefit and defined contribution program is being funded currently. The cost of the unregistered plan is expensed and accrued currently; it will be funded as benefits are paid.

United Way accrues its obligations under its employee pension plans as the employee renders the services necessary to earn the pension. United Way has adopted the following policies:

- (i) The cost of pensions earned by employees is actuarially determined using the projected benefit method prorated on service and management's best estimate of expected plan investment performance, salary escalation and retirement ages.
  - (ii) For the purpose of calculating expected return on plan assets, those assets are valued at fair value.
  - (iii) The excess of the net actuarial gain (loss) over 10% of the greater of the benefit obligation and the fair value of plan assets is amortized over the average remaining service period of active employees, which for the pension plan is 17.2 years.
- (f) Allocation of expenses:  
Expenses are distributed between allocation and needs assessment and fundraising expenses to reflect the activity performed and the related direct cost.

## 2. Prepaid expenses:

	2001		2000	
Prepaid fundraising expenses related to 2001 campaign	\$	8,359	\$	-
Prepaid fundraising expenses related to 2000 campaign		-		7,250
Tenant inducement annuity		451		529
Other		628		593
	\$	9,438	\$	8,372

## 3. Investments:

	2001		2000	
	Carrying Value	Market Value	Carrying Value	Market Value
Canadian fixed income securities	\$ 4,677	\$ 4,674	\$ 15,869	\$ 16,133
Canadian equities	4,178	4,390	3,311	4,475
Investments with The Toronto Community Foundation	26,116	26,116	9,701	9,701
	\$ 34,971	\$ 35,180	\$ 28,881	\$ 30,309

The Canadian fixed income securities produce a yield to maturity of 5.2% (2000 - 6.5%) and a weighted average term to maturity of 9.39 years (2000 - 9.33 years).

The investments with The Toronto Community Foundation are in pooled funds which have a portfolio of 38% (2000 - 42%) Canadian fixed income securities and cash, 31% (2000 - 24%) Canadian equities and 31% (2000 - 34%) U.S. and global equities.

## 4. Capital assets:

	2001		2000	
	Cost	Accumulated amortization	Net book value	Net book value
Computer equipment	\$ 3,069	\$ 2,609	\$ 460	\$ 602
Fundraising software	1,118	335	783	833
Furniture and fixtures	640	432	208	227
Leasehold improvements	1,097	663	434	512
Delivery van	28	21	7	9
	\$ 5,952	\$ 4,060	\$ 1,892	\$ 2,183

## 5. Accrued pension liability:

Information about United Way's pension plans is as follows:

	2001		2000	
Accrued pension obligation:				
Balance, beginning of year	\$	4,771	\$	4,679
Current service cost		475		430
Interest cost		316		331
Benefits paid		(797)		(275)
Actuarial losses (gains)		122		(394)
<b>Balance, end of year</b>		<b>4,887</b>		<b>4,771</b>
Plan assets:				
Fair value, beginning of year		5,351		5,046
Annual return (loss) on plan assets		(156)		472
Employer's contributions		10		-
Employees' contributions		129		108
Benefits paid		(797)		(275)
<b>Fair value, end of year</b>		<b>4,537</b>		<b>5,351</b>
Funded status - surplus (deficit)		(350)		580
Unamortized net actuarial loss(gain)		83		(521)
Unamortized transitional asset		(330)		(366)
<b>Accrued pension liability</b>	\$	<b>(597)</b>	\$	<b>(307)</b>

The significant actuarial assumptions adopted in measuring the United Way's accrued pension obligations are as follows:

	2001	2000
Discount rate	6.5%	6.5%
Expected long-term rate of return on plan assets	6.5%	6.5%
Rate of compensation increase	3.5%	3.5%
Consumer Price Index	3.5%	3.5%

# NOTES TO FINANCIAL STATEMENTS

United Way's net pension plan expense is as follows:

	2001	2000
Current service cost, net of employees' contributions	\$ 346	\$ 322
Interest cost	316	331
Expected return on plan assets	(352)	(346)
Amortization of transitional asset	(20)	(20)
<b>Net pension plan expense</b>	<b>\$ 290</b>	<b>\$ 287</b>

## 6. The Tomorrow Fund Endowment:

The Tomorrow Fund Endowment represents internally and externally restricted amounts including endowments, legacies, bequests and contributions internally restricted by the Board of Trustees.

