

We are all WINNIPEG

UNITED WAY WINNIPEG ANNUAL HIGHLIGHTS 2024-25



United Way
Winnipeg



United Way Winnipeg is located on Treaty 1 territory, a historic gathering place of the Anishinaabeg, Inninewak, Anishinewak, Nêhiyawak, Dakota Oyate, and Denesuline, and the birthplace and homeland of the Red River Métis. We acknowledge our Inuit relatives in the north, and the ancestral lands they call home.

The Huddle initiative's work spans Winnipeg, Selkirk, and Brandon, extending into Treaty 2 territory, and is growing partnership in Northern Manitoba. 211 Manitoba's work extends across Manitoba—the territories of Treaties 1-5.

The water we use is sourced from Shoal Lake, which is stewarded by the people of Shoal Lake 40, Iskatewizaagegan, and Animakee Wa Zhing. The hydroelectricity we use is generated by waterways in the north on Treaty 5 lands and by the Winnipeg River in Treaty 3 territory.

This acknowledgement is a starting point for honouring the land and water that give us life, embracing our responsibility to the communities we serve, dismantling the ongoing impacts of colonization, contributing to truth seeking, and engaging in reconciliation.



Thanks to the Government of Manitoba, every dollar you give to United Way Winnipeg's annual campaign goes into the community and none to fundraising and administration costs.



United Way
Winnipeg

WE ARE ALL WINNIPEG

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ON THE COVER: Art City Artistic Director Eddie Ayoub shares a moment of connection with youth Sahfera. Read their story on page 13.

The red thread represents a theme of connection and how intricately woven together our experiences are as a community. It also honours our network of remarkable agencies that stitches together the fabric of our city's strong social safety net.

BUG

The stories in this year's annual report highlight just a few of the amazing things we are accomplishing together. For more information on United Way Winnipeg, please visit unitedwaywinnipeg.ca.



Donna Miller
Chair, Board of Trustees
United Way Winnipeg

How do you unite a community?

Is there a bigger challenge or greater triumph than bringing people together to dream in the same direction, for a common purpose, and in service of others?

Yet, here we are ... our incredible united movement of caring volunteers and donors, our 125+ agencies, programs, and services, strong and stable—all connected in our commitment to each other and in our deep love and responsibility for community. Truly, it's connection that binds us all.

When we look around us at United Way Winnipeg, connections abound: the meal shared between a person experiencing homelessness and an agency staff member; the smile in the eyes of a young person who meets a new friend in a space where it's safe to be themselves; tables of leaders and volunteers across sectors inspiring each other with new ways to strengthen our city's social safety net.

These connections are how we make lasting change.

They are how Winnipeggers are empowered to improve their lives.

They are how we unite a community.

This past year brought unstable times in the world and reminded us how critical it is to maintain a sense of stability here at home. Everyone deserves to find calm in a storm—it's the foundation United Way Winnipeg was built on, and one we are exceedingly proud to say we continue to build upon in the work we do together every day.

As I reflect on the last year, I'm continually humbled by the passion of our impressive agency partners. I am proud of the talented leaders in our organization, who shine on a national and global charitable stage. I'm grateful to stand alongside such bold advocates.

I am most inspired by Winnipeggers, who connect with the resources and support they need to rise through their struggles and grow. Who, one by one, make our community a better, healthier place to live. We share a few of these stories of strength here in the pages of this annual report.

These highlights celebrate the relationships and partnerships as a united movement over our year together. I hope you reflect on the important connections in your own world—those that fulfill, inspire, and help you keep believing in a city where everyone deserves a better way.

We gather strength from one another ... it's the only possible way of moving forward.



Connie Walker
President & CEO
United Way Winnipeg

Every effort you make matters

Sixty years ago, leaders in business and Labour showed us that unlikely partners could come together to build a better community for all Winnipeggers. Their unexpected collaboration reminded us that core values like respect, humility, and compassion matter deeply. And that working together means rising above individual interests to pursue a shared vision, nurturing a common purpose, and focusing on strengths—because everyone has something to contribute to building a better community. It calls for balance and determination. It calls for grace.

It has been a gift for me to return to United Way Winnipeg as we mark 60 years of Winnipeggers working together to build a thriving community where everyone feels valued and can reach their potential.

Since returning, I offer two observations. First, these are difficult times, and they weigh heavily on all of us, tempting us to turn inward. There is uncertainty and pressures to polarize and label. Second, our streets make it painfully clear that we must do more, not less, in our community. Every day out my office window, I witness people struggling—"someone's someone" struggling, as a wise colleague would say. It is not just sad—it's tragic.

Thankfully, those realities are paired with others that give me hope. In just a few short months, I have been in many rooms where volunteers and partners share their ideas, work collaboratively, and offer their talents and energy to strengthen our city. These rooms are full of warmth, purpose, and passion. I wish you could be with me in these moments—but I suspect you've had your own glimpses of that same spirit.

Our city's greatest strength is its people. We are kind, hardworking, and determined. Winnipeg is big enough to have incredible talent across all sectors and deep into every community—yet small enough to know one another.

Winnipeg's superpower is our desire and capacity to connect and build meaningful relationships. It creates space for understanding and empathy—for collaboration, innovation, and action. It can be transformational, just as our founders taught us.

Every effort you make to build connection—to build community—matters. I encourage you to do it with great intention in the year and years to come. This is the spirit of Winnipeg, and it is what gives me great confidence in what lies ahead for each of us, and for every "someone's someone" walking past my window.



A feeling of family

Family is very near and dear to my heart. My own family has been part of the United Way Winnipeg family for a long time because we share a belief that everyone deserves to have the support and tools they need to strengthen their lives.

Over my 20+ years as a volunteer and donor, I've had the privilege of serving on our Major Donor Cabinet, as an Account Executive, and as co-chair of the General Business Division. Each of these roles deepened my understanding of the mission of United Way Winnipeg and strengthened my admiration for the impact we make together for our neighbours in need.

But the incredible role of Campaign Chair, which I was privileged to take on in 2024, showed me so much more than I ever realized. I learned just how ingrained that feeling of family is throughout the organization—and in the life-changing work of our dedicated agency partners.

I'm also grateful how we all came together as a family during the months of the campaign. Our amazing Campaign Cabinet, whose visionary thinking directed our efforts and ignited others to join our movement. Our Sponsored Campaign Associates—a mighty team of energetic and motivated ambassadors, building relationships and celebrating the power of working in a united way. Our partners in Labour, whose own movement inspires us every day to protect and advocate for everyone who lives here.

And finally, I'm so humbled by our passionate donors. Sharing a responsibility for our city and living out our "why" together has been a meaningful and unforgettable experience. I'm honoured to strengthen our communities and help change lives alongside champions like you.

What this incredible teamwork resulted in is an outstanding \$22.5* million to sustain a stable and loving circle of wraparound supports for our city's most vulnerable.

Shelter and housing, after-school programs for kids, pantries and meals, addiction supports, job training, counselling, and so much more—these wraparound supports are the fabric of our social safety net. And because of you all, they will continue to be there for Winnipeggers in times of need.

To everyone, thank you for your commitment to this cause.

Thank you for being part of our family.

Austin Abas

**as of March 31, 2025.*



2024 Campaign Chair
Austin Abas



CELEBRATION \$22.5 MILLION

In CELEBRATION

What an honour it is to celebrate these dedicated workplaces, unions, volunteers, and business and Labour leaders! Their passion and generosity led the way toward our remarkable \$22.5* million achievement in 2024 and will enrich the lives of Winnipeggers into the future.

CAMPAIGN CHAIR'S AWARD

Johnston Group Inc.

Manitoba Blue Cross

PCL Constructors Canada Inc.

