



United Way
Winnipeg

HERE FOR WINNIPEG



Land Acknowledgement

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.

HERE FOR WINNIPEG

Moments of connection, of belief, of belonging, of being seen, of receiving support, of pulling together—these small yet mighty points in time are what truly move the needle. Moments are the catalyst for transformative change.

We're proud to share these **moments** with you from throughout our year's work, which reflect all the ways we are Here for Winnipeg—and are only possible because of our collective efforts.

Being here for our city in this **moment** means coming together for one another and experiencing the incredible impacts of a community united. As we reflect back in these pages and look forward to the future, we're excited to continue to be **Here for Winnipeg** with you.

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ON THE COVER: Nine-year-old Yostina reads to a friend at West Broadway Youth Outreach.



Geeta Tucker
Chair, Board of Trustees
United Way Winnipeg

Reaching further

I'll never forget the incredible energy and electricity on the tarmac at Plane Pull last September.

Witnessing the magnitude of our movement, experiencing our efforts in action, and feeling a shared sense of belonging with a group of people who are absolutely dedicated to their city... What a remarkable moment—and an incredible time of renewal—for our great organization.

2025 marked the 60th year of our united movement, bringing Winnipeggers together in service of our neighbours to strengthen our community. Over the last several months, we got to reflect on the foundational history of our beginnings, welcome a bold new presence, and look ahead to imagine a modern future.

One highlight for us all has been the introduction in August 2025 of our new President & CEO, Matthew Cutler, to set us out on this journey in a good way.

September's Plane Pull kicked off our campaign and we took off with momentum into this important heart work, which culminated in a record-breaking \$23.3 million raised to sustain our city's social safety net—at a time when Winnipeggers are relying on it more than ever before.

For the Board of Trustees, I'm proud we leaned in to reinforce the stewardship of United Way Winnipeg, and I'm grateful the organization receives such capable and committed guidance from this caring group.

Every one of these moments is critical for us to achieve our mission of making United Way Winnipeg a place to belong for people who want to be part of the solution and help our city thrive.

As we move into our next year, I'm confident this momentum will continue. I've seen how many people in this city are engaged—and I've felt the energy of a movement united. I know we'll create more of these moments, we will reach further, and together, we will inspire lasting change.

Geeta Tucker

Aiming higher

Our movement celebrated a remarkable anniversary in 2025: 60 years of United Way Winnipeg. From its roots as the Associated Charities, the Federated Budget Board, and the Community Chest, United Way Winnipeg was born in 1965 when Labour and business came together to shape a new chapter of collective care in our city. I am honoured to be trusted with the stewardship of this institution, and to lead in a movement that has defined what it means to be a Winnipegger for generations.

For me, 2025 also marked a personal milestone: 20 years since I made my first Leadership gift and became a Leader of the Way. In the two decades since, I experienced this work as an Employee Campaign Chair, a staff and board member at agency partners, a Campaign Cabinet member, an Agency Liaison Volunteer, and a Board Trustee. The skills and relationships built in each of those roles prepared me for the work ahead, and I stand on the shoulders of those who came before me—particularly Ted Paterson, Susan Lewis, and Connie Walker, who together led this organization for 55 of its 60 years. We continue to harvest the seeds they planted.

This annual report captures what it means to be Here for Winnipeg in this moment. Conway spent years living near the Red River and found his way back to solid ground through a tiny home village built by neighbours who refused to give up on him. Women in the Purple Kitchen at West Central Women's Resource Centre on Ellice Avenue turned food bank ingredients into food handler certificates and new futures. Kids at West Broadway Youth Outreach do homework like it's the most exciting thing in the room.

These stories are living proof of what 125+ agency partners and programs and 60 years of community investment can do. When Winnipeggers learned more about their city, practiced being community together, and raised a record \$23.3 million in 2025, that generosity flowed directly into this network—into the agencies, the programs, and the people you will read about on these pages.

I am proud of this city and grateful for every Winnipegger who makes it what it is. The momentum is real, the care is genuine, and our best work is still ahead.

Thank you for your commitment to being, working, and giving united.

