

2026/27



**United Way**  
Perth-Huron

# VOLUNTEER HANDBOOK

ABOUT UNITED WAY



# Table of Contents

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Table of Contents.....	1
Framework.....	2
Governance & Decision Making.....	2
Important Local Issues.....	4
Core Initiatives.....	4
Signature Programs.....	6
Funded Partners.....	8
National History.....	10
Local History.....	11
What United Way is Now.....	13
Our Regional Approach.....	14
Staff Organization.....	15
United Way Lexicon.....	16
Frequently Asked Questions & Answers.....	19



# Framework

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## Mission

Improve lives and build community by engaging individuals and mobilizing collective action.

## Purpose

To serve vulnerable people in our communities and create an equitable future for all.

## Vision

A better life for everyone in our communities.

## Position

The unifying force of local communities that helps make social change possible.

## Values

- **INTEGRITY:** Demonstrate trust, integrity, respect, inclusivity and transparency
- **VOLUNTEERISM:** Energize and inspire volunteerism and volunteer leadership
- **COLLABORATION:** Endorse innovation partnerships and collective action
- **NON-PARTISAN:** Provide non-partisan leadership, and
- **DIVERSITY:** Embrace diversity

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*United Way is the unifying force in communities  
helping make social change possible*

# Governance & Decision Making

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Charitable organizations in Canada are required to be governed by a Board of Directors, which serves as the organization's legal and accountability body.

## Board of Directors

The Board of Directors is a group of community volunteers who provide governance and strategic leadership for United Way Perth-Huron (UWPH). They are responsible for ensuring the organization remains focused on its mission, vision, and long-term goals while operating with integrity, accountability and transparency. Board members set direction by approving the strategic plan, establishing policies, and overseeing financial health and risk management to ensure the organization remains sustainable and effective.

In addition to governance responsibilities, Board members act as ambassadors for United Way, representing the organization within the community and helping build relationships that strengthen impact. They stay informed about local issues, support fundraising efforts where



appropriate and bring diverse perspectives to guide key decisions. Through their leadership, the Board ensures that United Way continues to respond to community needs and creates measurable, lasting change.

## 2025-2028 Strategic Directions

### *Advancing Diversity, Equity, Inclusion & Indigenous Collaboration*

This direction focuses on embedding equity into everything UWPH does, internally and externally. It includes building an inclusive workplace, applying an equity lens to funding and decision-making, and supporting other organizations in strengthening their own equity practices.

### *Strengthening Community Development*

This direction is about addressing root causes of social issues and improving quality of life across the region. It includes advocacy (income, housing, services), using research to guide action, improving access to services, and advancing affordable and supportive housing solutions.

### *Enhancing Organizational Capacity*

This direction focuses on ensuring UWPH has the resources, structure and people needed to succeed long-term. Priorities include growing and diversifying revenue, strengthening staffing and volunteer capacity, and building greater awareness and trust in the UWPH brand.

## Community Impact & Allocations Committee

The Community Impact & Allocations Committee (CIAC) is a volunteer committee that supports the Board by guiding how United Way invests funds and creates impact in the community. Comprised of Board members and community volunteers, CIAC plays a key role in reviewing funding applications, assessing community needs, and ensuring investments align with UWPH's Community Impact & Investment Plan. Their work helps ensure that resources are directed where they will have the greatest, most meaningful effect.

CIAC members also contribute to monitoring outcomes and evaluating the effectiveness of funded programs. They engage with supported partners, participate in discussions about community priorities and make recommendations to the Board on how funds should be allocated. By combining local knowledge, data, and community insight, the committee helps ensure that UWPH's investments are thoughtful, evidence-informed and responsive to emerging needs.



# Important Local Issues

We're committed to serving vulnerable people in our communities today and creating an equitable future for all. In this way, we address issues from both an immediate-needs perspective and through a future-focused lens.

- Homelessness → **Housing Stability**
- Poverty → **Poverty Mitigation**
- Mental Health & Well-Being → **Mental Health & Well-Being**
- Intimate Partner Violence → **Healthy Relationships**
- Service Isolation → **Access to Services**
- Discrimination → **Equity Supports**

## We Achieve This by



Generating and leveraging resources



Leading and funding signature initiatives



Investing in local agencies and partnerships



Bringing partners together across sectors to magnify scope



Building awareness & advocating for systems change



Using research and data to evaluate and report on issues and impact

## Core Initiatives

### Social Research & Planning Council

The Social Research and Planning Council (SRPC) includes community volunteers dedicated to increasing well-being by researching local social justice issues like poverty reduction, housing security, access to services and equity. The SRPC helps UWPH understand the root causes of issues and mobilizes the community to create effective solutions.