EMPLOYEE CAMPAIGN CHAIR AWARD

Jordan Vopni Cambrian Credit Union

Lori Bunio-Cameron CIBC

Christine Harper Kā Ni Kānichihk

Erin Hutchinson & Elaine Desrochers
KPMG LLP

Kristine Maharaj-Napora

ONBusiness Chartered Accountants Inc.

Julia DeBlaere Online Business Systems

Joshua Clarke & Diane Danchak
Reliance Superior Heating & Air Conditioning

Melissa Wallace & Erin Moder
Richardson International Limited

CAMPAIGN COMMITTEE AWARD

Agriculture & Agri-Food Canada Farm Income
Programs Directorate Agriculture Union

Birchwood

Conviron

Fillmore Riley LLP

Innovation, Science and Economic Development Canada PIPSC

People Corporation

SPARK OF CHANGE AWARD

Bird Construction Company Ltd.

SPIRIT OF COLLABORATION AWARD

Manitoba Public Insurance MGEU

THANKS A MILLION AWARD

Canada Life

James Richardson & Sons, Limited and Affiliated Companies

Wawanesa

Planting the seeds of stability

It takes a visionary understanding to plant the seeds of stability today so Winnipeggers can continue to rely on the programs and services they need to thrive—no matter what the future may bring.

The Tomorrow Fund, **United Way Winnipeg’s endowment fund**, launched in 1990 as part of United Way Winnipeg’s 25th anniversary. This fund has continued to grow, and today its value currently sits at \$22.5 million. Gifts to the Tomorrow Fund are invested long term, while the interest earned is used to support local programs and services year after year. It’s a promise to our community that help will always be here when it’s needed—both today, and tomorrow.

Thank you to our inspiring Tomorrow Fund donors, whose investments make an enduring impact on our city and the people who live here.

“For me, it’s an opportunity to still be a part of the future of this city.”

— JO WRIGHT
Tomorrow Fund donor

Current value of the Tomorrow Fund:
\$22.5 million

Making meaning

It’s Wednesday afternoon, and a dozen colleagues from TD Asset Management are not logged into a Teams meeting or typing away at their desks as they usually might be. Instead, they’re up to their elbows in sawdust, making bed frames for kids—and making a tangible difference for our community.

“This is a very different day for us than our average,” said Louise Hoeppner, Vice-President of Institutional Distribution. “It’s really memorable and meaningful.”

The compassionate donors from TD volunteered their time to Oyate Tipi Cumini Yape, a United Way Winnipeg agency partner that offers free furniture to Winnipeggers escaping violence, moving out of homelessness, or aging out of care.

This **Day of Caring** was just one of 61 similar hands-on experiences that took place over the last year. In total, an incredible 198 workplaces engaged in learning or volunteer activities. Their efforts not only built their knowledge but also supported 62 agency partners.

Hoeppner said, as donors, these engagement activities are essential to giving her team a deeper understanding of why they donate—and connecting them directly to the impact of their gifts at the same time.

“There’s a lot of effort to raise money for the wonderful things that United Way Winnipeg is doing, and it’s really important for us to also get out in the community and make a difference,” she said. “This experience will help raise more awareness and donations for future campaigns as well because we can see real examples of where our donation dollars are going and the impact they’re making.”



OVERALL ACTIVITIES: **388**
OVERALL WORKPLACES ENGAGED: **198**
AGENCIES SUPPORTED: **62**

OVERALL ENGAGEMENT:
1,794 volunteers contributed
4,175 hours

Collective strength

A shared vision of a stronger city for everyone has been the bedrock of an extraordinary partnership between United Way Winnipeg and Labour since 1965. With community at the heart of everything Labour does, it’s not surprising the relationship has stood in solidarity for nearly 60 years.

The Manitoba Government and General Employees’ Union (MGEU) is a shining example of how putting community at the centre has far-reaching positive impacts. MGEU represents approximately 32,000 working Manitobans, many of whom participate in powerful fundraising campaigns—and others who have used the services of a United Way Winnipeg agency partner at some point in their lives.

The union also sponsored the **2024 Labour Community Awards**, a celebration to shine a light on those in the movement with a passion for supporting community in a united way.

“It’s a really easy charity to support,” said MGEU President Kyle Ross. “We build communities internally and try to build them up large and strong. United Way Winnipeg supports organizations that do a lot of difficult work, and I know they appreciate the help.”

Ross said he’s proud of MGEU member and staff commitment to helping care for each other through workplace campaigns, and he encourages more unions to sign on.

“I would say take the leap,” he said. “Build a small team internally and just run with it. It helps everyone understand why these supports are needed.”

Cornerstones

United Way Winnipeg Cornerstones are foundational to our strength and our ability to unite our community for positive change.

We are exceptionally proud to recognize these companies, unions, and organizations that believe in building a better Winnipeg with generosity and commitment to social responsibility.

“Build a strong foundation and you can reach even the most unthinkable heights.”

—MJ MOORES

Birchwood

canada life

Stronger Communities Together™

Government of Canada Workplace Charitable Campaign
Campagne de charité en milieu de travail du gouvernement du Canada

IG WEALTH MANAGEMENT

JAMES RICHARDSON & SONS, LIMITED
ESTABLISHED 1857
AND AFFILIATED COMPANIES

Johnston group

Manitoba Hydro

Manitoba Public Insurance

THE NORTH WEST COMPANY

CUPE

UNIFOR

MGEU

Payworks

POLLARD banknote limited

PRICE

RBC

University of Manitoba

Wawanesa

WINPAK

AESES
UMGSA
UMRA
UNIFOR

UNIFOR Local830

Celebrating the Network

Every 13 seconds, a Winnipegger connects with a United Way Winnipeg donor-supported agency or program. It's often the first brave step in a journey toward healing—and the start of a life-changing relationship that blossoms with respect, acceptance, and care.

We are tremendously grateful for this network of remarkable agencies that stitches together the fabric of our city's strong social safety net.

"Our members are lifelong members, and we do whatever we can to assist them to live a really productive life."

GAIL BURNSIDE,
DIRECTOR OF REHABILITATION SERVICES
SPINAL CORD INJURY MANITOBA

"While the circumstances vary, the underlying message people come to us with is the same: I need help. I believe that together, **we can help Winnipeg thrive.**"

ANDREA CLEARWATER, COUNSELLOR
FORT GARRY WOMEN'S RESOURCE CENTRE

"We do our best to meet people where they're at, uphold their human rights, and **treat them as community members and family members.**"

REN ARMSTRONG, OUTREACH TEAM LEAD
WEST CENTRAL WOMEN'S RESOURCE CENTRE

"We help people settle into their new country and succeed at doing it."

ISIOMA WILCOX, EMPLOYMENT FACILITATOR
OPPORTUNITIES FOR EMPLOYMENT

"Everyone deserves a home. Everyone deserves a place of safety, a place of dignity ... and to be part of a community."

JASON WHITFORD, PRESIDENT & CEO
END HOMELESSNESS WINNIPEG

"We create a sense of belonging for our children and youth, which is essential for them to be able to have fun with their friends and for them to grow into the young people they are."