Matthew Cutler



Matthew Cutler
President & CEO
United Way Winnipeg





Hometown heroes

We love to celebrate our hometown heroes! A massive **thank you** to these amazing workplaces, unions, volunteers, and business and Labour leaders whose energy and dedication to a stronger, healthier Winnipeg led the way toward our \$23.3 million achievement in 2025.

CAMPAIGN CHAIR'S AWARD

Manitoba Blue Cross
Payworks Inc.
WGI Westman Group Inc.

EMPLOYEE CAMPAIGN CHAIR AWARD

Amanda Mosher Bank of Montreal
Alex Cameron Bank of Montreal
Karen Dumlao Bank of Montreal
Lynn Lemire Carte International Inc. — USW Local 1-830
Stephanie Murphy MLT Aikins LLP
Adele Domenco MLT Aikins LLP
Zoryana Rychanchyk NorWest Co-op Community Health — MAHCP, CUPE, MNU, Docs MB, PCAM
Dano Tsouras NorWest Co-op Community Health — MAHCP, CUPE, MNU, Docs MB, PCAM
Meaghan Michaluk The University of Winnipeg — AESES, PSAC, OE987, UWFA
Cristi Danielson Wawanesa
Nikki Dudenas Wawanesa
Michelle Finley Wawanesa
Vanessa Heichert Wawanesa

CAMPAIGN COMMITTEE AWARD

Government of Manitoba — CUPE Local 2153, MGEU, PIPSC-MAGE
MNP LLP
Price Industries Limited — SMART Local 511
Richardson International Limited
RRC Polytech — MGEU
TelPay Incorporated
Transcona Roofing — SMART Local 511
Workers Compensation Board of Manitoba WCB — CUPE Local 1063

SPARK OF CHANGE AWARD

PURE Lifestyle

SPIRIT OF COLLABORATION AWARD

Metro School Divisions and Manitoba Teachers' Society

THANKS A MILLION AWARD

Canada Life
James Richardson & Sons, Limited and Affiliated Companies
Payworks Inc.
Wawanesa

A symbol of hope

When I reflect on our 2025 campaign, there is so much for all of us to be proud of. 8,000 hours logged by our dedicated volunteers. 500 organizations that chose to show up for our city. 20,000+ donors who motivated each other to believe in something bigger than themselves. And of course, the incredible \$23.3 million hard at work right now changing lives in our community—because of a shared understanding that **a strong circle of support is the most powerful tool for change.**

Today, more than 500 hot meals will be served to kids after school at the Peaceful Village Program. This will continue every weekday during the school year, nurturing young people with nourishment and care.

You make that possible.

This month, more than 200 wheelchairs will be repaired and maintained, enabling Manitobans with disabilities to pursue education, work, and fully participate in their communities.

You invigorate these possibilities.

This year, more than 80,000 counselling sessions will take place at our agency partners so Winnipeggers can heal and grow.

You inspire this hope.

All this is happening because you choose to show up for our community. You lead by example, showing that we all have a responsibility to take care of one another.

I am so inspired by how much you love our beautiful city and the people who live here, and I'm so proud to be a partner with you in creating such meaningful social change for Winnipeg. You are the heart of this coordinated, collective effort, and the difference you make is profound.

Thank you to every single one of you who stands as a symbol of hope in this remarkable united movement of caring.



2025 Campaign Chair
JP Perron



Sustaining stability

For nearly 120 years—when Associated Charities, United Way Winnipeg's first iteration, was founded—Winnipeggers have worked united to build a city where everyone can thrive. While our past guides us, a united future is not guaranteed; that's where the **Tomorrow Fund** comes in.

Since 1990, a growing community of United Way Winnipeg donors have gone above and beyond their Community Fund contributions, donating to the endowment today and planning gifts in their wills for the future.

In 2025, six donors, along with their families, signed the Book of Names in a ceremony held at Fort Gibraltar, deepening their relationship with the Tomorrow Fund community.

"It was just so lovely," Tomorrow Fund Chair Kelly Harris recalled. "The feeling of connection was so profound in that room."