**Social Research & Planning Council**

Social planning councils share the role of tracking the community pulse, providing a public forum for social issues, identifying and prioritizing unmet needs and building community commitment and capacity to address these needs. The SRPC produces reports for the community and wants to know what information is beneficial for you, your family and the community.



## United Housing

United Housing (UH) is Perth-Huron's first non-profit housing organization dedicated to creating and sustaining mixed-income rental housing. It's a local solution to the very real issue of housing affordability that we face across Perth-Huron.



UH brings together funding, partners, and local leadership to develop housing projects in communities across the region. This can include new builds, renovations, retrofits, or acquiring existing properties and converting them into affordable homes.

### Mission

Build strong, healthy communities by developing, creating, constructing, and managing affordable housing in Perth-Huron.

### Vision

By 2050 everyone in Perth-Huron lives in housing suitable and affordable to their needs.

### *Why it matters*

Many individuals and families in our community struggle to find housing that is affordable and appropriate for their needs. United Housing exists to increase supply and create inclusive, mixed-income communities, ensuring more people have access to safe, stable housing close to where they live and work.

### *How it works*

- Develops and operates local non-profit housing
- Partners with municipalities and community organizations
- Reinvests funds back into future housing projects
- Offers ways for the community to get involved (donations, community bonds, partnerships, advocacy)



# Signature Programs

## Connection Centres

### *Northern Huron Connection Centre*

*Operated by CMHA Huron Perth:*

Serving Howick, North Huron and Morris-Turnberry and located in Wingham at St. Paul's-Trinity Anglican Church, the Northern Huron Connection Centre is a safe place for vulnerable people to connect with supports while accessing basic needs.



### *Southern Huron Connection Centre*

*Operated by The Community Table:*

Located at Exeter Pentecostal Church, the Southern Huron Connection Centre is a welcoming place for vulnerable people to connect and build relationships and access services, as well as basic needs.



### *Stratford Connection Centre*

*Operated by CMHA Huron Perth:*

Located at St. James Anglican Church in downtown Stratford, the Stratford Connection Centre offers basic needs, connection to services, as well as helping build community for vulnerable people experiencing or at risk of experiencing homelessness. Also includes community outreach to individuals living rough.



## Urgent Needs Fund

Helping local individuals and families in a time of crisis with funds for essentials including, but not limited to, rent arrears, groceries, emergency car repairs and help with utility bills.



## Access Centres

Access Centres are part of United Way's strategy to improve access to services for residents of Perth and Huron. Bringing services to people helps overcome transportation challenges and other barriers. Currently, there are Access Centres located in Vanastra, Exeter and Listowel.



## 211

211 helps people navigate the network of human services quickly and easily, 24 hours a day, 7 days a week, in over 150 languages. It's Perth-Huron's most comprehensive and reliable source of information on government and community-based health and





social services. Using just a postal code, 211 Navigators can find specific local programs and services to address a caller's challenges. Records of social services are updated annually.

### Living Wage:

The concept of a living wage is bigger than income. It's about quality of life. It's about ensuring our neighbours can afford to pay their rent and buy nutritious food, our workers are healthy and able to pay for transportation to get to work every day and our children are given sufficient social and educational opportunities so they can flourish.



Living wage employers are responsible employers who care about their employees and the community. They recognize that paying a living wage constitutes a critical investment in the long-term prosperity of the economy by fostering a dedicated, skilled and healthy workforce. A living wage employer pays all direct and indirect employees the living wage rate for the region(s) in which they operate.

### Youth in Action Grants:

Youth in Action Grants are a one-time grant opportunity of up to \$1,200 for programs that are youth-led and offer creative ideas to address youth community issues in Perth and Huron Counties.



Youth and/or groups of youth 14-24 who live in Perth-Huron are invited to submit an application in partnership with an adult trustee (25+). These funds support youth-led projects that positively benefit the participants' communities and support youth development.

Please note that Youth in Action grants do not have to meet the same eligibility requirements as the other investment streams.



## Funded Partners

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### **Big Brothers Big Sisters Listowel Big Brothers Big Sisters South Huron**

*One-to-One Traditional Mentoring:*

Provide children with direct mentorship from an adult volunteer with a focus on providing a strong, safe and supportive environment.