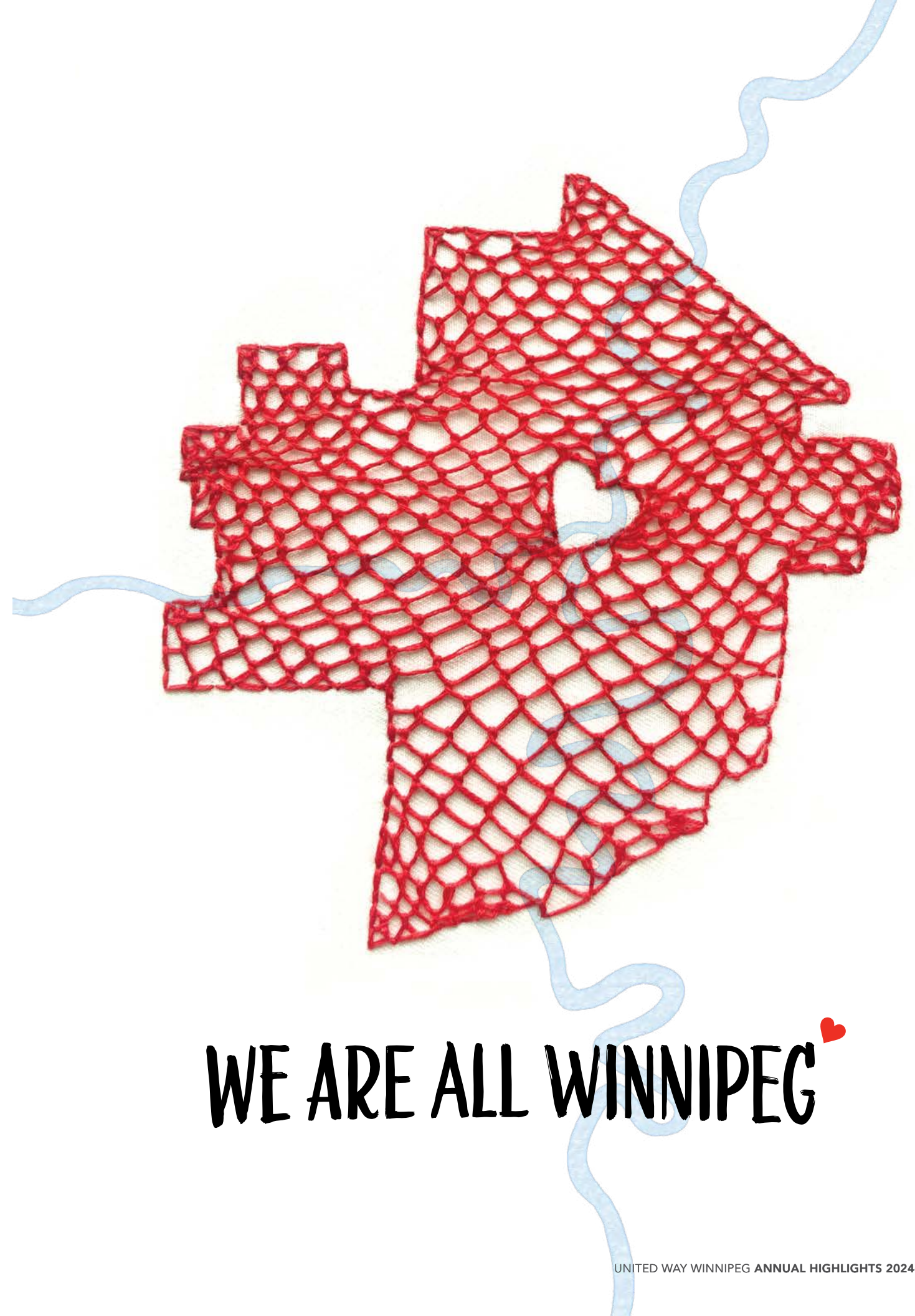
PATTY MAINVILLE, EXECUTIVE DIRECTOR
ROSSBROOK HOUSE

"We believe that everyone who has experienced childhood sexual abuse has the right to free services."

HEATHER LEEMAN, (FORMER) EXECUTIVE DIRECTOR
HEARTWOOD HEALING CENTRE

"The first thing we say is, 'You made it here, right? Congratulations. You came—and we're going to help you.'"

ARLENE PORRITT,
REHABILITATION AND RECOVERY WORKER
CANADIAN MENTAL HEALTH ASSOCIATION, MANITOBA AND WINNIPEG



WE ARE ALL WINNIPEG

Young Winnipeggers have all the strength to shine inside them, but sometimes struggles stand in the way. Forming trustworthy relationships, learning to cope with big emotions, and getting the chance to just be a kid can change the trajectory of a child's life—for life.

41 AGENCIES HELPING KIDS BE ALL THEY CAN BE

37 YOUTH COUNSELLING AND CRISIS INTERVENTION SERVICES

Outreach, group workshops, role modelling, cultural healing tools, confidence building, and more.

33 OUT-OF-SCHOOL AND SUMMER PROGRAMS

Learning and homework programs, art and music classes, safety, nutrition, and more.

32 LEADERSHIP AND MENTORSHIP PROGRAMS

Peer-to-peer connections, leadership opportunities, exposure to new ideas and interests, and more.

6 HUDDLE YOUTH WELLNESS HUBS

Counselling, outreach, group workshops, connection to mentors, and more.

Art binds

Sahfera passes snacks to young artists in a West Broadway neighbourhood greenspace. She peeks over kids' shoulders as they paint landscapes, abstract shapes, or whatever else flows onto the page from their creative minds.

The teenager sees this scene from a fresh perspective, since it wasn't all that long ago when she was the little one on the other end of the brush.

"I started going to Art City with my brother. I was so nervous and scared," she remembered. "But then there was this really nice guy named Eddie ... he was just so nice to me, and he made it a really good experience."

"Eddie" is Art City's Artistic Director, Eddie Ayoub, who's as bright and bold a community champion as the building on Broadway where Art City is housed.

"Art is an integral part of the human experience," Ayoub says. "It helps us grow as a person."

Art City is a cost- and barrier-free community studio for Winnipeggers who want to express themselves creatively. It was conceived more than 25 years ago by renowned artist Wanda Koop after she realized a need for reliable arts programming while working with inner-city youth.

"These were kids who should have had access to innovative and fun extracurricular activities but were being underserved," Ayoub recalled.

Today, arts programming is widely credited with promoting positive youth development—like confidence, social skills, and emotional regulation—and keeping young people in lower-income communities away from unsafe activity.

At Art City, printmaking, forest forage sculptures, photography, and Indigenous art workshops (to name a few) are

available six days a week for anyone who stops by. Last year, more than 13,600 participants attended over 900 workshops and programs—including Art City Outside, where Sahfera assists, in a nearby park.

Each weekday in July and August, Art City Outside sets up supplies and snacks and invites everyone to come and get creative. A variety of themes and mediums are offered, and guest artists often collaborate with the group.

"Some things can be expensive, to do art in an art program," said Sahfera. "I feel like it's just a really good experience to have as a child."

United Way Winnipeg donors have supported Art City since 2002. Ayoub says the organization's reliable funding model is the best way to help keep nonprofits stable in the long term—including his own.

"United Way funding actually allows an organization like Art City to establish itself, grow capacity, build, and leverage ... anyone who knows you're a United Way Winnipeg agency partner knows you've got the stamp of approval."

"There's a lot of confidence that what you're doing is very effective and valuable."

"Art is an integral part of the human experience."

Poverty can overwhelm, robbing people of possibilities, and no Winnipegger deserves to feel like they can't envision a positive road ahead. When we help each other to access basic needs, create stability, and gain independence, we clear a path filled with opportunity, possibility—and hope.

18 AGENCIES HELPING PEOPLE MOVE FROM POVERTY TO POSSIBILITY

33 LIFE AND EMPLOYMENT SKILLS SERVICES

Interview skills, employment training, resumé writing, economical shopping, and more.

24 AGENCIES HELPING PEOPLE EXPERIENCING HOMELESSNESS

Overnight shelters, drop-in spaces for a coffee or shower, a mailbox, clothing, foot care, food and wellness outreach programs, extreme weather supports, and more.

