

# United Way Future Fund

## 2020 Annual Report

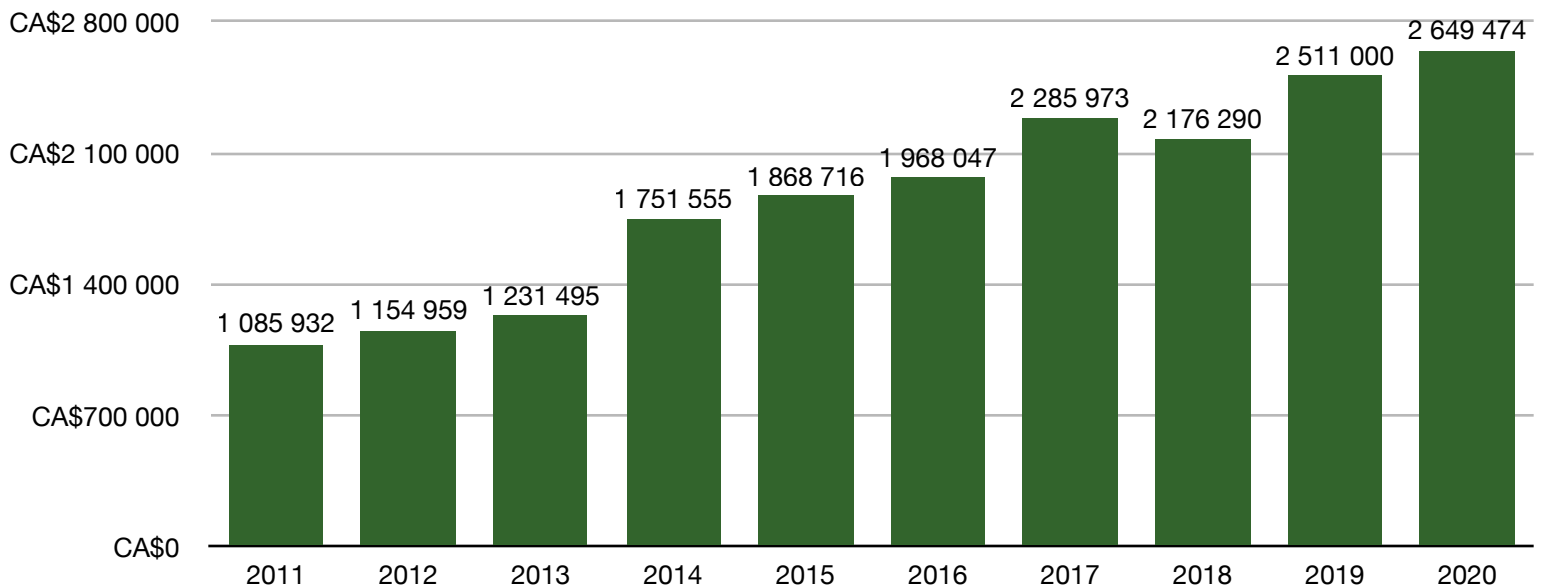
The United Way of Sarnia-Lambton Future Fund has seen excellent growth since its beginning in 1984. In fact, in just the past six years, the Future Fund capital has doubled since 2013. Imagine, if we work to double the fund again in the next six years, and once more in six more years? If United Way can, approximately \$11,000,000 will be in the fund generating \$385,000 to be injected directly into agency funding; more than the current fund-raising an administration costs of the United Way of Sarnia-Lambton.

Pre COVID-19, the Plan for the United Way was to spend approximately 10% of the Executive Director's time on the Future Fund and its capital growth. COVID-19 has changed our plans in the short term, but nonetheless, the strategy going forward is to grow the fund to north of the \$10,000,000 level in 12 years.

Part of our strategy is to branch off the United Way Future Fund to its own Foundation whereby it will allow for greater focus on its existence, and at the same time protect capital so that the capital will never be spent; as per policy. Instead 3.5% of the fund's October 31 value each and every year be provided to the United Way for agency investment.



10 year growth chart, Future Fund Capital



# United Way Future Fund going forward in 2021 and beyond

**T**he United Way of Sarnia-Lambton Future Fund is already off to a good start in doubling its capital over the next six years and again in the following six years. Not included in its financial statements, is nearly \$1,000,000 in donated life insurance policies by people who are still alive. While the United Way is still looking to accept donations of life insurance policies, there is now a strict acceptance policy that will guide the United Way in its decision making process.

The primary strategy for the United Way is to grow its Future Fund capital through the receipt of donations of planned gifts, largely contributions through estates and wills etc. With this in mind, the United Way will commit to support the Canadian Association of Gift Planners' *Will Power*. *Will Power* is a campaign that in its pilot in south eastern Ontario resulted in an increase in number of people donating to charities in their wills and overall estate plans. *Will Power* will kickoff on a Canada wide initiative in June 2021 and United Way of Sarnia-Lambton plans to be recognized as a founding member.

## Future Fund Financials

<b>Future Fund Revenue</b>	<b>2019</b>	<b>2020</b>
Memorial Donations	18 064	21 540
Interest Income	131 989	106 649
<b>Total Revenue</b>	<b>152 053</b>	<b>128 189</b>
<b>Future Fund Expenditures</b>		
Insurance Premiums & Office Expenses	50 689	53 289
Excess of Revenue Over Expenditures	99 364	74 900
<b>Fund Balance, Beginning</b>	<b>2 201 204</b>	<b>2 504 387</b>
Excess of Revenue Over Expenditures	99 364	74 900
Inter-fund Transfers	(97 000)	(91 245)
<b>Unrealized Loss on Investment</b>	<b>300 819</b>	<b>79 596</b>
<b>Fund Balance, Ending</b>	<b>2 504 387</b>	<b>2 567 638</b>



**United Way**  
Sarnia-Lambton  
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