### **Big Brothers Big Sisters North Huron | *In-School Mentoring:***

Provided children and youth with an in-school mentor to help them develop positive social relationships.

### **CMHA Huron Perth | *Food Insecurity Initiative:***

Provided hot meal cards to vulnerable people to help promote food security and connection to community.

### **Emily Murphy Centre | *Child Witness Program:***

Supported children who witnessed or experienced violence with counselling to improve mental health and well-being.

### **Family Services Perth-Huron | *Individual, Family, and Seniors Counselling:***

Provided individual, couple, family, and group counselling and social service supports for individuals and families, including seniors and those living with a developmental delay.

### **Family Services Perth-Huron | *Youth Counselling, Supports and Mentoring Program:***

Provided counselling tailored to meet the needs of youth and their families seeking immediate therapy for mild/moderate conditions.

### **Family Services Perth-Huron | *Building Resiliency with Developmental Services Clients:***

Provided social work supports to those in the developmental sector and their families and/or caregivers/supports to build stronger communities for individuals and their families.

### **Huron County | *Huron Homelessness Strategy, Emergency Shelter/Housing Stability:***

Provided emergency shelter to those experiencing homelessness and helped break down barriers to housing by empowering individuals in resolving their own housing instability.

### **Huron Food Bank Distribution Centre | *Neighbours Helping Neighbours:***

Provided nutritious food to various food agencies and programs.

### **Kaswentha Two Row Now | *Indigenous-led community building in Perth-Huron:***

Planned and implemented Indigenous-led cultural awareness and social connectedness events/activities for Indigenous children, youth, families and community members.

### **Huron Safe Homes For Youth | *Extended Care:***

Provided intensive, longer-term support services to young people who have limited or absent parental/natural supports.

### **Huron Turning Point | *Transitional Housing***

Provided transitional housing for individuals in Huron County.



**Huron Women’s Shelter** | *Emergency Shelter Support Services:*

Provided emergency shelter and support services to women and children who experienced gender-based violence.

**John Howard Society** | *Institutional Visiting and Reintegration Support Program:*

Provided counselling, advocacy, and reintegration planning to persons who were incarcerated to ensure positive reintegration into their communities upon release.

**Local Community Food Centre**

*Food Skills Initiatives:*

Provided hands-on opportunities for people to learn and practice skills to create healthy meals while also providing immediate access to healthy food.

*St. Marys Nourish Equal Access Food Market:*

Addressed food insecurity by offering local fresh fruits, vegetables and meats at affordable prices to residents.

**Shelterlink Youth Services** | *Living Options for Youth:*

Provided low-barrier, housing-focused shelter and supports to vulnerable youth experiencing homelessness.

**Stratford Pride Community Centre**

Ensured access to a welcoming, safe, and inclusive space for the local 2SLGBTQ+ community and offered education to the broader community.

**Town of St. Marys** | *Community Outreach Worker:*

Offered facilitation, education, and referrals for residents needing support. This included help with life skills, mental health, homelessness, and addictions. Also provided short-term support and helped connect community members to important services and delivered community education and outreach, including neighbourhood mediation.

**YMCA of Three Rivers** | *Finding Your Way - Newcomer Journey Funding:*

Supported newcomers with their settlement to improve well-being and sense of connection to their communities.

**YMCA of Three Rivers** | *Membership Assistance:*

Ensured low-income community members could access YMCA programs and services to improve their well-being.

**YMCA Southwestern Ontario (Goderich)** | *Goderich Youth Collective:*

Provided youth leadership opportunities including developing healthy living through learning new skills, discovering community resources and making new friends in a safe and welcoming environment.

**YMCA Southwestern Ontario (Goderich)** | *Huron County Youth Recreation and Sports Program:*

Ensured children and youth in low-income households had access to recreation and sports programs.



## National History

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In 1887, a Denver woman, a priest, two ministers and a rabbi got together. It sounds like the beginning of a joke, but they had the idea that became the first united campaign, helping ten area health and welfare agencies, raising \$21,700 for the greater good. Today, United Way is a global movement, a network of nearly 1,800 community-based United Ways in 45 countries and territories. **Fun fact:** The single largest United Way is in Toronto.

United Way Centraide has a long history in Canada, dating back to 1917. Over the years we have been known by many names, among them the Community Chest, United Appeal and Red Feather. We are proud that our organizations have brought together diverse and caring people in our communities.

Our national office was created in 1939, as a program division of the Canadian Welfare Council led by Charlotte Whitton, an influential feminist, municipal leader and companion of the Order of Canada.

