We recognize the communities in which we work.

At United Way BC, we dedicate ourselves to fostering understanding, respect, and an acknowledgment of the rich histories of the lands and waterways we traverse. Our mission guides us across vast and diverse territories, each with its unique tapestry of languages, governance systems, traditions, and cultural heritage. The relationship with these lands and waterways has been stewarded by Indigenous communities since time immemorial, long before the establishment of contemporary boundaries, and we humbly recognize that many of these territories remain unceded.

We also acknowledge that the following list of Nations is a work in progress, a testament to our ongoing process of improving our learning and understanding. Our commitment is to honour the cultural distinctiveness of each community as we continue to pursue improved and lasting partnerships built on the foundations of respect, humility, and open dialogue.

Scan the QR code to view the communities in which we work here.
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As I reflect on the last year, it’s evident that our commitment to “Strengthening Vital Connections” is not just a slogan — it’s our living reality in the communities we serve. Day by day our brand promise is coming to fruition and together we are truly making a tangible impact on people’s lives in British Columbia.

I’m proud to share that our collective efforts have led to some very significant accomplishments, and I’d like to highlight a few key areas that not only demonstrate the scope of our work, but also define our path forward.

Our most significant accomplishment is anchored in the breadth of issues we address and the countless lives we touch; both of which we continued to expand upon last year. From our response to the worst wildfire season on record, to the continued expansion of programs that support kids, youth, seniors, and families in need, we have been at the forefront of creating positive change. Our geographical expansion to the North and new initiatives like the Racist Incident Support Line demonstrate our unwavering dedication to making a difference throughout BC. From supporting refugees fleeing violence to responding to emergencies, we are committed to leaving no one behind.

Looking ahead, our programs will continue to grow and evolve. We’ll be scaling up our Food Link App to address new and diverse needs including period poverty. We’ll also continue to enhance our response to emergencies and natural disasters and work collaboratively with our partners to solve persistent social issues.

We are mindful though that we never do this work alone. Your generosity plays a crucial role in this process. Philanthropic dollars allow us to research, develop, and test innovative solutions and establish models that work when supporting people in need. This empowers us to partner with all levels of government to address gaps and expand solutions for even greater reach. Initiatives like Healthy Aging and Food Security are great examples of how this approach works as we strive to make an even greater impact in our communities.

This past year we’ve been recognized as a Top Employer not only in BC but also in Canada. We’ve also committed to hiring our first Director of Diversity, Equity, and Inclusion (DEI). This underscores our commitment to authentic engagement, reconciliation, and community accountability both within and outside of our organization.

As a large entity, we recognize our responsibility to lead the way. Our strategic vision embodies the Modern Charity Concept and focuses on resilience and future-proofing our organization. We are committed to leveraging data and digital tools, and to continue researching, developing, and testing solutions to help improve even more lives.

Together, with your support, we’ll press on: driving positive change, championing social justice, and building a more resilient and compassionate society for all. Thank you for your unwavering dedication to our mission of creating healthy, caring, inclusive communities.

Sincerely,

Michael McKnight, President & CEO
United Way British Columbia
We strengthen vital connections that support people in need in our local communities.

TOGETHER, WE ARE UNITED:

- for emergency response
- for kids and youth in need
- for food security
- for seniors in need
- for support

UNITED, we make our communities stronger, healthier, and more resilient
Our impact

Thanks to your generous support, we can bring individual, non-profit, government, and business partners together to collaborate and co-create solutions, and step in where gaps exist to help neighbours in need. United we are stronger.

**PEOPLE IN 29 COMMUNITIES**
received emergency assistance including food and basic needs, childcare and after-school programs, mental health support and counselling during BC’s worst wildfire season on record.

**7,920 CHILDREN**
received the support they needed to succeed and thrive at 135 United Way BC School’s Out and School’s Out Summer program sites.

**OVER 450,000 INDIVIDUALS AND THEIR FAMILIES**
received more than 3.2 million meals and hampers through dignified food access programming to help address Food Security.