The Tomorrow Fund Endowment consists of the following:

	2001	2000
Externally restricted	\$ 4,513	\$ 3,783
Internally restricted	23,233	9,376
	<b>\$ 27,746</b>	<b>\$ 13,159</b>

The following amounts were transferred between Unrestricted and The Tomorrow Fund Endowment:

	2001	2000
Investment income on:		
Internally restricted funds	\$ 967	\$ 1,190
Externally restricted funds	153	215
Bequests	1,167	889
Distributions	(874)	(325)
<b>Transfer from Unrestricted to The Tomorrow Fund Endowment</b>	<b>\$ 1,413</b>	<b>\$ 1,969</b>

In addition, upon dissolution of the Stabilization Fund, \$12.5 million was transferred from the Stabilization Fund to The Tomorrow Fund Endowment.

The following amounts have been donated to The Tomorrow Fund Endowment. These amounts are not included in revenue in the statement of operations, but have been added directly to The Tomorrow Fund Endowment assets as stated in note 1(a).

	2001	2000
Endowment contributions	\$ 674	\$ 1,494

## 7. Unrestricted Net Assets and Stabilization Fund:

The Stabilization Fund was an internally restricted fund established to facilitate the stability of allocations to member agencies in the event of emergencies, and to fund United Way capital expenditures and special projects as designated by the Board of Trustees. In 2000, the Board of Trustees passed a resolution to dissolve the Fund and transfer \$12.5 million to The Tomorrow Fund Endowment with the balance to be transferred to Unrestricted Net Assets. This was completed in 2001. The Board of Trustees specified that \$2 million of the transfer to Unrestricted Net Assets be used for programs to develop social services capacity in the former

suburbs of Toronto; the funds are to be used over a three-year period.

The amount transferred to Unrestricted Net Assets from the Stabilization Fund upon dissolution, is calculated as follows:

Balance, beginning of year	\$ 17,865
Investment Income	1,022
Transfer to The Tomorrow Fund Endowment	(12,500)
<b>Transfer to Unrestricted from the Stabilization Fund</b>	<b>\$ 6,387</b>

## 8. Funds designated by donors:

Funds designated by donors consist of the following:

	2001	2000
For partners and member agencies	\$ 1,404	\$ 1,443
For other United Ways	2,314	3,144
For non-United Way charities	6,514	4,210
	<b>\$ 10,232</b>	<b>\$ 8,797</b>

## 9. Commitments:

- (a) Long-term lease: United Way leases office premises and certain computer equipment under long-term operating leases expiring up to April 30, 2007. Rental payments, excluding operating costs and realty taxes, over the next five years and thereafter are as follows:

2002	\$ 822
2003	770
2004	717
2005	714
2006	725
Thereafter	242
	<b>\$ 3,990</b>

- (b) Multi-year funding agreements: United Way has entered into agreements with certain member agencies and partners to set their allocations over three to five-year terms. The agreements can be renewed by mutual consent.

## 10. Flow-through arrangements:

United Way received and distributed \$2,417 (2000 - \$2,741) under the flow-through arrangements described in note 1(a).

## 11. Financial assets and liabilities:

The fair value of investments is equal to the quoted market value. The fair values of other financial assets and liabilities, being cash and short-term deposits, campaign pledges receivable, other receivables, accounts payable and accrued liabilities and designated gifts payable approximate their carrying values due to the relatively short-term nature of these instruments.

## Statement of Changes in Net Assets

(thousands of dollars)

Year ended December 31, 2001, with comparative figures for 2000					2001			2000
	Invested in capital assets	Restricted for The Tomorrow Fund Endowment	Internally restricted for Stabilization Fund	Unrestricted	Total			Total
Balance, beginning of year	\$ 2,183	\$ 13,159	\$ 17,865	\$ 105	\$ 33,312			\$ 27,206
Excess of revenue over distributions and expenses	(610)	1,413	1,022	1,896	3,721			4,612
Endowment contributions	-	674	-	-	674			1,494
Purchase of capital assets	319	-	-	(319)	-			-
Internally imposed restrictions (notes 6 and 7)	-	12,500	(18,887)	6,387	-			-
<b>Balance, end of year</b>	<b>\$ 1,892</b>	<b>\$ 27,746</b>	<b>\$ -</b>	<b>\$ 8,069</b>	<b>\$ 37,707</b>			<b>\$ 33,312</b>

See accompanying notes to financial statements.