In 1972 prominent designer Saul Bass created the iconic United Way logo, depicting the helping hand cradling humankind and surrounded by a rainbow symbolizing hope. We still use it today and United Way made it into the Forbes® top 50 most valuable brands list.

Canada's national office officially became known as United Way of Canada - Centraide Canada in 1976, recognizing the bilingual nature of Canada. In 2003 we adopted a new Canada-wide mission, which we call our Community Impact Mission. In 2011, we introduced a new brand enabling United Ways Centraides across Canada to speak with one voice and show consistently how we stand for lasting, measurable change. As part of this process, we clarified three priority areas of focus:

- 1. From Poverty to Possibility**
- 2. Strong Communities**
- 3. All That Kids Can Be**

Today, there are over 100 United Ways Centraides across Canada. Each one is an autonomous non-profit organization governed by a volunteer-led local Board of Directors. Each raises money locally and distributes funds to support its community. With support provided by numerous volunteers and staff, United Way Centraides create opportunities for a better life for everyone in the places we call home.

United Way Perth-Huron (originally United Way Stratford & Area) was founded in 1959. It merged with United Way Huron in 2010 to serve both counties.



# Local History

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## Perth-Huron

United Way of Perth County and Huron United Way formally merged in January 2010. This came after the Huron Board of Directors approached United Way of Perth County to merge.

In March 2010, the newly merged United Way Perth-Huron announced the campaigns for Perth and Huron Counties together surpassed \$1 million.

## Perth

Our local United Way has gone by the following past names:

- The Community Chest (Before 1960)
- Stratford United Appeal (1960)
- Stratford United Way (1973)
- United Way of Stratford-Perth (1984)
- United Way of Perth County (2009)
- United Way Perth-Huron (2010)

The Community Chest formed in Stratford in 1958 under the leadership of president, C. A. Bryan. The logo at the time was The Red Feather.

In 1960, The United Appeal raised \$52,000 – 102% of its goal – in a two-week campaign. The Board of Directors at the time consisted of an honorary chair, a president, six vice-presidents, a publicity chair and 12 directors. By 1961, this number had grown to 33.

The popular Red Feather Football Game between Central and Northwestern Secondary Schools started in 1966. This event, including the crowning of Miss United Way at an evening dance, continued for 20 years.

From 1960 to 1983, agency requests were reviewed by a Budget Committee made up of five to seven accountants.

The Program Review and Allocation Committee (PRAC) was formulated in 1984 to function as a liaison with the agencies and to perform “Citizens’ Review” of the funding applications.

In 2001, the Board officially adopted the name United Way of Perth County to reflect more accurately the county-wide nature of both the fundraising campaign and the agency allocations and grants.

In 2004, over 275 workplaces took part in United Way’s Annual Campaign, raising funds through corporate donations, employee payroll deductions and special events.



## Huron

In April 1991, the United Way of Sarnia/Lambton applied for a grant from the federal government to research the base of volunteer social agencies in Huron County and assess the need for funding for local agencies. The result of this research was the development of a Steering Committee that worked with United Way of Sarnia-Lambton to apply for charitable status and receipt for donations in its first year of start-up.

Later in 1991, a Board of Directors was appointed for Huron United Way under the leadership of president, Bill Thompson. In this first year of operation, the Huron United Way had an impressive 17 Board members.

The first office was in Clinton and the slogan at that time was “We are here for you!”

Huron United Way was given charitable status in 1992.

The first Huron United Way Campaign Chair was Hockey Hall of Famer, Paul Henderson.

Huron United Way took part in the OTF funded Community Matters initiative and formed vital partnerships with the County of Huron, The Huron Business Development Centre and HRDC. Over the two years of the project Huron United Way managed approx. 20 Job Creation Partnerships, which were placed in County and agency workplaces and the United Way office. This was an extraordinary project with multiple community consultations, resulting in significant work being done around the county within areas like economic development, an area previously not touched by the charitable sector. Huron was the smallest United Way participating in the project with the most significant results.

The famous Champion Road Machinery Grader Pull – later Volvo Motor Graders – gained international recognition and was published in the global newsletter for the company. The Grader Pull hosted the Canadian Bluewater Tug of War team at the inaugural event.

In 2009 Huron United Way Board members approached United Way Centraide Canada and neighbouring United Way of Perth County to amalgamate.