18 ASSET BUILDING, MONEY MANAGEMENT TRAINING, AND FINANCIAL INCLUSION PROGRAMS

Match savings programs, ID applications, tax and government benefits assistance, access to affordable debt servicing and loans, insurance, and more.

Stability transforms

Looking to make a better life for herself and her son, Ubi left Nigeria to start anew in Winnipeg.

Before the move, Ubi was a teacher and had additional administrative work experience—so she had the skills to take on a job and do well at it. However, an unexpected hurdle for Ubi was finding and securing a stable job so she and her family could truly become steady in their new home.

It wasn't for a lack of trying. Ubi sent out hundreds of resumé, but she was continually met with silence. And that silence was disheartening.

"It was very stressful," she recalled.

Manitoba welcomes about 4,500 international immigrants each year, who often bring with them a wealth of education and work experience. About half possess a bachelor's degree or higher, and over 60% are highly skilled.

Unfortunately, in Manitoba, 70% of job vacancies are low paying and low skilled, making it challenging to find meaningful work that makes ends meet—and it can take up to six months even to find any job at all.

The shift from being an employed professional to being ignored by the working world was devastating, and it drove Ubi to anxiety.

Everything changed when she stepped through the doors of donor-supported agency partner Opportunities for Employment (OFE).

As soon as she walked in, Ubi learned about the many services at OFE, like the Office and Customer Service Training program and Canadian Workplace Culture classes. Suddenly, she was on a clear path to creating the financial stability she needed in this new life for her and her son.

Over the next several weeks, Ubi learned Canadian customs regarding personal space and touch (Ubi comes from a community that hugs a lot), job skills training (Ubi enjoyed the Excel classes), and strategies to customize a resumé to the job you're applying for.

Ubi suspects that's why she received no response on her applications before attending OFE—hers was a standard resumé that wasn't tailored to the jobs she was applying for.

With renewed energy and knowledge, Ubi set out on another job search—and soon secured steady, financially secure work. Isioma Wilcox, an employment facilitator with OFE, said it's stories like Ubi's that make the work of OFE so meaningful.

"We want you to be the best," Wilcox said. "The win for us is when you get the job, and we say, 'Yes! You did this, not us. You did this.'"

As for Ubi, she is grateful for the invaluable support she received and the tangible job skills she learned through OFE. Now, she supports her family financially, and she and her son are thriving in their new home.

"Opportunities for Employment changed my life."

"We want you to be the best."

Our best selves are compromised when stress and survival are forced to take the place of healing and growth. There is no limit to what can be accomplished—or overcome—with guidance, support, and care.

59 AGENCIES BUILDING STRONG AND HEALTHY COMMUNITIES

27 MENTAL HEALTH AND ADDICTION SERVICES

Counselling, companionship, harm reduction kits, outreach vans, peer-to-peer support, withdrawal management, and more.

78 COUNSELLING, WELLNESS, AND EDUCATION SERVICES

Pregnancy resources, language classes, sharing circles and smudging circles, companionship activities, and more.

55 LIFE SKILLS SERVICES AND SERVICES TO ACCESS RESOURCES

Learn-to-cook classes, application assistance for rent, ID, and bank accounts, help finding child care, hygiene products, laundry, bus tickets, and more.

Connection heals

Terrence is a tough guy. He's got an attitude... but not in any of the ways you might think about when you first meet him.

Terrence's strength comes from the grace he offers those who have walked a hard road.

His toughness shines when he refuses to give up on people, even as they struggle not to give up on themselves. And his attitude is one of gratitude—for Creator, for his journey, and for the life he's reclaimed with the help of the Bruce Oake Recovery Centre.

"I get to be Terrence today, and I like who I am," he said. "This is me."

But it wasn't always that way. Terrence grew up in Thompson, surrounded by intergenerational trauma, addiction, and violence. He moved to Winnipeg as barely a teenager and found a different kind of family in gang life.

For years, Terrence had a reputation and carried a misguided pride for the ways of the street. The trauma, violence, and addiction he witnessed took hold and refused to loosen their grip.

At times, behind bars, Terrence would straighten out and be convinced he'd stay sober without help when he was released.

"It never worked out," he remembered. "Every time I got out, I went back to addiction. I went back to selling drugs. I went back to doing crime."

That toxic rhythm continued until Terrence finally wanted the trauma, violence, and addiction to end. But how? The answer came one evening while watching the news from jail: a new addiction treatment centre was about to break ground in the Crestview neighbourhood.

Soon after, Terrence was released from Headingley Correctional Centre into the Bruce Oake Recovery Centre to begin 16 weeks of live-in treatment. At that point, he was 35 years old and had been incarcerated for 12 years of his life.

Terrence quickly realized the people at Bruce Oake believed he could break free from the toxic cycle and that his past did not define him—or his future.

And because they believed in him, Terrence began to believe in himself, too.

"(They said), 'We care about you. We see something in you,' ... I was crying," Terrence recalled. "And ever since then: boom ... I did the program. I did it thoroughly; I did it honestly."

By the time Terrence completed the program, he'd earned a new reputation: as a loyal friend and fierce champion of sobriety. The centre asked him to stay on as staff to support others through their recovery journeys, too.

"Terrence is just an incredible example of somebody who just absolutely embraced this new way of living," said Director of Programs Kyle Goertzen.

Terrence's work centres around Mamawi Pinesiwak, or Gathering of Thunderbirds—an Indigenous healing program created with funding from United Way Winnipeg donors that supports First Nations, Métis, and Inuit participants. Terrence and a traditional counsellor initiate peer sharing and teachings, like pipe ceremonies, treaty walks, smudges, and pow wows.

He says his grounding as a dad, grandfather, partner, friend, and Ska-be (helper) all stems from his gratitude for this second chance at life.

"This is my purpose ... I do heart work for the community," said Terrence. "I'm the generation that's going to break this cycle of addiction and abuse and neglect."

**"I get to be Terrence today,
and I like who I am."**

Distressed neighbourhoods are urgent signals the people who live there are at risk. When we respect and care for one another close to home, our neighbours get stronger, our communities get healthier—and so does our entire city.

AGENCIES BUILDING STRONG AND HEALTHY COMMUNITIES

32

COMMUNITY DEVELOPMENT SERVICES

Cultural connections, friendship and mentorship, volunteer opportunities, resource centres, and more.

27

NEIGHBOURHOOD SAFETY AND COMMUNITY- BUILDING SERVICES

Safety workshops, mediation services, walking patrols, emergency assistance, and more.

59

FAMILY SUPPORT SERVICES

Parent-child centres, basic needs supports, counselling, family resource centres, child care, and more.

Compassion restores

Gray Academy students Lola and Rachel are book lovers. And though the girls don't always agree on which genre is the most enjoyable to read, they are on the same page about one thing: everyone should have access to the freedom and fulfillment that reading books provide.

"Books can get you through hard times," said Rachel. "Everybody should be able to grab a book and say, this is mine."

From this inclusive philosophy and the girls' compassionate hearts and minds came an idea to create little free libraries within the walls of social services organizations.

Both Lola and Rachel, 17, already loved the concept of little free libraries—the unique-looking "take a book, leave a book" free exchanges nestled in neighbourhoods around the world. But they recognized there aren't many little free libraries downtown ... and for some Winnipeggers, it's not easy to access a larger, city-operated library, either.

"If you are someone who may be in a shelter, you might not have an address. You can't go get a library card. Or you may not be close to a library," Rachel said.

"Just because your life is different or more difficult in some ways, everybody should be able to just read."

Through a teacher at school, the girls learned about United Way Winnipeg's Youth United—a volunteer council of young Winnipeggers that encourages volunteerism and helps high school and post-secondary students and young professionals realize their vision of a better Winnipeg.