## Statement of Cash Flows

(thousands of dollars)

Year ended December 31, 2001, with comparative figures for 2000			2001			2000
<b>Cash flows from operating activities:</b>						
Excess of revenue over distributions and expenses			\$ 3,721			\$ 4,612
Amortization of capital assets			610			632
Amortization of lease inducement			227			227
Net pension plan expense			290			287
Net change in non-cash working capital			(952)			(1,127)
Increase (decrease) in deferred campaign revenue			2,032			(691)
<b>Cash flows from operating activities</b>			<b>5,928</b>			<b>3,940</b>
<b>Cash flows from financing and investing activities:</b>						
Purchase of capital assets			(319)			(688)
Endowment contributions received			674			1,494
Change in investments, net			(6,090)			(2,270)
<b>Cash flows used in financing and investing activities</b>			<b>(5,735)</b>			<b>(1,464)</b>
Increase in cash and short-term deposits			193			2,476
Cash and short-term deposits, beginning of year			20,276			17,800
<b>Cash and short-term deposits, end of year</b>			<b>\$ 20,469</b>			<b>\$ 20,276</b>

See accompanying notes to financial statements.

## United Way of Greater Toronto Statement of Financial Position

(thousands of dollars)

December 31, 2001, with comparative figures for 2000	2001	2000
<b>Assets</b>		
Current assets:		
Cash and short-term deposits	\$ 20,469	\$ 20,276
Campaign pledges receivable	5,107	5,178
Other receivables	1,582	1,187
Prepaid expenses	9,438	8,372
	36,596	35,013
Investments	34,971	28,881
Capital assets	1,892	2,183
	\$ 73,459	\$ 66,077
<b>Liabilities and Net Assets</b>		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 5,858	\$ 5,511
Designated gifts payable	1,935	1,399
Deferred campaign revenue	26,075	24,043
Deferred rent	1,287	1,505
	35,155	32,458
Accrued pension liability	597	307
Net assets:		
Invested in capital assets	1,892	2,183
Restricted for The Tomorrow Fund Endowment	27,746	13,159
Internally restricted for Stabilization Fund	-	17,865
Unrestricted	8,069	105
	37,707	33,312
	\$ 73,459	\$ 66,077

On behalf of the Board:

Trustee



Trustee



## United Way of Greater Toronto Statement of Operations

(thousands of dollars)

December 31, 2001, with comparative figures for 2000	2001	2000
<b>Fundraising revenue</b>		
Campaign revenue	\$ 71,220	\$ 65,932
Bequests	1,167	888
	72,387	66,820
Pledge shrinkage	(1,963)	(2,396)
<b>Total fundraising revenue</b>	<b>70,424</b>	<b>64,424</b>
<b>Distributions and Community Programs:</b>		
Allocation to United Way agencies and partners	39,210	36,116
Grant programs	2,199	2,245
Programs delivered by United Way	493	478
Payment of joint Areawide campaign proceeds to partner United Ways	6,186	4,036
Funds designated by donors	10,232	8,797
	58,320	51,672
<b>Expenses and special projects:</b>		
Fundraising	8,614	8,408
Allocation and needs assessment	1,534	1,399
Amortization of capital assets	610	632
	10,758	10,439
<b>Total distributions and expenses</b>	<b>69,078</b>	<b>62,111</b>
Excess of fundraising revenue over distributions and expenses before the undernoted item	1,346	2,313
Investment income	2,375	2,299
<b>Excess of revenue over distributions and expenses</b>	<b>\$ 3,721</b>	<b>\$ 4,612</b>
<b>Consists of:</b>		
Internally restricted for The Tomorrow Fund Endowment	\$ 1,413	\$ 1,969
Excess of campaign receipts over distributions and expenses	2,003	3,939
Internally restricted for Stabilization Fund	1,022	(577)
Amortization of capital assets	(610)	(632)
Other	(107)	(87)
	\$ 3,721	\$ 4,612



**United Way  
of Greater Toronto**

26 Wellington Street East, 11th Floor, Toronto, ON M5E 1W9  
Phone: (416) 777-2001 Fax: (416) 777-0962

Visit our website at [www.unitedwaytoronto.com](http://www.unitedwaytoronto.com)