Thanks to the long-term vision of these donors, we can be more confident that Winnipeg will work united into the future: the Tomorrow Fund reached \$28.4 million in 2025, generating hundreds of thousands of dollars in community investment this year, and it will continue to support the work of this movement for years to come.



Current value of the Tomorrow Fund:

\$28.4 million

Standing strong

When Canadian Union of Public Employees-Manitoba (CUPE Manitoba) President Gina McKay looks back on the history of United Way Winnipeg, she sees a deep relationship with **Labour** that extends more than a century—and one that will continue long into the future.

"The 60th year got me thinking a lot ... about this rich history that's always been rooted in community. It's a partnership that goes right back to the Winnipeg General Strike (in 1919)," said McKay, a trailblazer in the Manitoba labour movement and dedicated advocate for workers' rights.

"It's amazing for us to see that we can keep that 'stronger together' tradition alive 115 years later."

Peace by piece

Mae is a vibrant leader. She believes in breaking down barriers and supporting neighbours in need, and she's fiercely dedicated to making a difference in our city. Oh, and she's only 18 years old.

"Community means being part of Winnipeg," said Mae. "Community means understanding the needs of wherever you're at and aiming to aid in that however you can."

The École Secondaire Sisler High School student is one of several youth who received grants in 2025 through **Youth United**—United Way Winnipeg's council of young people leading the way toward lasting change, with 10 active chapters embedded in city schools. Last year, students received more than \$15,000 in seed money to help turn their ideas into action.

Mae received a grant to support Project Pulse Winnipeg—a free, one-day event organized by high school students that brings together health care professionals for panels, workshops, and speakers for youth to explore future careers.

Mae's chapter also received \$1,000 for their project Peace by Piece—creating kindness kits for Winnipeggers experiencing homelessness, including lip balm, foil blankets, rain ponchos, soap and a washcloth, and more.

"The care packages are meant to be an affirmative reminder ... that the community is there to offer their support," said Mae, adding she's grateful for the purposeful action kids can take through Youth United and urges teens to "just go for it" and get involved.

"We believe that when youth take initiative and collaborate, they can create meaningful and positive impact."

McKay was honoured in May 2025 as the most recent recipient of the Art Coulter Award, presented annually by United Way Winnipeg and the Winnipeg Labour Council to a unionist who has made an outstanding contribution to the city through volunteerism, education, activism, and support.

McKay said she's proud to dedicate her life to enduring movements built on a foundation of people working together to lift one another.

"That's how you make change," she said. "You make a difference one person at a time—but collectively, you create change. That collective impact is what supports community in big ways."



2025-26 Engagement at a glance

292 Speaks by Speakers Bureau volunteers	16 Pop Up Days of Caring
111 Days of Caring	380 Mental Health Support kits
211 Collection Drives	950 Winter Ready kits
27 Agency Visits	1,720 Hygiene kits
	3,250 Snack Pack kits

OVERALL ENGAGEMENT:

765 VOLUNTEERS CONTRIBUTED 2,005 HOURS AT OUR AGENCY PARTNERS

Cornerstones

Cornerstone organizations are foundational allies in our community. These companies, unions and organizations instill a culture of philanthropy as a core value. Their commitment provides the strong and stable ground we build upon.



