



**United Way**  
Greater Toronto

# FREQUENTLY ASKED QUESTIONS

## Q.1 HOW MUCH DOES UNITED WAY SPEND ON FUNDRAISING AND ADMINISTRATION?

United Way Greater Toronto, working in communities in Peel, Toronto and York Region, strives to ensure that of every dollar raised, as much as possible goes to the community. Last year, United Way's fundraising and administration costs were at 16.9 % well below the 35% threshold recognized by the Canada Revenue Agency (CRA).

More information on Cost Revenue Ratios is available on the Imagine Canada website.

## Q.2 WHAT DOES UNITED WAY DO TO KEEP ITS COSTS LOW?

- United Way keeps costs low by leveraging the tremendous efforts of more than 20,000 volunteers across the community and with the help of Sponsored Employees who are seconded from workplaces to United Way for the annual campaign.
- Many goods and services provided to United Way are either generously donated or offered at a reduced rate. These services sometimes include free advertising space from a number of newspapers, magazines, radio stations, TV stations and outdoor media, legal services or other goods and services, such as financial audits and office supplies.
- Through a Gift-in-Kind program, United Way distributes donated items worth more than \$1 million annually to our community partners and their clients. These include donations like computer equipment, surplus goods and office furniture.
- United Way recruits various professionals, including lawyers, human resources specialists and consultants to volunteer with agencies, giving these community organizations access to important services that many could otherwise not afford.
- Special event costs are offset by generous sponsorships and ticket sales.

## Q.3 WHAT MAKES AN ORGANIZATION ELIGIBLE FOR UNITED WAY FUNDING?

For United Way funding, an organization must:

- Be a non-profit, registered charitable organization that does not exist solely for the purpose of furthering a particular political or religious objective.
- Be registered as or trustee by a charitable organization under the Canada Income Tax Act.
- Provide programs and services of a social or community related nature.
- Meet a vital, local community need that aligns with United Way's Community Impact strategies
- Be operated by a volunteer Board of Directors that reflects the community it serves. This board must be responsible for the development, delivery and evaluation of services and the efficient and effective management of the agency's programs and budget.
- Effectively use volunteers in the delivery of service.
- Be supportive of United Way, our operating policies and campaign efforts.

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## Q.4 HOW ARE AGENCIES ASSESSED?

United Way funded agencies go through a rigorous assessment process. They are required to submit written reports that demonstrate their progress based on the following criteria:

- **Program effectiveness**—does the agency meet its mandate and demonstrate positive impact in the community?
- **Accessibility**—do staff and volunteers reflect the community being served and address any barriers to accessibility?
- **Governance and strategy**—does the agency have the appropriate legal oversight and accountability, strategic planning, board structure and administration, monitoring and evaluation in place?
- **Financial management**—does the agency maintain proper financial statements, sound budgeting, risk assessment, asset protection, fundraising, and sustainability processes?
- **Human resources**—does the agency demonstrate effective and efficient use of staff resources?

## Q.5 WHAT ARE UNITED WAY'S MAIN STRATEGIES FOR FIGHTING POVERTY IN ALL ITS FORMS?

United Way's mission is to fight poverty in all its forms and our community investments fuel crucial efforts that meet local needs and create opportunity and long-term sustainable change across our region.

Our community impact approach is based on six components:

Research to better understand the demographics and trends that impact life in Greater Toronto.

**Strategies**—use the evidence to develop long-term strategies.

Partnerships with community agencies, private sector, labour and all levels of government.

**Investment**—target resources where we can have the greatest impact meeting needs and strengthening the community services sector.

**Evaluation**—identify the changes we want to see, measure ourselves against those outcomes and make any corrections necessary.

**Advocacy**—improve the public's understanding of these issues, and influence decision-makers

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And we're committed to strengthening our communities and fighting poverty through three key strategies:

## **1—Building Strong Neighbourhoods Strategy (BSNS)**

Our vision for Greater Toronto is to create stronger neighbourhoods to improve the quality of life for residents in Peel, Toronto and York Region. Central to our work is that residents are reflected in the decisions and planning that impact their neighbourhoods.

We're proud of everything we've been able to accomplish over the last decade working in priority neighbourhoods. We've helped hundreds of local residents build their capacity for leading change, built Community Hubs and brought new services to areas that needed them most. Our work also leveraged other funding and helped to ensure targeted funding for a variety of local projects.

Our neighbourhoods strategy is a place-based approach for addressing issues like poverty, social isolation and lack of accessible community infrastructure in Toronto's inner suburban neighbourhoods.

In our next phase of BSNS, we're strengthening the building blocks of community change and helping neighbourhoods to go deeper in addressing some of those critical local issues. We will be focused on skills (supporting residents to have the tools and knowledge to develop solutions); networks (engaging new residents and other stakeholders in the partnerships in and outside the neighbourhood to drive change), and assets (ensuring that spaces and services in the neighbourhood are robust and responsive).

And we're also driving systems change by focusing on the issue of economic opportunity in several neighbourhoods.

## **2—Youth Success Strategy (YSS)**

This strategy is designed specifically to connect young people who face barriers—like poverty and under-education—to meaningful career opportunities.