The Youth United Grant program supports community projects led by young people that contribute to positive social change by responding to one of the United Nations' 17 Sustainable Development Goals.

Last year, 16 student groups applied for grants for projects ranging from celebrating Black History Month to creating basic

needs packages. Youth United awarded a total of \$13,865.

After successfully presenting their idea, Lola and Rachel were awarded \$950 for their Read Everywhere Initiative.

In the fall, they installed their first little libraries inside agency partner Main Street Project's two Withdrawal Management Services program sites (one on the women's side, the other on the men's). Rachel and Lola installed their third library at donor-supported West Central Women's Resource Centre in February.

"As soon as we started putting in the books, people already started taking them," Lola recalled. "It felt kind of special to see it coming all together."

Main Street Project's Fund Development Coordinator Carla Morden said the libraries are a very welcome addition for guests of the detox program, who stay for two weeks at a time.

"It's an important holistic aspect in their recovery," she said. "Whether it's for entertainment and self-reflection or education ... it's all wonderful."

Lola and Rachel are excited to keep stocking their existing libraries—and they may even install more in other organizations in the future. They encourage anyone who wants to make a difference to reach out to Youth United.

"It's just really an opportunity for you to turn an idea or a thought about how you could help somebody else," Lola said.

"It's important to recognize that we are all humans," Rachel echoed. "We all deserve the same things—and we really should work on building each other up instead of pushing each other down."

"We all deserve the same things."



A vital resource

211 creates a vital connection between Manitobans and their community. It's the bridge between not knowing where to turn for help and a guided, caring pathway to care.

Over the last year, 211 Manitoba deepened its connections throughout the province—both with people in need of supports and with other compassionate care providers who see the positive impact of collaborating with this valuable referral service.

"The ability to connect Manitobans with the right resources is a crucial aspect of holistic care," said 211 Manitoba Director Tammy Reimer.

With that mission in mind, Reimer partnered last year with the Manitoba College of Family Physicians and Doctors Manitoba to explore the value of collaboration between these critical health systems. As a result, more than 1,300 packages of 211 materials were sent to family physicians to share in their offices and with their patients.

"Partnering with 211 Manitoba allowed the Manitoba College of Family Physicians to support our members in addressing the broader social determinants of health that impact patients daily," said Lisa Goss, CEO/Executive Director, Manitoba College of Family Physicians.

"By equipping clinics with tools to connect patients to community-based supports, we're strengthening the foundation of comprehensive, patient-centred care."

In the last year, 211 Manitoba also strengthened the relationship with the city's 911 operators—who are often faced with people calling the emergency line for non-emergency supports. Giving operators a tool to share they know they can trust provides a sense of relief for those answering the 911 line.

"These collaborations are critical in ensuring Winnipeggers know who to call when they need support that is not an emergency," said Reimer.

211 Manitoba is a non-emergency helpline and companion website (mb.211.ca) for information and referrals to community-based government, health, and social services. The free, confidential service is available 24 hours a day, 7 days a week, in over 200 languages.

In 2024-25, Service Navigators answered 14,966 calls from Manitobans looking for resources for housing, mental health supports, family services, food, and more. The mb.211.ca website saw 320,309 searches.

United Way Winnipeg manages the 211 service with help from the Government of Manitoba, funding partners, and generous donors.

About one-third of 211's annual budget comes from United Way Winnipeg donors—whose generosity gave 211 the ability to succeed with the breadth and capacity across the province that it does.

As a show of its continued support for 211's great value in our community, the Manitoba government committed another year of funding to United Way Winnipeg to continue delivering the low-barrier, personalized service to people across the province.

"211 Manitoba does more than provide information," said Families Minister Nahanni Fontaine. "It helps people identify, understand, and use government and community-based programs and services and helps callers navigate complex systems, such as health care and social services."

"It's a vital resource to anyone facing barriers to access for any reason."

YOUR IMPACT IN ACTION*

14,966 calls



320,309 web searches



977 calls diverted from police non-emergency



511 calls to help people who are unsheltered or distressed



1,350 211 info packages to every family physician



Top 4 caller needs:



Housing



Mental Health



Individual/Family Services



Food Security

68 second average wait time



5,200 programs and 2,500 agencies in our database

200+ languages



6,200 Senior Guides

in 2 languages, designed for and distributed across 5 health regions

*in the last year



From Churchill to Winkler, Flin Flon to Pinawa, **211 is here for all Manitobans.**

"The ability to connect Manitobans with the right resources is a crucial aspect of holistic care."





Building bridges

Huddle

Huddle youth hubs are safe, inclusive, welcoming spaces that offer life-affirming supports for many of our province's young people. For some youth, though, these critical mental health and wellness services are still out of reach—because they may face multiple barriers or do not have the caring guidance they need to find them.

To build these bridges between youth and community resources, Huddle and Winnipeg School Division (WSD) began placing Huddle Service Navigators in schools in 2022 to create trusting relationships with students and guide them to mental health and wellness supports nearby.

The goal? To improve educational and health outcomes for young people.

Three years later, the partnership is thriving—and today, four friendly Huddle Service Navigators work full time connecting with students in several Winnipeg School Division schools.

"We truly appreciate this opportunity," said a parent whose son connected with a counsellor and nurse practitioner at Huddle through the Service Navigator at his school.

"It would be wonderful to have more places like Huddle in our community."

An initiative of the Government of Manitoba, together with support from United Way Winnipeg and other philanthropic partners, Huddle youth hubs remove barriers for young people and create clearer pathways to mental health and overall wellness support.

Instead of bouncing around to different doctors, counsellors, or drop-ins, youth can step inside the vibrant

space at Huddle and find all the support they need—from free mental and physical health care to Indigenous wellness and peer support—all in one youth-friendly and inclusive place.

"When I first walked into a Huddle hub, I was definitely nervous. But the warmth of the community took the anxiousness away," shared Jodh Ghuman, a third-year microbiology student at the University of Manitoba.

"I knew that this was a place I could relax and use resources in a friendly space without judgment. It's a safe place where youth know they belong and are accepted for who they are."

The tremendous success of Huddle's six youth hubs in Winnipeg, Selkirk, and Brandon—along with service integration like the WSD-Huddle partnership—attracted an invitation from the Government of Canada in 2024 to apply to the federal Youth Mental Health Fund.

The fund was looking for strategic investments for lasting and meaningful improvements in the mental health of youth and their families. In February 2025, the Youth Mental Health Fund invested \$10 million in Huddle to continue expanding services and make an even bigger impact for young people in Winnipeg and throughout the province.

The historic funding will expand supports by establishing two new youth hubs in the northern and rural/southern areas of Manitoba.

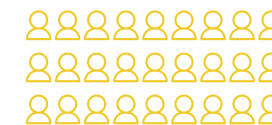
The funding will also ensure Huddle can sustain all four Service Navigators in Winnipeg School Division for another four years—and gradually add another five positions to schools beyond the city's borders.

Your impact in action*

In the last year:

9,551
unique youth

68%
increase
from
last year



24,551
youth visits

35%
increase
from
last year



2,981
counselling
appointments

20% increase from last year



3,061 youth attending
mental health group sessions

3,742 primary care visits
15% increase from last year



*Statistics based on five of six Huddle sites.