## What United Way is Now

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United Way Perth-Huron (UWPH) has continued to evolve over the last few years, becoming much more than the federated fundraising organization it once was. It is now an important driver of social change through a variety of internal and external programs and projects as well as our partner agencies.

UWPH can be described as:

***Developer of Resources:*** Fundraises effectively to leverage resources for community good.

***Investor:*** Invests in local agencies strategically to address immediate needs and root causes

***Researcher:*** *The Social Research & Planning Council* is an internal Core Initiative of UWPH, providing research and recommendations on various social issues through reports.

***Innovator Leader:*** By understanding complex social issues, UWPH can define, explore, fundraise and deploy new programming to fill service gaps.

***Advocate:*** By providing solutions to complex problems and collaborating with municipalities and other community parties, UWPH advocates for systems change.

***Collaborator:*** By collaborating with other local organizations, agencies, government, knowledge experts, people with lived experience, businesses and community members UWPH aims to magnify the scope and reach of solutions.

***Inspires and mobilizes:*** Supporting local volunteers, staff and community members' inherent ability to create social change.



# Our Regional Approach

You love where you live, and we do too. We tackle issues on a local level to best serve our communities.

Every area has unique needs, requiring unique solutions. United Way is committed to listening to each community and finding out what matters most so the right programs and services are in place to help people in times of need.

## Committees

- Northern Huron: Wingham and surrounding area
- Southern Huron: Exeter and area
- North Perth: Listowel and Area
- St. Marys & Area
- Mid-Huron: Goderich and area
- Stratford & Area (transition year)



## Community Development Process

**Dream:** Collaborate with community members

**Define:** Begin to understand the needs and problems

**Explore:** Seek solutions with input from social service leaders

**Fundraise:** Strategize and build partnerships

**Deploy:** New program opens and starts to serve clients

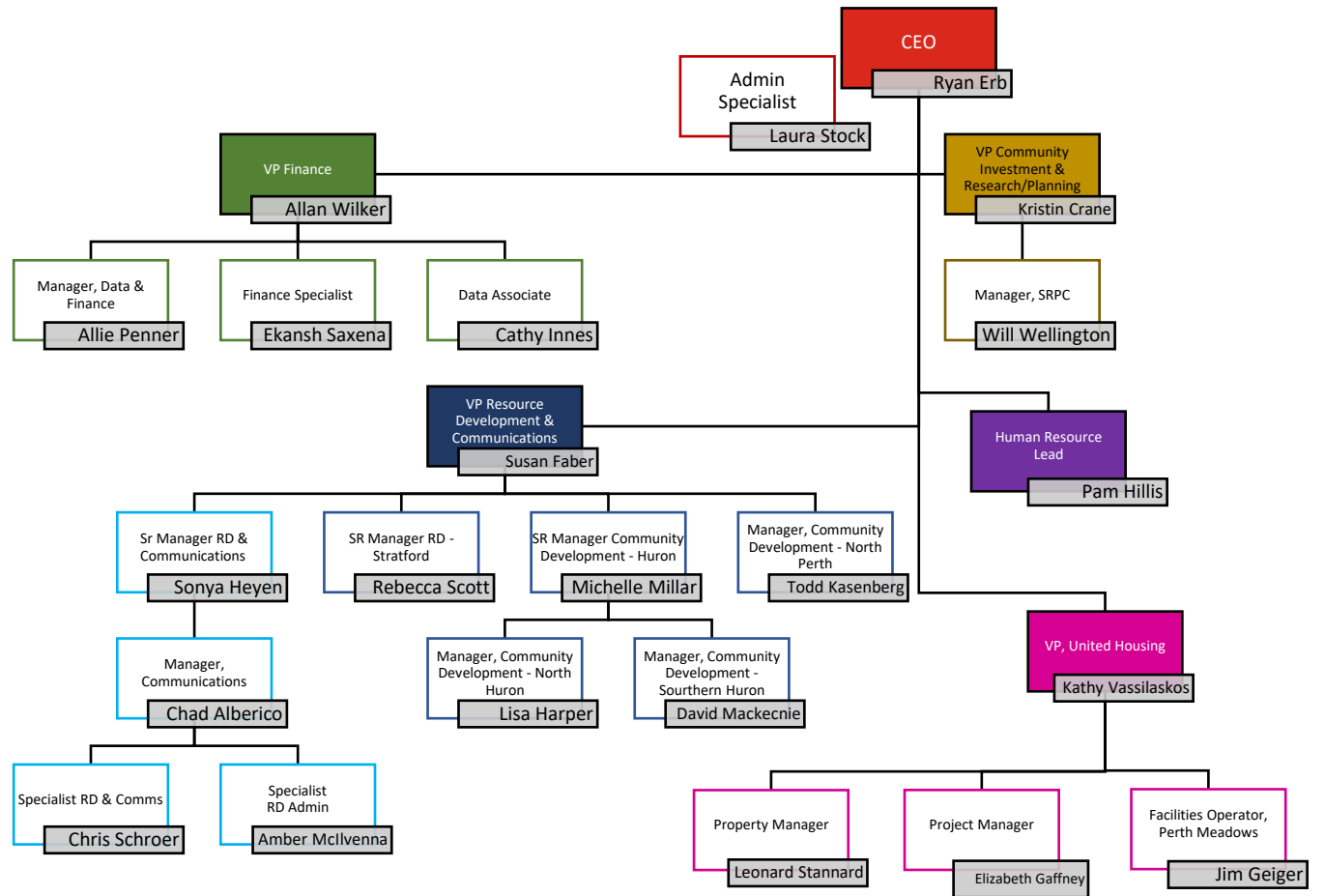
**Support:** Continue fundraising campaigns to sustain the cost of the program. Volunteer opportunities are often created.