Birchwood

canada life

Stronger Communities Together™



IG WEALTH MANAGEMENT

JAMES RICHARDSON & SONS, LIMITED
ESTABLISHED 1857
AND AFFILIATED COMPANIES

Johnston group

Manitoba Hydro

Manitoba Public Insurance

THE NORTH WEST COMPANY

Payworks

POLLARD banknote limited

PRICE

RBC

University of Manitoba

Wawanesa

WINPAK

AESES CUPE UMWU
UMGSA UMRA UMSU
UNIFOR

UNIFOR Local830

HERE FOR A & O: SUPPORT SERVICES FOR OLDER ADULTS ❤️ HERE FOR WOMEN'S HEALTH CLINIC ❤️ HERE FOR ELMWOOD COMMUNITY RESOURCE CENTRE ❤️ HERE FOR GRAFFITI ART PROGRAMMING ❤️ HERE FOR AFRICAN COMMUNITIES OF MANITOBA INC. ❤️ HERE FOR OYATE TIPI CUMINI YAPE ❤️ HERE FOR HUDDLE ❤️ HERE FOR NEW LIFE MINISTRIES ❤️ HERE FOR BGC WINNIPEG ❤️ HERE FOR RAINBOW RESOURCE CENTRE ❤️ HERE FOR BRUCE OAKE RECOVERY CENTRE ❤️ HERE FOR URBAN CIRCLE TRAINING CENTRE ❤️ HERE FOR ROSE & MAX RADY JEWISH COMMUNITY CENTRE ❤️ HERE FOR SOCIAL PLANNING COUNCIL OF WINNIPEG ❤️ HERE FOR CANADIAN COMMUNITY ECONOMIC DEVELOPMENT NETWORK – MANITOBA ❤️ HERE FOR PEG ❤️ HERE FOR CANADIAN MENTAL HEALTH ASSOCIATION – MANITOBA AND WINNIPEG ❤️ HERE FOR THE LINK: YOUTH AND FAMILY SUPPORTS ❤️ HERE FOR IMMIGRANT CENTRE MANITOBA ❤️ HERE FOR MA MAWI WI CHI ITATA CENTRE INCLUDING ASTUM API NIIKINAAHK AND INDIGENOUS VISION FOR THE NORTH END ❤️ HERE FOR INCLUSION WINNIPEG ❤️ HERE FOR THRIVE COMMUNITY SUPPORT CIRCLE ❤️ HERE FOR ELIZABETH FRY SOCIETY OF MANITOBA ❤️ HERE FOR KĀ NI KĀNICHIIK INCLUDING VELMA'S HOUSE ❤️ HERE FOR MAIN STREET PROJECT ❤️ HERE FOR TWO TEN RECOVERY ❤️ HERE FOR INDEPENDENT LIVING RESOURCE CENTRE ❤️ HERE FOR CANADIAN MUSLIM WOMEN'S INSTITUTE ❤️ HERE FOR ST. BONIFACE STREET LINKS – MORBERG HOUSE ❤️ HERE FOR CANADIAN NATIONAL INSTITUTE FOR THE BLIND (CNIB) ❤️ HERE FOR YMCA-YWCA OF WINNIPEG ❤️ HERE FOR WAHBUNG ABINOONJIIAG ❤️ HERE FOR MEALS ON WHEELS OF WINNIPEG ❤️ HERE FOR 211 MANITOBA ❤️ HERE FOR CANADIAN RED CROSS SOCIETY (MANITOBA REGION) ❤️ HERE FOR ART CITY ❤️ HERE FOR CENTRE RENAISSANCE ❤️ HERE FOR WEST CENTRAL WOMEN'S RESOURCE CENTRE ❤️ HERE FOR NORTH POINT DOUGLAS WOMEN'S CENTRE ❤️ HERE FOR RESILIA COMMUNITY WELLNESS CENTRE ❤️ HERE FOR ACORN FAMILY PLACE ❤️ HERE FOR CLAN MOTHERS HEALING VILLAGE ❤️ HERE FOR OSHKI-GIIZHIG ❤️ HERE FOR COMMUNITY EDUCATION DEVELOPMENT ASSOCIATION ❤️ HERE FOR NORTH END COMMUNITY RENEWAL CORPORATION ❤️ HERE FOR ROSSBROOK HOUSE ❤️ HERE FOR MOOD DISORDERS ASSOCIATION OF MANITOBA ❤️ HERE FOR COMMUNITY FINANCIAL COUNSELLING SERVICES ❤️ HERE FOR KIDTHINK CHILDREN'S MENTAL