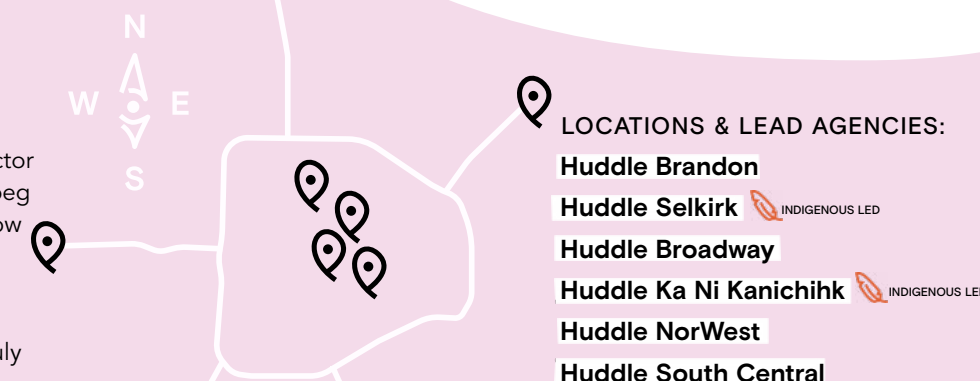
"This is more than a Winnipeg success story," said Jón Olafson, Director of Student Support Services at Winnipeg School Division. "It's a blueprint for how different sectors can work together to put young people at the centre and meaningfully support them in a way that's accessible, personalized, and truly impactful."

For 19-year-old Jodh, this continued work of reimagining the way youth access supports for their mental health and overall well-being is ultimately about leaving no young person behind.

"My hope is that youth from all cultures and gender identities in Manitoba have a community and can access resources when they are ready," shared Jodh.

"If you're a youth looking for a sense of community and some support, there is a Huddle hub waiting for you!"

Service Navigator Faridat connects with a young Winnipegger at Huddle Broadway.



- LOCATIONS & LEAD AGENCIES:
- Huddle Brandon
 - Huddle Selkirk
 - Huddle Broadway
 - Huddle Ka Ni Kanichihk
 - Huddle NorWest
 - Huddle South Central



Sharing the spirit of the season

Walking to school, making forts, and playing with friends at recess are memories tailor-made for Winnipeg youngsters in winter. But those experiences are only possible if kids have coats and boots warm enough to keep them safe through our coldest season.

Thankfully, with the help of generous donors, **Koats for Kids** distributed over 6,000 coats and pairs of boots and thousands more ski pants, toques, mitts, and neck warmers to children and families in our community last year! These essential items help young people stay cozy and relieve financial stress for families already challenged to afford meals and rent.

Caring volunteers contributed over 1,800 hours of time to fill nearly 1,300 orders, and 100 organizations registered a Koats for Kids drive, collecting winter gear and sharing the spirit of the season together!

The Koats for Kids team also increased the number of donation drop-off locations, making it easier for people to donate their winter gear. They also found innovative ways to prevent unusable items from going to the landfill.

Koats for Kids is grateful for its generous partners and supporters: Access Storage, AMJ Campbell, BOUNCE Radio Winnipeg, Bullwhip Logistics, City of Winnipeg – Winnipeg Fire Paramedic Service, Delta Hotels, GardaWorld, Hilton Winnipeg Airport Suites, Motel 6 Headingley – Winnipeg West, Perth's, PUPS Containers, Super 8 by Wyndham Winnipeg East, Toys"R"Us, Virgin Radio Winnipeg, YMCA-YWCA of Winnipeg, and The Winnipeg Sun.



Essential comforts and care

Dignity. Self-worth. Feeling at home.

These words might not immediately come to mind when you think about a washer and dryer—but for one agency partner, they are exactly right to describe the impact the Essential Needs Fund has had on youth in their care.

In the fall of 2024, New Directions for Children, Youth, Adults, and Families' Child Home Services program received \$5,000 to purchase a commercial washer and dryer for one of the organization's shared living environments in St. James. Before, youth and staff had to travel off-site to do their laundry.

"Having access to clean clothes, fresh bedding, and proper hygiene isn't just about cleanliness—it's about dignity, self-worth, and feeling at home. With the installation of a new washer and dryer, we've ensured these basic

needs are met every day," said Robin Pinder, Community Homes for Children Coordinator.

Since 2014, the **Essential Needs Fund**—supported by the Richardson Foundation in partnership with United Way Winnipeg—has offered small-scale capital projects and purchases outside the scope of agencies' tight budgets. In 2024-25, the fund supported 38 projects totalling \$357,389 in grants—including New Directions' appliances.

"For the four young individuals living in our home, this project has been life changing. It's not just about washing clothes—it's about giving them the comfort and confidence they deserve," Pinder said. "It is about telling these individuals that they are valued, respected, and deserving of care."



RICHARDSON FOUNDATION

ESSENTIAL NEEDS FUND

2024-2025 INVESTMENT: **\$357,389** | 2024-2025 PROJECTS: **38**
SINCE 2014: **\$4.96 MILLION** | TOTAL PROJECTS: **372**

Nourishing solutions

More and more Winnipeggers are struggling to afford enough food.

Since 2019, food bank usage has increased 150% and a staggering 45% of Harvest Manitoba clients are employed. Food prices have soared nearly 25% since the pandemic and are expected to rise as much as another 5% by the end of this year. Manitoba also has one of the highest food inflation rates in the country, at 3.7% year-over-year, exceeding the national average of 2.8%.

Food insecurity is a complex issue, and no one sector can solve it alone. It takes a collective group of caring leaders with experience, knowledge, and ideas to create and test innovative, efficient, medium- and long-term solutions to alleviate hunger in our community.

With passionate community leaders from education, health, social services, and government at the table, United Way Winnipeg's **Food Security Network** shares



Strengthening families

Healthy communities are places of respect, care, and belonging—and they're created when the families who live there find the safety, comfort, friendship, and strength they need to enhance their well-being.

United Way Winnipeg—along with the Government of Manitoba, The Winnipeg Foundation, other visionary partners in the philanthropic and community sectors, and committed donors—have supported a network of 24 family resource centres (FRCs) across the city since 2016 as part of the **For Every Family** initiative.

Over the last year, FRCs have recorded over 410,000 visits.

That's more than 1,120 visits every day—from kids coming in for a snack, parents collecting items from a pantry, teens using the internet and dads using a laundry machine, to friends sharing struggles over coffee or chatting while they make art.

Each visit speaks to the vision of this innovative initiative: to improve access by increasing hours, help kids prepare for school, reduce the number of kids in care, and provide programs and services to lift families out of poverty.

"When I think of the resource centre, I think of peace knowing that I will have food for my children," said one visitor.

"It helps you make friends," said another. "You feel like you have your own community within the community."

90% of FRC visitors improved their physical and mental well-being*.
88% of FRC visitors improved their food security*.
480 families have had children remain in their care (since 2021).
\$60,424,970 in tax returns and benefits paid to families who received tax filing assistance.

**As reported on average, year over year.*



Building capacity

Agency Liaison Volunteers (ALVs) contribute to the strong stewardship of United Way Winnipeg donor dollars by building relationships with supported agency partners, learning about their impact in community and encouraging continuous improvement.

***NUMBER OF ALVS: 75**
***ALV VOLUNTEER HOURS: 1,524**

Learning Centre Sessions contribute to developing more effective nonprofit organizations and are open to the city's entire nonprofit and charitable sectors.

***LEARNING CENTRE SESSIONS: 63**
***SESSION PARTICIPANTS: 917**

** in 2024-25.*

THANK YOU to these visionary For Every Family donors

\$1,000,000+

Anonymous
The Moffat Family Foundation
Wellington West Foundation and Friends
The Winnipeg Foundation

\$500,000+

The Asper Foundation
Johnston Group Inc.
Mahon Family Foundation Inc.

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Telus Friendly Future Foundation

\$3,000+

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** Fondly remembered.*

Language matters

Many Indigenous cultures believe that *language is spirit and our words are medicine*.

Over the last year, United Way Winnipeg's Council for Indigenous Relations (CIR) provided guidance to the organization on an updated land acknowledgement. This version, which appears on page 2 of this report, includes the traditional names of First Nations peoples and lands—an important step in decolonizing our collaboration with Indigenous peoples.

