

**United Way of Sarnia-Lambton  
Statement of Operations  
General Fund**

FOR THE YEAR ENDED DECEMBER 31, 2011

	2011	2010
<b>REVENUE</b>		
Campaign revenue	\$1,974,589	\$1,999,420
Uncollectable pledges and other adjustments	<u>-24,697</u>	<u>-22,820</u>
Net revenue from prior year's campaign	1,949,692	1,976,600
Sarnia-Lambton Drug Strategy	23,868	---
Winter Warmth Program	58,581	19,419
Interest	20,383	4,745
Bingo Revenue net of expenses	4,956	3,088
Other campaign activities net of expenses	26,153	14,472
Shell Summer Student Revenue	49,340	---
Trillium Fund	31,120	40,267
	<u>2,164,093</u>	<u>2,058,591</u>
<b>EXPENDITURES</b>		
Winter Warmth Program	58,562	19,419
Other Campaign Activities	---	4,500
Allocation to community services	1,473,312	1,466,041
Allocation to S-L Drug Strategy	34,851	1,319
Allocation to S-L Community Profile	---	12,000
Shell Summer Student Expenses	36,132	---
Campaign & Admin. costs	342,366	328,541
Community investment and program costs	143,657	120,464
United Way of Canada	15,057	15,428
Trillium Fund Expenses	31,120	40,267
Total Expenditures	<u>2,135,057</u>	<u>2,007,979</u>
Fund Balance, Beginning	308,074	211,239
Excess of Revenue Over Expenditures	29,036	50,612
Inter-fund Transfers	28,227	46,223
Fund Balance, Ending	<u>\$ 365,337</u>	<u>\$ 308,074</u>

**United Way of Sarnia-Lambton  
Supplementary Financial Information**

FOR THE YEAR ENDED DECEMBER 31, 2011

	2011	2010
<b>WES THOMPSON MEMORIAL ENDOWMENT FUND STATEMENT OF OPERATIONS AND EXPENDITURES</b>		
<b>REVENUE</b>		
Memorial Donations	\$1,745	\$200
Interest Income	40,602	47,987
Total Revenue	<u>42,347</u>	<u>48,187</u>
<b>EXPENDITURES</b>		
Inter-fund Transfers	-28,227	-46,223
<b>EXCESS OF REVENUE OVER EXPENDITURES</b>	14,120	1,964
Fund Balance, Beginning	1,071,812	1,069,848
Excess of Revenue Over Expenditures	14,120	1,964
Fund Balance, Ending	<u>\$1,085,932</u>	<u>\$1,071,812</u>

**United Way of Sarnia-Lambton  
Statement of Financial Position**

DECEMBER 31, 2011

	2011	2010
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and term deposits	\$1,714,236	\$1,810,552
Accounts receivable and accrued interest	31,166	28,745
Campaign pledges receivable	756,179	602,797
Inventory	33,920	12,320
Prepaid Expenses	1,746	2,572
Due from Wes Thompson Fund	---	---
Due from General Fund	40,602	616
	<u>2,577,849</u>	<u>2,457,602</u>
Investments	1,114,006	1,055,648
Property, Plant and Equipment	25,870	26,307
Total Assets	<u>3,717,725</u>	<u>3,539,557</u>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	46,793	45,736
Deferred revenue	2,179,061	2,113,319
Due to General Fund	40,602	616
	<u>2,266,456</u>	<u>2,159,671</u>
<b>FUND BALANCES</b>		
General fund	365,337	308,074
Wes Thompson Memorial Endowment fund	1,085,932	1,071,812
	<u>1,451,269</u>	<u>1,379,886</u>
Total Liabilities	<u>\$3,717,725</u>	<u>\$3,539,557</u>

"Financial Statement Highlights.  
Complete Statements Available Upon Request."