HEALTH CENTRE ❤️ HERE FOR THE WINNIPEG BOLDNESS PROJECT ❤️ HERE FOR EAGLE URBAN TRANSITION CENTRE ❤️ HERE FOR ANDREWS STREET FAMILY CENTRE ❤️ HERE FOR WEST BROADWAY YOUTH OUTREACH ❤️ HERE FOR THE JOHN HOWARD SOCIETY OF MANITOBA ❤️ HERE FOR EVERMORE GATHER GROW LEAD ❤️ HERE FOR FAMILY DYNAMICS ❤️ HERE FOR SOUTH WINNIPEG FAMILY INFORMATION CENTRE ❤️ HERE FOR FORT GARRY WOMEN'S RESOURCE CENTRE ❤️ HERE FOR GIRL GUIDES OF CANADA ❤️ HERE FOR SPENCE NEIGHBOURHOOD ASSOCIATION ❤️ HERE FOR GOOD NEIGHBOURS ACTIVE LIVING CENTRE ❤️ HERE FOR HEARTWOOD HEALING CENTRE ❤️ HERE FOR IMAGINEABILITY ❤️ HERE FOR PALLIATIVE MANITOBA ❤️ HERE FOR IMMIGRANT & REFUGEE COMMUNITY ORGANIZATION OF MANITOBA ❤️ HERE FOR FOR EVERY FAMILY ❤️ HERE FOR PLURIELLES (MANITOBA) ❤️ HERE FOR INDIGENOUS WOMEN'S HEALING CENTRE ❤️ HERE FOR WINNIPEG CENTRAL PARK WOMEN'S RESOURCE CENTRE ❤️ HERE FOR MANITOBA FINANCIAL EMPOWERMENT NETWORK ❤️ HERE FOR JEWISH CHILD AND FAMILY SERVICE ❤️ HERE FOR MARYMOUND ❤️ HERE FOR KILDONAN YOUTH ACTIVITY CENTRE ❤️ HERE FOR RESOURCE ASSISTANCE FOR YOUTH ❤️ HERE FOR BIG BROTHERS BIG SISTERS OF WINNIPEG ❤️ HERE FOR KNOWLES CENTRE ❤️ HERE FOR SPINAL CORD INJURY MANITOBA ❤️ HERE FOR NEW DIRECTIONS FOR CHILDREN, YOUTH, ADULTS AND FAMILIES ❤️ HERE FOR L'ARCHE WINNIPEG ❤️ HERE FOR MANITOBA INTERFAITH IMMIGRATION COUNCIL (WELCOME PLACE) ❤️ HERE FOR KOATS FOR KIDS ❤️ HERE FOR NDINAWEMAAGANAG ENDAAWAAD ❤️ HERE FOR REACHING E-QUALITY EMPLOYMENT SERVICES ❤️ HERE FOR OKICHIDAH PIMAHTISIWIN KISKINAWMATOWIN ❤️ HERE FOR MEDIATION SERVICES: A COMMUNITY RESOURCE FOR CONFLICT RESOLUTION ❤️ HERE FOR LEARNING DISABILITIES ASSOCIATION OF MANITOBA ❤️ HERE FOR SEXUALITY EDUCATION RESOURCE CENTRE ❤️ HERE FOR EMPOWER MANITOBA ❤️ HERE FOR TEEN STOP JEUNESSE ❤️ HERE FOR SUPPORTING EMPLOYMENT AND ECONOMIC DEVELOPMENT WINNIPEG (SEED) ❤️ HERE FOR MANITOBA ASSOCIATION FOR RIGHTS & LIBERTIES (MARL) ❤️ HERE FOR MANITOBA POSSIBLE ❤️ HERE FOR MAPLES YOUTH ACTIVITY CENTRE ❤️ HERE FOR NORWEST CO-OP COMMUNITY HEALTH – WINNIPEG ❤️ HERE FOR ABORIGINAL HEALTH AND WELLNESS CENTRE OF WINNIPEG ❤️ HERE FOR STROKE RECOVERY ASSOCIATION OF MANITOBA ❤️ HERE FOR MARLENE STREET COMMUNITY RESOURCE CENTRE ❤️ HERE FOR COMMUNITY UNEMPLOYED HELP CENTRE ❤️ HERE FOR VILLA ROSA ❤️ HERE FOR OPPORTUNITIES FOR EMPLOYMENT ❤️ HERE FOR END HOMELESSNESS WINNIPEG ❤️ HERE FOR NORTH END WOMEN'S CENTRE ❤️ HERE FOR MOUNT CARMEL CLINIC ❤️ HERE FOR THE PEACEFUL VILLAGE PROGRAM ❤️ HERE FOR SUNSHINE HOUSE ❤️ HERE FOR VOLUNTEER MANITOBA