**OVER 36,300 SENIORS**
received over 579,000 Healthy Aging supports and services to stay independent, active, and engaged in their own communities.

**OVER 52,000 PEOPLE**
were supported by Resource Navigators at 211 British Columbia, who provided over 136,000 referrals to local programs and services to help with life’s basic needs.

**537 FORMER YOUTH IN CARE,**
36% of whom were Indigenous, were able to cover basic living expenses while pursuing post-secondary education in BC through the Youth Futures Education Fund.

**OVER 13,000 VOLUNTEERS**
are registered and have made a difference for others in our communities through iVolunteer.

**ABOUT 18,000 NEIGHBOURS**
were connected through 148 Local Love projects in 11 United Way BC Hi Neighbour communities.
It was a shocking moment for the residents of Kelowna when the Lake Okanagan Resort was destroyed last summer. Just across the lake a fire raged and buildings burned. People lost homes, more were evacuated, and everyone wondered if and when the fire would reach them. Over the following days, it became even more surprising to many that the resort was also home to those on a fixed income who now found themselves homeless. There was a lot of trauma and confusion.

During this time, BrainTrust Canada Association stepped into crisis response. Thanks to support from United Way BC’s Wildfire Recovery Fund, they were quickly able to expand their services at the evacuation centre and help those in need.

One such individual was a gentleman who had previously suffered a brain injury on the job. “He wasn’t on anyone’s radar, so he wasn’t receiving any community supports or treatments,” says Amanda McFarlane, Executive Director at Braintrust Canada. “Because of his brain injury he didn’t realize the seriousness of the fire so when he was evacuated, he just went down to the location he was told without taking anything with him.”

Overwhelmed and unsure of how to navigate the terrifying and emotional experience, the gentleman was eventually identified as needing extra help. Amanda describes meeting him. “I instantly knew he was just extremely confused and vulnerable. He was in tears. He lost everything, including his legal paperwork.”

Thanks to the support from United Way BC, Amanda and her team were able to step in.

“We’ve been able to work with him and help navigate the system, like where is he going to live, how will he pay damage deposit, get furnishings, get support. We even helped him get an appointment to update his glasses prescription that was two years old.”

Scan the QR code to learn more about how we respond to urgent needs.
Emergency Response

Last year was devastating for those in West Kelowna and the Thompson Nicola Region: communities were devastated, families were displaced, buildings were lost, and more during what was the worst wildfire season on record in BC to date. The hidden impacts of the wildfires, including trauma, accentuated mental health issues, and health concerns due to smoke and poor air quality have been equally devastating.

We know from our experience in responding to previous wildfires and floods that recovery is a long road, and one that will take patience and time. Thanks to the incredible outpouring of support from donors like you, we are committed to continually help those impacted by natural disasters like these.

The next phase of our United for BC Wildfire Recovery Fund will be focused on long-term recovery for communities, including the heavily impacted areas of West Kelowna and the Shuswap.

211 British Columbia

211 British Columbia is a free and confidential helpline service that connects people to vital resources in their community. The service is available 24/7, 365 days a year by dialing or texting 2-1-1. It is also available through email, online chat, and the resource database on our website at bc.211.ca. Interpretation is available in over 240 languages and dialects to ensure that help is available when it’s needed.

211 British Columbia provides information and referrals to a broad range of community, government, and social services that assist with:

- Basic needs like food and shelter,
- Mental health and addictions support,
- Legal and financial assistance,
- Support for seniors, newcomers, and much more.

In 2023-24, 211 British Columbia answered over 52,000 calls, made more than 136,000 referrals, and enabled almost 150,000 website database searches for available community supports.

Through the wealth of data collected through 211 British Columbia, part of United Way BC Helpline Services, we can see where gaps exist in our communities and move to fill in those gaps providing support where it is most needed.

Scan the QR code for more information on how your support impacts lives in BC, and to read our Wildfire Impact Report here.