**Advocate:** United Way invests in 211 to increase awareness.





# Staff Organization





# United Way Lexicon

ACRONYM	FULL NAME/TERM	DESCRIPTION/DEFINITION
	Campaign Year	April 1 <sup>st</sup> to March 31 <sup>st</sup>
	Fiscal Year	April 1 <sup>st</sup> to March 31 <sup>st</sup>
	Calendar Year	January 1 <sup>st</sup> to December 31 <sup>st</sup>
	Salesforce	The database UWPH uses to track donor data.
	Campaign Cabinet	A group of volunteers who are at the forefront of the United Way campaign. Made up of chairs from our Community Committees
	Campaign Chair(s)	A leader (or leaders) within the community where they work and volunteer. The chair(s) establishes the pace for the entire campaign by managing and facilitating corporate, employee and personal giving.
	Evidence Use	The use of evidence. Used in instances where evidence-based data/research is reviewed to inform a recommendation for action in strategic planning, policymaking, program planning and management, advocacy or delivering services.
	Partnership	An association or relationship between two or more individuals, organizations or entities. Partnerships join together multiple stakeholders to carry out a specific task, project or program. Could be formal (contractual) or informal (no contract).
	Stakeholders	A stakeholder is either an individual, group or organization impacted by the outcome of a project. They have an interest in the success of the project and can be inside or outside the organization leading the project. Stakeholders can have a positive or negative influence on the project.
	Collaboration	The process of two or more people or organizations working together to complete a task or achieve a goal. It is also defined as two or more people working together to achieve shared goals.
	Access Centre	Using a shared resource model in which several charitable and social service organizations are provided with low-cost, stable rent, shared economies and common facilities. The shared nature of the facility reduces overhead for all organizations, allowing more resources to be focused on core services.



ACRONYM	FULL NAME/TERM	DESCRIPTION/DEFINITION
	Signature Program or Initiative	Programs that United Way have had a role in establishing and are committed to funding long-term; Connection Centres, Access Centres, Urgent Needs Fund, 2-1-1
A&F	Audit & Finance Committee	Committee responsible for assisting the Board to ensure that UWPH is in good fiscal health and compliant with Board policy and relevant legislation by supporting the CEO and Treasurer with expertise and guidance.
AGM	Annual General Meeting	Annual meeting during which we report back to the community on the UWPH's work and present our audited financial statement.
CI	Community Impact	Community impact is creating lasting social change. It means opportunities for a better life for individuals and families so that our community is measurably better off as a result of the work of United Way Perth-Huron.
CC	Connection Centre	A physical location offering wrap-around supports including trauma-informed care, substance use and mental health counselling, as well as basic needs such as showers, laundry and food. Services are client-centred, providing dignity and choice with a focus on securing permanent housing.
	Centraide	The French word for United Way.
	Regional Community Committee	The primary objective of a Regional Community Committee is to understand social needs and mobilize the community to address them. The RCC works with CIAC regarding social issues and investments and the Campaign Cabinet regarding fundraising activities
UH	United Housing	An initiative of UWPH, United Housing is Perth-Huron's first non-profit housing organization dedicated to creating and sustaining mixed-income rental units.
CCC	Centrally Coordinated Campaigns	National organization/workplace accounts that are managed by one United Way on behalf of other UWs.
CNOY	Coldest Night of the Year	Peer-to-Peer fundraising event in February. Owned by Blue Sea Foundation & used by charities to fundraise.
CIAC	Community Impact & Allocations Committee	CIAC assists the Board in doing their work investing in/connecting with the UWPH community.