Our why

United Way Winnipeg is what happens when thousands of people in Winnipeg decide they truly care about their city. They give money, they give time, and they show up. Together, they make sure that when someone in our city needs help, there's somewhere to turn. And along the way, they figure out that looking out for your neighbours isn't just good for the neighbours—it's good for all of us.

“Creating art can ease stress, build confidence, and help people understand their emotions in a gentle way. In group sessions, it also brings women together, helping them feel less alone and more supported. As a free women’s centre, we see every day how this kind of creative support can make healing feel more possible.”

SHILEEN LAFORTUNE
FORT GARRY WOMEN'S RESOURCE CENTRE

“We know that we've saved well over 150 lives. And that is somebody that is a daughter, a son, a mother, an uncle, somebody who has gifts, somebody who's contributing to their community in ways that they know how.”

LEVI FOY
EXECUTIVE DIRECTOR, SUNSHINE HOUSE

“Food insecurity is the root of all of the problems that we see in the world, in my opinion. We want to get to the root of the problem.”

KELLY-ANNE REYES
EXECUTIVE DIRECTOR, TEEN STOP JEUNESSE

“We don't judge you for what's happened. We know everybody's coming in here carrying something. We're just here to walk alongside you and help you get connected to what's important to you.”

KYLE GOERTZEN
DIRECTOR OF PROGRAMS, BRUCE OAKE RECOVERY CENTRE

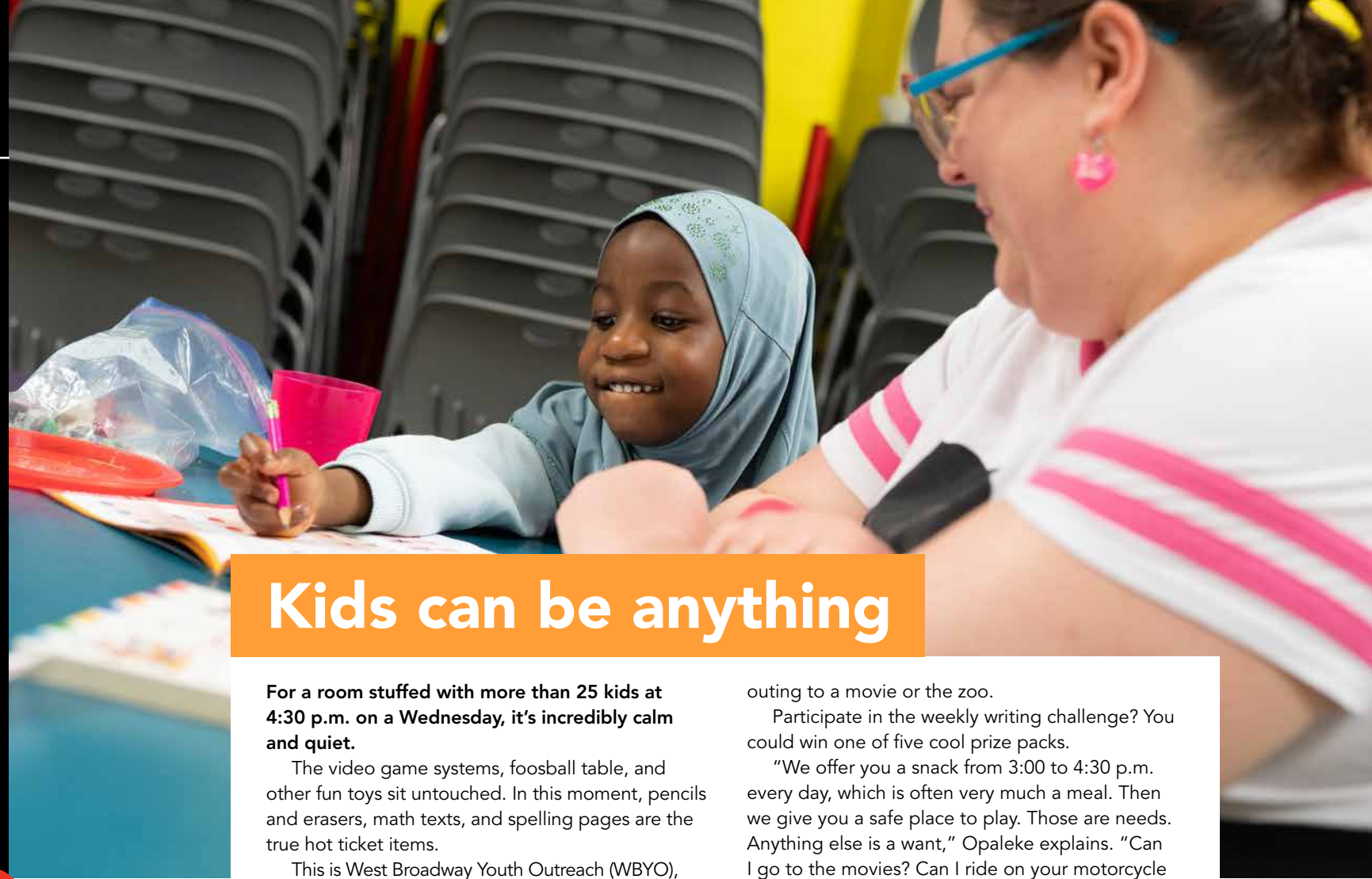
“I know that what we do here is very impactful when our students leave here. They're changing their life to live a better life, to take that home to their families, and it just becomes a domino effect.”