211 HAS BEEN MY GO-TO FOR THE PAST 6 MONTHS – YOU HAVE SAVED MY LIFE! YOU’VE HELPED ME GET INFORMATION ON TRANSITION HOUSES AND OTHER INFORMATION THAT HAS BEEN SO HELPFUL.

– 211 CALLER
Salam Central School’s Out Summer Camp in Surrey, British Columbia, provides a safe and enriching experience for Muslim children and youth. Founded and led entirely by youth aged 15 to 18, this camp aims to create a supportive space where kids can develop confidence and a sense of belonging. The program, which expanded last year thanks to United Way BC School’s Out Summer funding, offers positive youth role models like Mahado, halal meals, and a balance of activities. Participants, including Zahra and Basma learn basic skills like making friends and teamwork while enjoying field trips and outdoor fun. Visiting the library is another big hit with all kids attending the camp.

“Something that’s a week or two weeks long can have a lifetime impact on children,” Mahado says. “It shapes their character in terms of what they’re learning. It allows them to come out of their bubble and be more confident in their skin. It gives them opportunities that they may not have access to outside of this program.”

For Basma, along with making new friends, that means going to the Central City Fun Park and a local trampoline park. For Zahra, it’s playing basketball. "The more we’re able to allow children to have these types of experiences, we can allow them to feel that they belong, and they feel that they fit in with the kids," Mahado says.

Summer camps are more than just fun; they are transformative experiences. By doing fun things together, learning, and having meaningful conversations, children in United Way BC School’s Out Summer programs build lasting relationships that help them grow during a time of year when services are often reduced and/or unaffordable.

Scan the QR code to learn more about this amazing School’s Out program.
United Way BC School’s Out
School’s Out programs for children 6-12 years old provide mental and physical wellness, healthy food, and important developmental support throughout the school year during the critical afterschool hours of 3-6 pm under the supervision of responsible mentors.

School’s Out Summer gives kids access to free or low-cost high quality summer programs including healthy and culturally relevant nutrition, academic success, physical health, and overall well-being during a time of year when services are reduced and unaffordable. School’s Out Summer ensures that kids are prepared for the transition back to school and a new grade in September, while also keeping them safe and supported.

During 2023-24, these life-changing programs focused on equitable investments in after-school programming and summer camps with Indigenous-led communities and Land Based Nations. Over 1,200 children (urban Indigenous and living on-reserve) were engaged, so that they could connect to their Indigenous cultures and traditions and build confidence and motivation to be secure in their identity.

United Way BC Future Leaders
United Way BC Future Leaders Program, aimed at youth 15-29, fosters confidence by providing training and tools for lifelong success. Through paid work experiences, often with United Way BC School’s Out programs, Future Leaders ensures youth can grow their leadership skills and develop social networks. By fostering skills like conflict resolution and money management, the Future Leaders program is a crucial steppingstone for young people, especially newcomer and Indigenous youth and youth with disabilities.

Since 2018, almost 3,800 youth have participated in the program.

“The Future Leaders Program offered me a safe space to grow and learn. I loved how welcoming it is to be there and how it gives youth like me a safe place to hang out after school… I thank the Future Leaders Program for it has offered me great opportunities I would have never dreamed of.” – Sara

Youth Futures Education Fund (YFEF)
In August 2023, the BC government removed an existing age restriction for the BC’s Provincial Tuition Waiver program and introduced a new $3,500 annual Learning for Future Grant to support educational costs, such as books, computers, and supplies. Nevertheless, the need for additional support remains and the Youth Futures Education Fund continues to provide barrier-free access to funds for basic living expenses like rent, food, transportation, childcare, and other unexpected costs.

By addressing these gaps, we can help ensure everyone wanting to pursue an education can do so.
In Campbell River, the Strathcona Regional Community Food Hub connects the Hama’elas Community Kitchen, food bank, and several community gardens as a way to improve food access and security. Thanks to funding from the Ministry of Social Development and Poverty Reduction, United Way BC works with local organizations to support and create food hubs comprising of networks of community partners working together.