**United Way  
Sarnia-Lambton**

**United Way of Sarnia-Lambton**

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Visit the United Way of Sarnia-Lambton Website

[www.theunitedway.on.ca](http://www.theunitedway.on.ca)

**Approved Investments 2011-2012**

Amenity Houses - St. Clair Child & Youth	\$48,500
Autism Ontario Sarnia-Lambton	\$34,500
Big Brothers of Sarnia-Lambton	\$82,054
Big Sisters of Sarnia-Lambton	\$94,500
Boys & Girls Club of Sarnia-Lambton	\$83,113
Canadian Hearing Society of Sarnia-Lambton	\$55,000
Canadian Mental Health Association	\$39,985
Canadian Red Cross, Sarnia-Lambton Branch	\$32,755
CNIB	\$51,000
Community Living Sarnia-Lambton	\$45,000
Epilepsy Support Centre	\$22,500
Family Counselling Centre	\$227,299
Financial Fitness	\$20,000
Lambton Elderly Outreach	\$43,000
Lambton Seniors' Association	\$27,680
Learning Disabilities Sarnia-Lambton	\$38,640
Multiple Sclerosis Society	\$25,000
North Lambton Social Services	\$21,765
Ontario March of Dimes	\$20,000
Resource Houses - YMCA	\$90,000
Salvation Army	\$60,000
Sarnia-Lambton Rebound	\$70,750
Sarnia-Lambton Stroke Recovery Association	\$31,500
Victorian Order of Nurses	\$53,500
Women's Interval Home	\$13,640

**Venture Grants**

Big Sisters (Go Girls Program)	\$20,000
BMC (Methadone Maintenance)	\$1,444
YMCA (Core Program)	\$15,000
North Lambton (Direct Program Increase)	\$7,500
Rebound (Unleashing Potential Program)	\$4,250
Inn of the Good Shepherd (Liz Murray Workshop)	\$10,000

United Way of  
Sarnia-Lambton

**55th Annual Report  
2011**



**United Way  
Sarnia-Lambton**

**Youth.  
Families.  
Seniors.  
Results!**

[www.theunitedway.on.ca](http://www.theunitedway.on.ca)

## President's Report

CHRIS HAWKSWORTH

For decades, United Ways around the world scored their year based on one measure; the annual campaign dollar thermometer. In more recent years, United Ways began measuring their successes based on a number of other indicators including outcomes and impacts, and how client lives have changed as a result.

Regardless of what measures you use, the United Way of Sarnia-Lambton had yet another successful year in 2011.

Our Campaign staff and volunteers are quick to point to the 102% level of the campaign thermometer. They are also proud to display charts and a number of other graphs to show that various objectives within the campaign were also achieved. Congratulations to them for another job well done. I am joined by thousands of people every year in thanking them for their tireless efforts. Many of them have been counted upon annually to help raise much needed money. A special mention goes to Campaign Chair, Brian Black, who has graciously agreed to take on the job again in 2012.

Our Community Investment staff and volunteers are proud to point to the 35 programs that receive funding annually and talk about the impacts that these programs have had on this community. Seniors, families, and youth struggling with the world's challenges are living a better life now than they otherwise might because of the work of the agencies, their staffs, and their volunteers. I stand with the community and thank those people for their hard work and celebrate their accomplishments.

United Way Board members are proud of their achievements in keeping our campaign pledge-loss low, our focus on reducing costs allowing even more money to flow to agencies' services in Sarnia-Lambton, and to our entrepreneurial thinking in meeting critical needs with available funding.

I am proud to be associated with such a wonderful organization as the United Way of Sarnia-Lambton. The United Way is truly a team effort that involves not only the people directly with the United Way, or even the hundreds of people involved within our funded agencies, but also the community as a whole; the nearly 7,000 donors, the local media who are second to none that I have ever worked with, organized labour, industry, so many people.

I thank each of you.

## Campaign Chair Report

BRIAN BLACK

The United Way of Sarnia Lambton completed another very successful fundraising drive in 2011! I am pleased to report that we exceeded our goal, achieving 102% of the \$1,850,000 target set by our Board last August.

The Industrial Sector, the backbone of our campaign each year, accounted for 66% of our overall revenue, despite the absence of Dow Chemicals' corporate contribution for the first time in our history.

Many of our Campaign Cabinet returned for another year of volunteer work. This group of volunteers, aligned with the various sectors of our community, sent out thousands of request letters to prospective donors, both corporate and individuals. I sincerely appreciate their dedicated efforts.

United Way staff and I did a number of Corporate Calls prior to the campaign kickoff, primarily to thank our major workplace donors for their past support, and, of course, to seek the cooperation and leadership of the senior management during the 2011 drive. We always received very good receptions and solid promises of support.

Of course, our campaign success would not have been possible without the tremendous efforts of our volunteer Employee Campaign Coordinators in the workplaces. Many of the coordinators in 2011 were veterans of many United Way campaigns, and their experience paid off. As well, we had a number of new coordinators who brought fresh ideas and enthusiasm to the fundraising activities at their plants and offices.