We're working to enhance the employability, lifelong earning potential and economic security of young people (17 – 29) facing multiple barriers by providing better access, opportunities and connections, and we're doing so in several ways:

**Career Navigator** is a signature initiative that provides youth facing multiple barriers with access to interconnected education, training, job placement, soft-skills and wrap-around support services. Through partnership with agencies and employers, United Way's Career Navigator is now helping youth gain industry-recognized credentials needed for in-demand employment opportunities in four sectors.

**netWORKS** collaborates with agencies and employers to offer career-oriented networking and mentoring connections through training, group and individual sessions, and in-depth, structured one-on-one relationships.

**Grants** support over 20 agencies in a variety of high-impact programs, creating opportunities that ultimately level the playing field for youth facing multiple barriers.

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## 3—Community Services Sector (CSS) strategy

This strategy continues to strengthen a foundation of local services in every corner of the region. CSS supports a diverse, dynamic portfolio of community partners and enable our funding to respond to new and emerging needs. We envision a region across Peel, Toronto and York Region that is united by a strong community services sector, where every person in every community has the services and supports they need close to home.

We have identified the following results:

- Strengthened community agencies that are responsive, sustainable and effective.
- A strong network of community services to help people fight poverty in all its forms
- A strong network of community sector-serving agencies and programs that are able to raise public awareness, influence social policy issues and create a responsive sector, including a group of Anchor Agencies. These Anchors represent multi-service agencies that will work closely with United Way in the coming years to provide local services, contribute to United Way's research and advocacy agenda, and take on a more active role in strengthening the sector through a new Anchor Forum—a gateway to bringing communities and donors into the process of change
- New Program Funding that targets populations with pressing needs. This includes 29 new agencies and 46 new programs that are helping to make services accessible for those who need them most.

## Q.6 HOW DOES A PERSON IN NEED FIND THE BEST PLACE TO GET HELP?

- [211toronto.ca](http://211toronto.ca), by dialing 211 or [unitedwaygt.org](http://unitedwaygt.org)
- A list of all of United Way's funded agencies with contact information can be found at [unitedwaygt.org](http://unitedwaygt.org)

## Q.7 IN ADDITION TO MY DONATION, HOW CAN I ENGAGE WITH UNITED WAY?

- Become part of United Way's Uprising of Care:
- Our Uprising of Care is the people from across our region who are joining us to build a community where poverty has no power. The Uprising of Care isn't just about a donation — it's the act and the people behind the give.
- We've set the ambitious goal of engaging 1-million people in our Uprising of Care by 2025 — and we asked people across our region to join us.

And joining our Uprising of Care can take many shapes:

- Get informed: follow us on social media, read our blog, sign up for our emails.
- Get experience: take an agency tour, participate in a Day of Caring, join a United Way event.
- Get educated: train to volunteer on a fundraising campaign at your workplace, join our subject matter expert meetings, take part in our Sponsored Employee Program
- Participate: volunteer, become a netWORKS mentor, join our board, host an event, volunteer as a speaker.
- GenNext™ Ambassador in the workplace, or sitting on the GenNext™ Cabinet.

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## Q.8 IN ADDITION TO RUNNING A WORKPLACE CAMPAIGN, HOW CAN ORGANIZATIONS SUPPORT UNITED WAY?

Organizations can become engaged in United Way's work beyond running a workplace campaign by making a corporate donation; participating in United Way events; seconding or sponsoring an individual to the Sponsored Employee Program; special event sponsorships; Gift-in-Kind donations; and professional service contributions.

## Q.9 WHY DO SOME AGENCIES HAVE THEIR OWN FUNDRAISING DRIVES?

United Way does not fund the entire budget of any of our agencies. All agencies are encouraged to seek out a variety of funding sources. For major expenses and initiatives, such as large-scale renovation, agencies often conduct their own fundraising drives.

## Q.10 WHAT IS UNITED WAY'S PRIVACY POLICY?

United Way is committed to protecting the privacy of our donors and other individuals from whom we collect personal information. We embrace the principles of the Canadian Standards Association Model Code for the Protection of Personal Information to ensure that all personal information is properly collected, used only for the purposes for which it is collected and is disposed of in a safe and timely manner when no longer required.

Privacy is a concern for many individuals. Maintaining the highest standard of responsibility to safeguard our donors' privacy is key to upholding the public's trust. This is why United Way has decided to accept as much as possible the tenets of the privacy legislation.

The primary principles reflecting legislation and embodied in our privacy policy are:

- We are accountable for your personal information.
- We obtain your consent to collect, use or disclose your personal information.
- We collect, use and disclose personal information only for certain purposes that we identify to you.
- We keep your personal information accurate and up-to-date to the best of our knowledge.
- We do not sell your personal information. We only share your information with other organizations with your permission.
- We will keep your personal information only as long as it is necessary to satisfy the purposes for which it was obtained, or as required by law.
- We will protect your personal information by safeguards that are appropriate to the sensitivity of that information.
- We will be open about our privacy practices.

You may ask us if we hold any personal information about you. You may view that information and ensure that it is accurate, as required by law. If you are not satisfied with our handling of your personal information, our Privacy Officer will respond to your concerns or complaints. You may register a privacy-related complaint by contacting United Way's Privacy Officer at 416-777-2001 or [privacy@uwgt.org](mailto:privacy@uwgt.org).