A desire to identify the correct pronunciation of the traditional names led to a new and deeper initiative: a desire to acknowledge this land not only through the English language but also through the traditional languages spoken here as well.

CIR member Chance Paupanekis shared that the project is “meant to encapsulate the importance of teaching the next generations our languages and our cultures, and to show them who we are.”

“I was told that if we are not speaking our language, practicing our ceremonies, and (if we are) living like Europeans, then we are not First Nation peoples—we are descendants of First Nation peoples,” said Chance. “You have to speak the language and have connection to community. You have to ensure that that connection is there.”

CIR started off the project in a good way in January by lifting pipe in ceremony that revealed the project's name: Mother Earth is speaking and we are listening so we can speak, too.

On behalf of CIR, Chance then began leading

this work in community. Chance connected with Indigenous Elders and Knowledge Keepers to translate on camera the United Way Winnipeg land acknowledgement into the Indigenous languages of Manitoba, such as Anishinaabemowin, Anisinelw, Anisinelw, Dakota, Denesuline, Michif, and Nēhinawēwin/Ininimowin.

Chance said celebrating Indigenous languages is a critical piece of reclaiming identity, which has been lost in the dark history of colonization.

“What we've seen as First Nations researchers and scholars and people ... is that a lot of First Nation peoples live in poverty. Poverty exists because of a lot of different things, but one of the main sources of poverty is a sense of hopelessness and loss of identity—and that's what a lot of not only First Nations people are going through, but Indigenous people as well,” said Chance.

“A lot of us have lost contact and connection with who we are at our core—and we need to honour that spirit.”

The project, which will be completed later this year, is one of the ways United Way Winnipeg is honouring the spirit of language and words as medicine to contribute to an ongoing journey of healing.

“The intent is that this is a step, a stepping stone,” said Chance. “It's not the full picture of United Way Winnipeg's act of reconciliation—this is just one of many steps that are being taken at the United Way Winnipeg leadership level to ensure that truth and reconciliation is continued at the organization.”



Ken Paupanekis is an Elder/Language Keeper who translated United Way Winnipeg's land acknowledgement into Nēhinawēwin/Ininimowin as part of the languages project.

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In good company

Thank you to these generous sponsors and partners:

PARTNERSHIPS



Manitoba Marathon is in it for the long run—supporting Winnipeggers with disabilities by raising \$44,064 in 2024.



Our **31st Annual Golf Tournament** in July 2024 was a par-fect time to hit the links and help drive our community forward—raising an incredible \$91,974!



Boxers fought for our city in support of United Way Winnipeg at the Melee Gala—one of many events we attended this year to celebrate community and spread the word of our united movement!

The Winnipeg Jets Whiteout Street Parties, Pride Winnipeg Festival, the Royal Canadian Air Force Band Home for the Holidays concert, Super-Spike, Chinatown Night Market, and Festival du Voyageur rounded out the fun!

CELEBRATION

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KPMG



WALK THIS WAY

MATCH SPONSORS

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Financial Statements

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of United Way of Winnipeg

Opinion

The summary financial statements, which comprise the summary statement of financial position as at March 31, 2025, and the summary statements of community and operating activities and changes in fund balances for the year then ended, are derived from the audited financial statements of United Way of Winnipeg (the “Organization”) for the year ended March 31, 2025.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor’s report thereon, therefore, is not a substitute for reading the Organization’s audited financial statements and the auditor’s report thereon.

The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

The Audited Financial Statements and Our Report Thereon

In our report dated May 26, 2025, we expressed an unmodified audit opinion on the audited financial statements.

Management’s Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with the financial reporting provisions.

Auditor’s Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, *Engagements to Report on Summary Financial Statements*.

Deloitte LLP

Chartered Professional Accountants

Winnipeg, Manitoba • June 11, 2025

SUMMARY STATEMENT OF FINANCIAL POSITION

MARCH 31, 2025

	2025	2024
ASSETS		
Cash and Investments	\$ 57,156,831	\$ 54,135,874
Pledges Receivable and Other Assets	11,117,196	12,235,616
Capital Assets	6,415,457	6,679,063
	\$ 74,689,484	\$ 73,050,553
LIABILITIES		
Accounts Payable and Accrued Liabilities	\$ 3,085,933	\$ 2,263,089
Mortgage Payable	260,761	298,169
Deferred Contributions	3,659,091	4,180,634
Other Liabilities	2,307,573	2,567,207
	9,313,358	9,309,099
FUND BALANCES		
Community Fund	25,555,395	25,515,944
Operating Fund	-	-
Tomorrow Fund	22,716,741	22,057,585
Stabilization Fund	8,598,226	7,401,447
Capital Assets Fund	6,154,696	6,380,894
Building and Technology Fund	2,351,068	2,385,584
	65,376,126	63,741,454
	\$ 74,689,484	\$ 73,050,553

Approved on Behalf of the Board of Trustees

Donna Miller, Chairperson

Mary Nemeth, Treasurer

The summarized financial information is extracted from the annual financial statements audited by Deloitte LLP. Complete audited financial statements are available on our website at unitedwaywinnipeg.ca.

SUMMARY STATEMENT OF Community and Operating Activities & CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2025

	2025						2024
	COMMUNITY FUND	OPERATING FUND	TOMORROW FUND	STABILIZATION FUND	CAPITAL ASSETS FUND	BUILDING & TECHNOLOGY FUND	TOTAL
Revenue							
DONATIONS							
United Way Campaigns	\$ 21,831,961						\$ 21,831,961
Community Programs	2,633,316						2,633,316
Donor Directed to Other Charities	1,165,800						1,165,800
Legacy Giving			355,176				355,176
	25,631,077	-	355,176	-	-	-	25,986,253
GOVERNMENT GRANTS							
Operating Grant – Province of Manitoba		4,891,000					4,891,000
Government of Canada – CSRF	200,185						200,185
Community Programs	4,580,920						4,580,920
Other	50,000						50,000
	4,831,105	4,891,000	-	-	-	-	9,722,105
Sponsorships, grants, and other income	340,887	488,811					829,698
Investment Income	786,707	637,953	303,980	2,053,905			3,782,545
Total Revenues	31,589,776	6,017,764	659,156	2,053,905	-	-	40,320,601
Expenditures							
COMMUNITY INVESTMENT							
Agency Funding	17,757,693						17,757,693
Equity and COVID-19 Recovery funding	864,343						864,343
United Way Community Services	2,789,230						2,789,230
Government of Canada – CSRF	199,185						199,185
Community Programs	8,665,652						8,665,652
Donor Directed to Other Charities	1,165,800						1,165,800
Management and Administration		683,703					683,703
United Way of Canada	57,748	247,135					304,883
	31,499,651	930,838	-	-	-	-	32,430,489
OPERATIONS							
Resource Development		5,458,569					5,458,569
Organizational Development Initiatives		55,197					55,197
Amortization of capital assets					329,558		329,558
	-	5,513,766	-	-	329,558	-	5,843,324
One-Time Special Initiatives	-	412,116	-	-	-	-	412,116
Total Expenditures	31,499,651	6,856,720	-	-	329,558	-	38,685,929
Net funds before transfers	\$ 90,125	\$ (838,956)	\$ 659,156	\$ 2,053,905	\$ (329,558)	-	\$ 1,634,672
Interfund transfers	(50,674)	838,956	-	(857,126)	103,360	(34,516)	-
Opening fund balance	25,515,944	-	22,057,585	7,401,447	6,380,894	2,385,584	63,741,454
Closing fund balance	\$ 25,555,395	\$ -	\$ 22,716,741	\$ 8,598,226	\$ 6,154,696	\$ 2,351,068	\$ 65,376,126