The staff at the United Way office is also to be congratulated for their part in the overall achievement. I would also like to recognize the management of Imperial Oil for, once again, providing a Loaned Representative, Carey Wagner, for 14 weeks to help with the campaign. The period from September to December is always very hectic, and the people working out of the office were tireless in their efforts to support the Employee Coordinators when needed, solicit new campaign participants and generally educate the community about the work of the United Way. We appreciated the help we received from many of our funded partners in giving numerous presentations at several workplaces.

Getting the United Way message out to the community is always critical. This year, we again received outstanding support from the local Blackburn Radio Stations, CHOK, The FOX and

Campaign Report Continued...

K106.5. The 30-second commercials which were aired several times daily throughout the fall helped immensely in promoting our campaign. The Sarnia Observer management continued its support by publishing the Executive Director's column each Saturday during the campaign, and continued the "photo of the week" feature. The Observer's assistance in advertising our special fundraising events was also very much appreciated. New in 2011, Cogeco Cable ran short features on each of our agencies throughout the campaign period. Our sincere thanks go to them for this initiative. Also new for 2011 was the support we received from the Lambton Shield who ran update stories as they happened this fall, as well as a "first person account" in the form of a weekly column.

The Sarnia Sting continued their excellent support in 2011. Their donation of the gate receipts from the annual Black & White game in late August gave our campaign an early boost. Advertisement of our events in their game programs was also very much appreciated.

Many thanks also to Richard Kelch of Northgate Pharmacy for generously sponsoring our weekly campaign updates on all three radio stations.

And last but certainly not least, our thousands of generous donors are to be sincerely thanked for once again coming through.

I thoroughly enjoyed my experience as Campaign Chair in 2011. I have been asked to be Chair again in 2012 and have enthusiastically agreed. I look forward to continuing to help the United Way in carrying out its mission in the Sarnia-Lambton community.

## Community Investment Report

PAMELA GALLANT, COMMUNITY INVESTMENT CHAIR

Working along with the United Way staff and board, The Community Investment Committee (CIC) continued to support agencies in the community that offer programs and services in three impact areas: Healthy, Safe and Independent Seniors; Empowering and Strengthening Self Sustaining Families and Supporting Youth at Risk to Achieve Positive, Personal Development.

Throughout the third year of funding, the CIC was kept informed of the effects of United Way donations on the Sarnia Lambton community. We were pleased to see the programs and services supported by the United Way were making such a

Community Investment Report Continued...

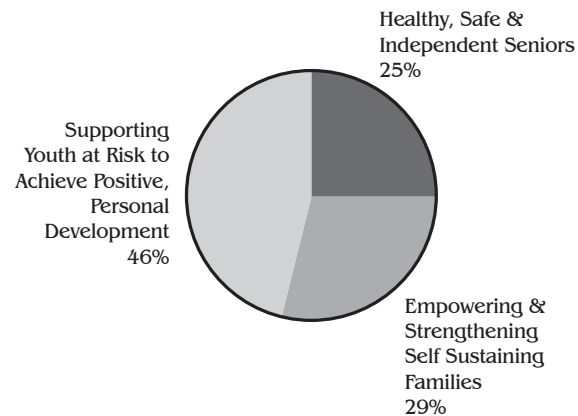
positive difference to individuals and families right here in our community.

Creative and new ideas hoping to make an impact on our community were brought to the attention of the CIC. Several Venture Grants were awarded to help initiate these new ventures. We believe they have the potential to initiate change for the better in our community.

The members of the CIC changed this year. We welcomed a new committee member Jane Beairsto and said goodbye to long time CIC member, Gerry Lloyd. Our thanks to Gerry for her many dedicated hours over the years to the United Way Community Investment process. We sincerely appreciate Gerry's commitment to the community.

As the new year begins, the CIC is focused on being an active part of the decision making process for the distribution of United Way donations. The committee values and supports the review process and feels the generous donations made by Sarnia Lambton individuals and companies can make a real difference to people living in our community.

## 2010-2013 Investments



## 2011 Board of Directors

Heather Allen	Pam Gallant	Rima Rizkallah
Brian Black	Mark Harris	Kathy Sitter
Kathy Braet	Chris Hawsworth	Marten VandenBroek
Jim Burns	Al McChesney	Pat Voegelin
Carlo Facca	Wendy Murru	Martin Vrolyk