ACRONYM	FULL NAME/TERM	DESCRIPTION/DEFINITION
ECC	Employee Campaign Coordinator	A workplace volunteer who spearheads the UW campaign at their workplace. The ECC represents the United Way, responds to questions, and is the liaison between UWPH and the workplace employees.
	Emergent/Emergency Need Grant	Funding for emergent or time sensitive emergency needs. No open call for applications.
EOI	Expression of Interest	The first stage of our funding application process to determine eligibility.
G&D	Governance & Development Committee	Committee is responsible for recruiting and orienting new members while managing the development of the Board and its members. G&D also assists the Board in reviewing Articles of Incorporation, bylaws and policy.
UNF	Urgent Needs Funds	The UNF helps Perth-Huron residents in a time of crisis with funds for essentials including rent arrears, groceries, car repairs, child care, dental care, winter wear, etc.
	Impact Funding	Three-year funding intended for ongoing programs that are part of the organization's over-arching structure and mission.
	New Initiative Grants	One-year funding intended for new approaches and innovations in community services and programs.
SRPC	Social Research and Planning Council	The SRPC is an operational committee of UWPH. It identifies local issues and trends, prioritizes local research possibilities and collects, collates and disseminates relevant community reports. The SRPC utilizes this community research and information to address community planning initiatives. This includes, but is not limited to, initiating, facilitating and participating in local planning initiatives.
SP	Supported Partner	An organization receiving funding and/or other supports from UWPH (e.g., United Centre tenants).
SOCC	Spirit of Community Celebration	End of campaign event celebrating generosity, volunteers and impact.
UCAC	United Centre Advisory Committee	UCAC supports staff as they plan infrastructure investment, manage United Centre tenants, raise funds for capital improvement projects, develop a long-term capital improvement plan and monitor plans once they are in place.



ACRONYM	FULL NAME/TERM	DESCRIPTION/DEFINITION
UWCC	United Way Centraide Canada	UWCC provides guidance and support to the United Way Movement as a whole. It works with and for local UW's, providing strategic direction and creating connections for sharing information and resources.
UWPH	United Way Perth-Huron	A registered charitable organization.
UWW	United Way Worldwide	UWW is the international body supporting United Ways across the world.
YIA	Youth In Action grants	1-year funding: One-time grant opportunity of up to \$1,200 and focusing on youth-led projects offering creative ideas to address community issues in Perth and Huron Counties.

## Frequently Asked Questions & Answers

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### *Why should I give to United Way? I don't use their services.*

Not everyone needs help today, but many people in our community do. Individuals facing abuse, isolation, disability, or barriers to employment rely on local programs and services to maintain their well-being and dignity.

United Way helps ensure those supports are there when they're needed. When people have access to help, our entire community is stronger, healthier, and more stable – something that benefits everyone.

Even if you don't use available services, chances are someone you know does, or you may one day. By giving, you help make sure support is available for anyone, at any stage of life.

### *What is "United Way Centraide Canada" and how does it relate to local United Way Centraides?*

United Way Centraide (the name of our national organization and includes the French translation for United Way) is a federated network of local United Way offices, each registered as its own non-profit organization and governed by an independent volunteer-led local Board of Directors. Each United Way works locally to raise funds and invest in improving lives in its community. Some nation-wide accounts are centrally coordinated by larger United Way offices to ensure national corporate expectations are met.

United Way Centraide Canada is the national office and has a distinct role in providing leadership, guidance and support to local United Ways across the country. Together, local United Ways and United Way Centraide Canada form the United Way Movement.



### *How much of my donation does United Way Perth-Huron use for fundraising costs?*

About 16%. That means 84% of funds raised are invested in our supported partners and other community based work we do.

Note: Costs of fundraising can fluctuate annually by a small margin due to variance in expenses and donations.

United Way is proud of its efforts to keep costs low through sponsorship and volunteers. United Way's fundraising costs are consistently and substantially below the national average.