A & O: Support Services for Older Adults	429,989
Aboriginal Health and Wellness Centre of Winnipeg Inc.	214,067
Acorn Family Place	254,850
African Communities of Manitoba Inc. (ACOMI)	48,151
Andrews Street Family Centre, Inc.	266,958
Art City	69,227
Arthritis Society	80,008
BGC Winnipeg *	531,020
Big Brothers Big Sisters of Winnipeg	290,424
Bruce Oake Recovery Centre	63,892
Canadian Community Economic Development Network-Manitoba (CCEDNet)	198,343
Canadian Mental Health Association – Manitoba and Winnipeg (CMHA)	566,300
Canadian Muslim Women's Institute (CMWI)	290,611
Canadian National Institute for the Blind (CNIB)	425,424
Canadian Red Cross Society (Manitoba Region)	317,786
Centre Renaissance	73,594
Clan Mothers Healing Village	98,892
Climate Change Connection	15,000
Community Education Development Association (CEDA)	453,792
Community Financial Counselling Services (CFCS)	352,427
Community Unemployed Help Centre (CUHC)	159,351
EAGLE Urban Transition Centre	61,500
Elizabeth Fry Society of Manitoba	155,997
Elmwood Community Resource Centre	320,277
End Homelessness Winnipeg	300,000
Evermore Gather Grow Lead Inc.	143,237
Family Dynamics	1,052,715
Fort Garry Women's Resource Centre	189,308
Girl Guides of Canada (Four Districts of Winnipeg)	62,240
Good Neighbours Active Living Centre	58,751
Graffiti Art Programming	173,280
Harvest Manitoba	6,500
Healthy Muslim Families	22,797
Heartwood Healing Centre	168,673
Huddle Brandon	450,000
Huddle Broadway	500,000
Huddle Kā Ni Kānichihk	500,000
Huddle NorWest	200,000
Huddle Selkirk	450,000
Huddle South Central	501,500
Ikayuqtiit	34,027
ImagineAbility	40,324
Immigrant & Refugee Community Organization of Manitoba (IRCOM)	178,818
Immigrant Centre Manitoba Inc.	168,543
Inclusion Winnipeg	195,805
Independent Living Resource Centre	171,367
Indigenous Senior Resource Centre	38,892
Indigenous Vision for the North End	75,000

Indigenous Women's Healing Centre	164,303
Islamic Social Services Association	38,892
Jewish Child and Family Service	188,875
Kā Ni Kānichihk Inc.	316,983
Kidthink Children's Mental Health Centre Inc.	20,000
Kildonan Youth Activity Centre	55,745
Knowles Centre	81,906
L'Arche Winnipeg Inc.	23,104
Learning Disabilities Association of Manitoba (LDAM)	128,790
Leftovers Foundation	2,000
Ma Mawi Wi Chi Itata Centre	803,072
Main Street Project	199,970
Manitoba Association for Rights & Liberties	59,460
Manitoba Interfaith Immigration Council (Welcome Place)	113,914
Manitoba Islamic Association	29,169
Manitoba Possible	1,094,108
Manitoba School Improvement Program – The Peaceful Village Inc. (MSIP-TPV)	101,005
Maples Youth Activity Centre	55,745
Marlene Street Community Resource Centre	134,116
Marymound	86,893
Meals on Wheels of Winnipeg	85,172
Mediation Services: A Community Resource for Conflict Resolution	164,724
Mood Disorders Association of Manitoba (MDAM)	49,568
Mount Carmel Clinic	164,053
Ndinawemaaganag Endaawaad	210,151
New Directions for Children, Youth, Adults and Families	113,239
New Life Ministries Inc.	17,551
North End Community Renewal Corporation	52,779
North End Women's Centre	483,783
North Point Douglas Women's Centre	214,974
NorWest Co-op Community Health – Winnipeg	1,254,228
Okichidah Pimahtisiwin Kiskinawmatowin (OPK)	129,442
Opportunities for Employment (OFE)	145,057
Oshki-Giizhig Inc.	52,375
Oyate Tipi Cumini Yape Inc.	114,379
Palliative Manitoba	151,895
Pluri-elles (Manitoba) Inc.	106,849
Rainbow Resource Centre	121,136
Reaching E-Quality Employment Services (REES)	41,219
Resilia Community Wellness Centre	206,704
Resource Assistance for Youth (RaY)	115,043
Rose & Max Rady Jewish Community Centre	287,004
Rossbrook House	269,473
Sexuality Education Resource Centre (SERC)	122,352
Social Planning Council of Winnipeg Inc.	316,608
South Winnipeg Family Information Centre Inc. (SWFIC)	143,063
Spence Neighbourhood Association (SNA)	129,807
Spinal Cord Injury Manitoba Inc.	135,755
St. Boniface Street Links – Morberg House	63,892

Stroke Recovery Association of Manitoba	68,084
Sunshine House Inc.	63,241
Supporting Employment and Economic Development (SEED) Winnipeg	1,108,090
Teen Stop Jeunesse	195,826
The John Howard Society of Manitoba	173,438
The Link: Youth and Family Supports	214,963
Thrive Community Support Circle Inc.	330,473
Two Ten Recovery Inc.	25,000
Urban Circle Training Centre Inc.	43,109
Villa Rosa *	271,974
Volunteer Manitoba	132,083
Wahbung Abinoonjiag Inc.	21,915
West Broadway Youth Outreach	129,474
West Central Women's Resource Centre	458,824
Winnipeg Central Park Women's Resource Centre	132,193
Women's Health Clinic Inc.	239,687
YMCA-YWCA of Winnipeg	480,205

TOTAL 2024-2025 FUNDING \$ 24,668,561

* Net of unused allocations returned to United Way Winnipeg.

NOTE: Agency Funding detailed above includes \$3,293,125 for agencies participating in the For Every Family Initiative, \$2,601,500 for agencies participating in the Manitoba Youth Hubs Initiative and \$249,895 for agencies that are part of the Food Security Network.

Community and Agency Capacity Building
Community Engagement Program Incubation
Day of Caring & Collection Drives
Essential Needs Fund
Facilitated Engagement Opportunities (including Poverty Simulation)
Family Resource Centres Network
Food Security Network
For Every Family Initiative
Impact and Evaluation
Indigenous Collaboration
Koats For Kids
Labour Engagement
Learning & Innovation Programs
Manitoba Youth Hubs Initiative (Huddle)
Peg (Community Indicators)
Research and Policy
Speakers Bureau
The Winnipeg Boldness Project
Youth United
211 Manitoba
TOTAL 2024-2025 FUNDING \$11,454,882

NOTE: Included in the above program costs are \$3,293,125 for agencies participating in the For Every Family Initiative, \$2,601,500 for agencies participating in the Manitoba Youth Hubs Initiative and \$249,895 for agencies that are part of the Food Security Network. These amounts are also included on the previous page in the list of funding provided by UW to all agencies.

We are all...

Throughout 2024, at events like Festival du Voyageur and the Chinatown Night Market, we asked Winnipeggers to share what We Are All... means to them.

Here are a few of the many inspiring messages people of all ages created, showing us who we are as a community and how brightly we shine when we see ourselves as one and celebrate the best we all have to give. It is our beautiful city through their eyes.



Born to Shine



HUMAN

happy 😊

TOGETHER
CHANGE
MATTERS 💖💖



trying our
best 😊

Humans
of The
World.

I like canada!




LOVED
Respected
Creative
and
Make a difference



=
equal
=



LOVED 💖💖



HUMAN KIND



Special
to
Someone! 💖



Relations


One!




People




BEAUTIFUL







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