Unassuming but open and friendly, a regular patron, Keith, describes the community kitchen as “life or death.”

“That sounds very powerful to say but I’ve experienced that. I’ve experienced homelessness. I’ve experienced living in my vehicle. Yeah, I would survive without it. Everybody could survive, but it would be different.”

“I’m a good omelet cooker,” he adds. He even offers a tip with a smile and a wink. But when Keith speaks about how crucial the kitchen is, it’s not just himself he thinks about, it’s the countless others who find a nutritious meal within its walls.

“Without this place, a lot of people would not have the health and well-being that they have. What can I say. We’re very grateful for this place.”
United Way BC Food Security Initiatives

One in seven Canadians live in a food-insecure household. For families with children, and many Indigenous communities, that number is even higher. Through our Food Security Initiative, we are working to address BC’s growing and shifting food needs.

United Way BC Regional Community Food Hubs

Our Regional Community Food Hubs are a leading-edge local response to food insecurity. Community members can access food, food literacy, and wellness programming here, together with mental health support, employment services, childcare, and other vital wrap-around services.

By building dignity through respecting individual and community needs, Food Hubs strengthen bonds between members — creating vital connections through growing, cooking, and sharing food together, and improving the quality of life for children, families, seniors, and individuals.

In 2023/24, our 23 Regional Community Food Hubs strengthened food access for over 450,000 individuals and their families, including children and youth, seniors, individuals experiencing isolation, newcomers, and people living in rural and remote communities and Indigenous communities across British Columbia.

Although the needs of each region are unique, Regional Community Food Hubs across the province are united through a shared goal of increasing dignified and equitable community food access. Based on community-informed work and aligned with current research, we focus on:

- Improving food access in rural, remote, and Indigenous communities, as well as underserved urban communities
- Strengthening food redistribution
- Supporting school food programs
- Building food systems resiliency
- Increasing the accessibility of culturally appropriate food
- Supporting low-income households

In March 2023, United Way BC received $7.5 million from the Ministry of Social Development and Poverty Reduction to expand our Regional Community Food Hubs to rural, northern and Indigenous communities over the next five years. Thanks to this funding, up to five new Hubs will be added each year.

Scan the QR code to read more about the vital impact of our Regional Community Food Hubs.

THE REGIONAL COMMUNITY FOOD HUB [...] GAVE ME HOPE AND A SENSE OF COMMUNITY. IT EMPOWERED ME TO FEED MY FAMILY AND MAKE A DIFFERENCE IN MY COMMUNITY.

— MARIA
In the heart of 16 communities across British Columbia, United Way BC Therapeutic Activation Programs for Seniors (TAPS) fosters a sense of joy, connection, and fun among its participants. At Valley Community Services in Creston, BC, a vibrant community of seniors gathers on weekdays to engage in a diverse array of physical and creative activities, all while enjoying healthy meals.

“I joined TAPS because they have a choir and a band, and they sing twice a week. It’s been very good for me, it’s awesome,” says Eileen Warnock, a 77-year-old TAPS enthusiast. “I really love the meals and the activities. We also walk over to the recreation center and walk around, and that’s a fantastic activity for seniors.”

Supported by funding from BC’s Ministry of Health, United Way BC TAPS programs are making a significant impact on the lives of seniors, particularly those in need of a supportive and therapeutic environment.

Shirley Sparham, a 90-year-old attendee, expresses gratitude for the welcoming atmosphere. “If it wasn’t for TAPS, I would just be at home all day, being on my own. This is a friendly bunch; the people are great.”

Mervyn Syroteuk, 84, echoes this sentiment in saying, “I feel very welcome here. These guys are all very joyful, very helpful.”

