



**United Way
of Greater Toronto**

For Immediate Release
July 21, 2004

United Way Community Fund Distributes Record \$51.8 Million

Over \$1.7 million in new money for 63 Toronto United Way member agencies

TORONTO – United Way of Greater Toronto announced today it will distribute a record \$51.8 million to its agencies, including over \$1.7 million in new dollars to 63 of its member agencies.

These increases are the result of United Way's successful 2003 fundraising campaign that raised a record \$84.3 million for the community, including \$51.8 million for United Way agencies, \$7.2 million for other United Ways and \$11.4 million for registered charities as designated by donors for a total of \$70.4 million. The new funding will allow agencies to expand services in high-need, under-served communities such as Toronto's inner suburbs, and put more money into addressing hunger and homelessness; giving young children a healthy start in life; helping abused women and their children; and assisting newcomers to settle and integrate.

“Thanks to our generous donors, this funding will help our agencies achieve greater impact in under-served communities by delivering much-needed services,” said United Way President and CEO **Frances Lankin**. “A significant portion of the new funding will help build and strengthen Toronto neighbourhoods while supporting our changing population's needs, particularly for newcomers, children and youth in the city.”

Earlier this year, United Way announced new priority areas for funding in 2005 to set youth on paths to success, help newcomers reach their potential, build strong neighbourhoods, and continue to address the underlying social conditions that burden our city.

Funding highlights include:

Malvern Family Resource Centre in Scarborough will receive an increase to support several programs, including the Tamil Seniors program that offers social, educational and recreational activities. Funds will also support the Women's Place, the only program of its kind for women, particularly newcomers, in this area. The Tamil Youth Development program will receive an increase to help youth develop leadership, conflict resolution, and communication skills.

COSTI will receive an increase to support programs for immigrants and refugees including family and mental health services, housing, seniors and, women's programs. It also received additional funding to support the Success Through Youth Leadership and Empowerment (S.T.Y.L.E) project designed to educate and empower newcomer and low-income youth in Scarborough.

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Mid-Toronto Community Services Inc.'s increase will cover costs of transportation to and from the agency for seniors or adults living with disabilities and illness who are unable to use the regular transit system. It will also provide an additional day of service for the Meet and Eat HIV/AIDS dining program that focuses on reducing isolation, providing mutual support, and improving nutritional health for people with AIDS/HIV.

Hincks-Dellcrest Centre will receive an increase to support multicultural early childhood education in the Growing Together Program which provides enriched programming for children 3-5, support programs to children 0-6, newcomers, and a group for mothers and children over 12 months.

United Way is often the only stable funder for many agencies, providing both critical core funding as well as project grants to 200 social and health service agencies in Toronto, including 146 member organizations.

In total, a record \$70.4 million will be distributed by United Way to help find solutions to community problems. The allocation of dollars in 2004 will help meet vital needs in the following areas:

- \$46,685,000 will benefit United Way's 146 member agencies. Sixty-three agencies will receive \$1.7 million in new funding over 2003 to strengthen existing services and expand programs to meet pressing needs.
- \$1.4 million in Success By 6⁺ Grants will be allocated to continue to support 17 early intervention programs for young children across the city.
- \$1.8 million in targeted gifts from major individual donors and foundations will fund programs such as 211, the Toronto Enterprise Fund program and other special projects.
- \$856,000 through United Way's *Strong Neighbourhoods, Healthy City* initiative will address growing social needs in the city's inner suburbs and build neighbourhood-based solutions through funding, partnerships and leadership.
- \$300,000 in Winter Relief Grants will be available for programs that provide access to food, winter clothing, shelter, or drop-in services for the homeless and the underhoused during the winter.
- \$300,000 in Freedom from Violence Grants for time-limited projects that provide outreach, targeted prevention and service coordination initiatives. By offering these grants, United Way will increase support to abused women and their children and assist them to live free from violence.
- \$300,000 in Newcomer Grants for time-limited projects that include outreach to isolated and underserved women and seniors in immigrant and refugee communities, targeted prevention strategies for youth from these families, and initiatives designed to improve service coordination or access to services.
- \$150,000 in innovation grants to fund innovative and experimental approaches to deliver social services.
- \$5.7 million will be allocated to charities through United Ways in Ajax-Pickering-Uxbridge, Oakville, Peel, and York Region, as part of an areawide special fundraising and fundsharing agreement that covers 24 major corporations and 26 employee groups operating in Toronto and these regions.
- \$1.5 million will be dispersed to other United Ways and \$11.4 million to other registered charities designated by donors.

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The balance of the 2003 campaign achievement of \$84.3 million is accounted for by fundraising costs (13.5%), allocations and needs assessment expenses (2.4%), and an allowance for unpaid pledges.

In addition, United Way has committed \$250,000 to bring programs for children, youth and other residents into schools in five high need communities through the Community Use of Schools initiative with the Toronto District School Board.

An estimated \$1.0 million in donated materials and equipment was also distributed to United Way agencies through its Gifts-In-Kind program. In 2003, 134 companies and 307 individuals donated items such as computer equipment, office furniture and supplies, and hygiene products.

This spring, United Way of Greater Toronto launched the *Strong Neighbourhoods Task Force*, a new year-long initiative to build long-term, multi-pronged solutions for stronger neighbourhoods in Toronto. The Task Force builds on United Way's recent report, *Poverty by Postal Code*, that documents dramatic increases in poverty in the city's inner suburbs.

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