- As a registered Canadian charity, United Way is obliged to file a T3010 report with the CRA annually, detailing all its fundraising, administration, executive compensation and other costs. The latest CRA T3010 data can be found at [cra-arc.gc.ca/](http://cra-arc.gc.ca/). This form includes salaries for several community programs funded through UWPH.
- Every dollar donated and every dollar spent is accounted for in our independently audited financial statements and our annual report. Please visit our website at [perthhuron.unitedway.ca/about-us/](http://perthhuron.unitedway.ca/about-us/) for links to view these documents.
- To learn more about UWPH's administration costs, please contact our office at 519-271-7730 or [info@perthhuron.unitedway.ca](mailto:info@perthhuron.unitedway.ca).

### *How is United Way Perth-Huron's transparency & fiscal accountability monitored?*

Management, staff and volunteer vigilance to maximize community impact with donated dollars.

- Our volunteer Board of Directors conducts regular, in-depth reviews of United Way's financial and community investment performance.
- United Way Perth-Huron, as a part of United Way Canada-Centraide, follows internal Transparency, Accountability and Financial Reporting (TAFR) guidelines, which are intended to be defensible, acceptable, consistent, transparent and simple in providing standardized reporting by United Ways across Canada.
- The accounting firm Famme & Co. Professional Corporation ensures our financial statements are accurate and we operate in a fiscally responsible manner.
- United Way Perth-Huron's annual T3010 filing with the Canada Revenue Agency including all required financial and other disclosures can be found on the CRA website: [cra-arc.gc.ca/](http://cra-arc.gc.ca/).

### *Will my donation stay in my community?*

Yes. Donor dollars are invested 100% in the Perth-Huron geographic region. The only exception is if a donor indicates they prefer their gift go to another United Way, in which case the dollars are designated out.



## *Why would I give through United Way when I can give directly to an agency?*

Giving through United Way allows your donation to go further and do more.

- **Greater impact:** One gift supports a network of 30+ local agencies and programs, ensuring help reaches people wherever it's needed most.
- **Smart investment:** United Way uses local research and data to guide funding decisions so resources are directed where they have the greatest impact.
- **Efficiency:** United Way manages fundraising, administration, and donor services, saving time and money so agencies can focus on helping people.
- **Stronger community reach:** United Way raises awareness and advocates for its partners, helping smaller or lesser-known agencies access the support they need.
- **Accountability:** Funded programs report on outcomes, so you can be confident your gift is used responsibly.
- **Innovation:** United Way supports new and emerging programs, helping bring fresh solutions to community challenges.

When you give through United Way, you're not just supporting one cause – you're strengthening an entire support system and creating broader, lasting change.

## *Do I get a tax receipt for my donation?*

If you contributed via payroll deduction through your workplace or if you contributed through a pension plan, your contribution should be reflected on your T4 and a tax receipt is not required.

If you donated cash, by credit card or cheque, your contribution will be receipted by UWPH.

Special event contributions such as draw tickets, 50/50 and lottery tickets, auction and garage sale purchases, coin drives and food purchases are not eligible for a tax receipt. A receipt cannot be issued when you receive something of value in return for your contribution (or the chance to receive something of value in return).

## *How will the funds raised during the campaign be allocated?*

Local agencies are given the opportunity to submit applications requesting funding from UWPH. These requests are reviewed by a committee of volunteers, referred to as the Community Impact & Allocations Committee (CIAC), who determine whether the agency's application meets the UWPH mission, eligibility criteria and focus areas. The committee evaluates and prioritizes applications in order to serve the community's needs. After a review of agency funding application(s), financial information and sometimes meetings with representatives from the agency, CIAC develops recommendations that are forwarded to the Board of Directors for consideration. Funds are then allocated to qualifying agencies.



### *How are executive salaries determined?*

Executive salaries at United Ways and Centraides across Canada are established through a comparison of executive compensation at other comparable organizations and charities, an assessment of roles and responsibilities, and a commitment to spending dollars wisely with the oversight of the organization's Board of Directors.

United Ways and Centraides strive to ensure that the funds raised are used as efficiently and effectively as possible. We rely on the generous contributions of community members and engage thousands of volunteers every year to keep our costs as low as possible.

The Canada Revenue Agency (CRA) requires charities to provide the salary ranges of their highest-paid employees. The salary ranges, without the names and actual salaries, are currently published on the [CRA website](#):

Click on "Charities and Giving" in the left sidebar

Click on "List of Charities and Other Qualified Donees"

Click on "Charities"

Type United Way in the Charity Name field and click "Search"

Click on the name of your United Way of choice

Under "Compensation," you will see a breakdown of the compensation for all positions.