Through a variety of Healthy Aging initiatives like this one, United Way BC aims to create meaningful social outlets that enrich the lives of seniors and foster a sense of community. “TAPS has given me a positive attitude on my life, and it’s the best thing that’s ever happened to me,” says Eileen.
United Way BC Healthy Aging Programs

Active, connected, and engaged – based on these simple essentials, our Healthy Aging initiative has developed a range of programs and activities that enhance older adults’ healthy aging process and enable them to live independently at home for as long as possible.

From light housekeeping to grocery shopping to companionship, Better at Home provides non-medical support services that enable seniors to remain connected to their communities while aging at home. In 2023-24, this vital program extended its reach to the communities of Horsefly and Lillooet and is continuing its trajectory towards broader community coverage across BC in 2024-25.

Through initiatives like Therapeutic Activation Programs for Seniors (TAPS), Family & Friend Caregiver Supports, and Social Prescribing, which added 14 additional Community Connectors within the Fraser Health Region this past year, we address the holistic needs of both seniors and their caregivers.

Innovators in the field of healthy aging, we’re also strengthening the Community-Based Seniors’ Services (CBSS) sector through capacity-building opportunities. From professional development programs to our biennial Provincial Summit on Aging, we’re equipping service providers with the tools, training, and knowledge they need to better support our aging population and foster greater social inclusion and wellbeing among vulnerable older adults.

United Way BC Community Support

Working with local residents, our Hi Neighbour initiatives strengthen vital connections, so communities become stronger, safer, more inclusive, and resilient.

After 5 years of collaboration with local residents, businesses, schools, municipalities, unions, and other organizations, North Vancouver’s Hi Neighbour Lonsdale has evolved into a legacy neighbourhood with the publication of an extensive community projects resource guide in English and Farsi - a first for United Way BC.

Our newest Hi Neighbour community, Lougheed-Burquitlam, was introduced this past year, bringing our current number of Hi Neighbour communities to 11.

United Way BC iVolunteer now has over 13,000 passionate and enthusiastic volunteers across the province. From grassroots events to corporate engagement, these committed individuals are making a difference for others in communities throughout the province.

Pushor Mitchell, for example, has been partnering with United Way BC to help strengthen vital connections and support those in need for over a decade now by lending their hands, hearts, and time to volunteer in the Central Okanagan. Over the years, they’ve assisted with a variety of needs, including gardening, landscaping, painting, sorting merchandise, and more.
United for Truth and Reconciliation

United Way BC is committed to Truth and Reconciliation through meaningful engagement with Indigenous communities and organizations. Our focus is on building respectful, reciprocal relationships that honour and support Indigenous values and self-determination. The 4 As below provide a framework for our work to date.

Awareness: We are committed to educating and informing our staff, volunteers, and external partners about the history and ongoing impact of colonialism on Indigenous peoples. In 2023, we delivered Building Bridges training to over 100 United Way BC staff in 5 locations including: Nanaimo – Tillicum Lelum Aboriginal Friendship Centre; Vancouver – Vancouver Aboriginal Friendship Centre; Abbotsford – Sumas First Nation Longhouse; Kamloops – Tkemł̓up̓s te Secwépemc; and Kelowna – West Bank First Nation.

Acknowledgement: We are committed to recognizing and validating the experiences and injustices faced by Indigenous peoples. We are United for Truth & Reconciliation.

Atonement: We are committed to supporting communities and organizations as they work towards atonement and healing, by convening people and providing advice. We have been privileged to engage with Indigenous groups as we seek to build strong, healthy, inclusive communities together. We continue to learn from our Indigenous partners about how we can respectfully support Truth and Reconciliation. It is because of these valued relationships that we are able to introduce and outline areas to support when building community-led programs.

Action: We are committed to transforming our organization into a platform that amplifies Indigenous voices, ensures their leadership in decision-making, and respects their sovereignty and right to self-determination. With a focus on trust-based philanthropy, we aim to fund projects that foster community development and wellbeing. In 2023 we established a dedicated funding stream for United Way BC School’s Out programs. This stream specifically targets Indigenous-led organizations and Land Based Nations in the Lower Mainland and Fraser Valley. Its primary objective is to encourage these organizations to submit proposals that meet their unique needs, priorities, and values. To ensure cultural competence and sensitivity, Indigenous grant reviewers with experience engaging children and youth participate in the approval process.

The Schools Out Bears program implemented by Wachiay Friendship Centre, initiated in August 2023, offers a diverse range of activities including craft and artistic activities, physical recreation, and cultural learning activities such as drum making. In September, an Indigenous craft therapist shared teachings on creating tobacco ties, the practice of smudging, and even led participants in singing a drumming song. Elders taught various cultural skills, including shelter-making and providing survival guides. The cultural learning component deeply resonated with all of the Indigenous participants.

Scan the QR code to read more about The Wachiay Friendship Centre Schools Out program.
United in leadership: capacity building & sector strengthening

In collaboration with social service agencies, government, business, and other partners, United Way BC is driving positive change for British Columbia’s most vulnerable people. By fostering collaboration, co-creation, and knowledge-sharing, we improve lives. Here are a few examples of our vital sector strengthening initiatives:

**BC Menstrual Equity Symposium: Building Inclusive Period Poverty Solutions:** A strong community-building experience for menstrual equity advocates from throughout BC and across the country.

**BC Non-Profit Day:** In collaboration with fellow non-profit leaders across the province, United Way BC successfully advocated for the proclamation of October 30th as the inaugural BC Non-Profit Day to honour and spotlight the invaluable contributions of the sector and foster a greater appreciation for the people and communities supported by charitable organizations.

**Child & Youth Sector Strengthening Conference:** Provides a forum to share research, best practices, and innovative approaches to challenges facing children and youth, such as mental health, climate anxiety, and resilience.

**Disruptive Leadership Program:** Developed in collaboration with KCR Community Resources and Sage Transitions, this program supports leaders to learn, practice and apply the values of justice, equity, diversity, and inclusion (JEDI), and lead disruptive change in their organizations.

**Labour Community Advocate Training:** Empowers unions and their members by providing community resources and tools to address social issues and advocate for change.

**Leadership Fellows Program:** A seven-month professional development program that helps non-profit leaders bolster their leadership (and impact) skills.

**Project Impact – Healthy Aging:** Developmental evaluation course which convenes teams from the Community-Based Senior’s Services sector in BC to develop evaluation strategies, collect data, communicate impact, and innovate programming.

**Provincial Summit on Aging:** Builds relationships, enhances our leadership, and utilizes the Community-Based Seniors’ Services (CBSS) sector network to understand current efforts in supporting older adults as they age, while planning future projects together.

**Public Policy Institute:** A six-month program that equips non-profit trailblazers with tools to better understand and influence public policy.

**Social Purpose Institute:** Works with business leaders to help identify and develop their company’s own social purpose propositions and unleash their potential to create positive social change and improve the communities in which they operate.

**United for Food Summit:** Brings stakeholders together to deepen the alignment of regional and provincial advocacy strategies to improve community food access and long-term health outcomes.

Through these and other similar efforts, United Way BC aims to enhance social services and improve the quality of life for all who reside in British Columbia. Together, we are strengthening vital connections.
Local giving, local results

As part of our commitment to our regions, dollars raised in a region, stay in the region.

See how your gifts are making a difference

- Central & Northern Vancouver Island
- Lower Mainland & Fraser Valley
- Northern BC
- Southern Interior
- Thompson Nicola Cariboo

At least 85 cents of every dollar contributed to United Way BC goes directly to supporting vulnerable kids, youth, families, individuals, and seniors in need in our communities. We couldn’t do this without your generosity and the many ways in which you support us and the communities in which we work. Thank you!

Generous partners and donors like you!

“I HAVE BEEN DONATING TO UNITED WAY FOR 20 PLUS YEARS IN HONOUR OF MY MOM AND DAD. IT FILLS MY HEART WITH SO MUCH HOPE THAT I’LL BE ABLE TO HELP OTHER FAMILIES, THE WAY THESE ORGANIZATIONS HELPED MINE.”

– Donna
Leadership Donor

“CANFOR HAS BEEN A SUPPORTER OF UNITED WAY FOR MANY YEARS, AND WE ARE SO PROUD OF THE GENEROUS DONATIONS MADE BY OUR EMPLOYEES. OUR ANNUAL CAMPAIGN IS AN OPPORTUNITY FOR CANFOR EMPLOYEES TO COME TOGETHER AS A COMMUNITY AND GIVE BACK TO THE PLACES WE CALL HOME.”

– Duncan Smith
Regional Human Resources Manager, Wood Products Canada, Canadian Forest Products Ltd.

Volunteers & community champions
Laura, Red Seal Welder, Fabricator, Natasha, Steamfitter with UA Local 170 Plumbers & Pipefitters Union, Level 2 Welder, and Community Support Worker, and Kendra, second-year Electrical Apprentice, are founding members of Tools To Empower. Their mission: to build brighter futures through skills, compassion, and community by inspiring under-represented youth and individuals through Trades and STEM-related education.

These dedicated volunteers partnered with United Way BC to build and stock the Cedar Valley Community Cupboard, which houses non-perishable food, sanitary products, and diapers for those in need in their Fraser Valley community – a true testament to their commitment to community well-being.

Sponsors like you
Long-time partners and sponsors like Pacific Blue Cross help us offset costs for our annual Period Promise Campaign so that more products get in the hands of those who need them most.

“WE ARE AMazed BY THE COLLECTIVE EFFORTS OF ORGANIZATIONS, COMMUNITY PARTNERS AND INDIVIDUALS ACROSS OUR PROVINCE IN RAISING AWARENESS AND PERIOD PRODUCT DONATIONS FOR THIS YEAR’S UNITED WAY PERIOD PROMISE CAMPAIGN. WITH OVER HALF A MILLION PERIOD PRODUCTS COLLECTED, MORE BRITISH COLUMBIANS WILL HAVE ACCESS TO ESSENTIAL PERIOD PRODUCTS. ONCE AGAIN, THIS YEAR’S CAMPAIGN HAS SHOWN US THAT TOGETHER, WE CAN MAKE A MEANINGFUL DIFFERENCE IN ELEVATING MENSTRUAL EQUITY, ALLEVIATING PERIOD POVERTY AND CONTRIBUTING TO HEALTHIER, MORE INCLUSIVE COMMUNITIES.”

– Rob Chiarello,
SVP, People & Culture at Pacific Blue Cross

UNITED WE MAKE A DIFFERENCE FOR PEOPLE IN NEED.
Your contribution helps us build a strong social support network providing programs and services for individuals and communities in need. Your generosity allowed us to be responsive and helped to ensure our friends and neighbours were cared for and connected.

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<tr>
<td><strong>TOTAL EXPENSES:</strong></td>
<td><strong>$85.4M</strong></td>
</tr>
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How the money came in

We use our collective strength to diversify and multiply our revenue streams so that we can maximize our donors’ dollars to amplify our impact and help make our communities stronger, healthier, and more resilient.

Individual Giving and Direct Marketing $6.0M
Workplace – Corporate $5.8M
Workplace – Employee $9.0M
Grants and other contributions $14.2M
Investment income $6.6M
Foundations, Bequests, Endowments, Other $3.3M
Donor External Designation $2.9M

TOTAL $47.8M

How we work to create healthy, caring, inclusive communities

Our approach involves leveraging philanthropic dollars to research, develop, and test solutions, identifying effective models. We then forge trusted partnerships with government to scale up these solutions, broadening their impact.

This collaborative effort is evident in province-wide initiatives like Healthy Aging, Food Security, and Helpline Services.
2023–24 Board of Directors

Special thanks and recognition go to everyone who makes our work possible, including: our Board of Directors; Regional Council Members; Campaign Cabinet; corporate, union, government, and community partners; and especially to our donors and volunteers like you.

Thank you!

**Robin Dhir**  
Board Chair  
President  
Twin Brook Developments Ltd. & Strategic Advisor  
Fasken

**Nicolas Jimenez**  
Vice Chair  
President and CEO  
British Columbia Ferry Services Inc.

**Sinéad Scanlon**  
Secretary / Treasurer  
Partner  
BDO Canada LLP

**Rudy Kerklaan**  
Board Past Chair  
Community Leader

**Janet Andrews**  
Secretary-Treasurer  
New Westminster & District Labour Council

**Tracy Antoine**  
Senior Director Programs and Policies for Indigenous Markets  
RBC Royal Bank

**Jason Arnold**  
Member, United Steelworkers Union, Local 7619  
Teck-Highland Valley Copper Mining Operation

**Jameel Aziz**  
Superintendent/CEO  
Prince George School District No. 57

**Helen Blackburn**  
Chief Financial Officer  
Coast Capital

**Travis Bryson**  
Partner, Accounting and Assurance  
MNP LLP

**Ian Gordon**  
President  
North Okanagan Labour Council

**Deborah Hopper**  
Vice President  
Nanaimo Duncan & District Labour Council

**Lisa Kershaw**  
Managing Partner, Board Director  
Boyden Canada

**Lindsay Matthews**  
VP Customer Experience and Public Affairs  
ICBC

**Handol Kim**  
Co-Founder and CEO  
Variational AI Inc.

**Jennifer Robins**  
Executive Director  
Launch Financial Services Society

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to meet our 2023–24 United Way British Columbia Board Members:
Over the past few years, we’ve evolved from a federated fundraiser and grantor to an organization focused on gap-informed program delivery and management. We’ve transformed our social impact model, reconsidered our approach to revenue generation, adapted our governance and staffing, and have shifted the way we work with partners all while expanding the vital work we do in our communities. All of this has laid the groundwork for our next big step: becoming a leading modern charity in BC and beyond.

The Modern Charity Framework is built on a series of capabilities and traits that need to be in place for us to be resilient in times of unprecedented change, and to ultimately thrive. Over the next year, while we continue to expand the vital work we do in our communities, we will also focus on a few foundational capabilities that will enable us to continue to be a thought leader and top contributor to social systems change in our province.

1. **A Strong Brand** is linked to financial success. United Way BC is updating our look and feel in order to help increase brand familiarity, facilitate a better understanding of the broad scope of our work, inspire, and foster greater engagement with all those who support our efforts. We aspire to grow our presence and visibility in all our regions and demonstrate the continued need for donations to support the groundbreaking work we do in our communities.

2. **Digital Excellence** in today’s world is a necessity, not a luxury. Accountability, transparency, and authentic engagement are essential building blocks of a charity’s legitimacy. Employing new digital tools like Salesforce CRM will allow us to enhance our donor experience by customizing content, demonstrating meaningful impact, and engaging with our audiences in new ways to help them connect with what they care most about. We will also continue to evolve our data-driven decision-making capabilities to inform our planning, share our knowledge, and improve our accountability and transparency. It’s an investment in our future we cannot do without.

3. **Embody Justice Equity Diversity and Inclusion (JEDI), reconciliation, decolonization, and UNDRIP principles** in everything we do. Recognized as one of BC’s Top Employers for 2024 and recognized in Canada’s Top 100 Employers list for 2024 as well as a Living Wage Employer, we will continue to work on our organizational culture, decision-making, operations, and strategy to ensure that we are actively living our values and leading by example every day.

Charities around the world are facing increasing headwinds in ensuring they can continue to deliver on their vision and mission. Our new strategic plan focuses on what we need to do to ensure we are properly positioned to not only withstand these headwinds but to prosper in an ever-changing environment.
Thank you for your continued support as we head into the future, united.