HAVEN STUMPF
EXECUTIVE DIRECTOR, URBAN CIRCLE TRAINING CENTRE

“Being a parent is hard. Being a single parent is hard. So, knowing that there's staff here to support parents and be that person for the parents and for the child—and just seeing their potential and cheering them on.”

NADINE MACKENZIE
PLAYROOM DIRECTOR, ACORN FAMILY PLACE

The happy smile on a child's face signals a joyful presence, free from the worries of the world around them. With each trusted connection and every *I believe in you*, **we enrich little hearts and minds** with resilience, confidence, and the knowledge there are no limits to what they can—and will—accomplish.



Kids can be anything

For a room stuffed with more than 25 kids at 4:30 p.m. on a Wednesday, it's incredibly calm and quiet.

The video game systems, foosball table, and other fun toys sit untouched. In this moment, pencils and erasers, math texts, and spelling pages are the true hot ticket items.

This is West Broadway Youth Outreach (WBYO), where 'a child's potential ends just beyond infinity.' "We're a life skills program pretending to be a recreation program," says Executive Director Ken Opaleke, an indomitable orb of energy who has been running the organization for more than 35 years.

Opaleke received the Order of Manitoba in 2018 for his work empowering youth at WBYO, his unassuming storefront at the corner of Portage and Sherbrook. The agency, supported by United Way Winnipeg donors, comes into contact with more than 800 young people every year.

Each day, hot meals and snacks are waiting for the kids when they arrive after school.

First order of business on Monday, Wednesday, and Friday? Homework.

At WYBO, homework is the key that unlocks a myriad of monumental prizes—everything from rides in sports cars and unlimited cotton candy to concert passes, trips to the Red River Ex, Canada's Wonderland, West Edmonton Mall, and much more.

Do at least five pages of schoolwork during 90 minutes of Homework Club? *Then* you can play video games.

Log the most club hours in a month? You're a Rockstar, with special tasty treats.

Read 10 books? You've earned a Bookworms

outing to a movie or the zoo.

Participate in the weekly writing challenge? You could win one of five cool prize packs.

"We offer you a snack from 3:00 to 4:30 p.m. every day, which is often very much a meal. Then we give you a safe place to play. Those are needs. Anything else is a want," Opaleke explains. "Can I go to the movies? Can I ride on your motorcycle with you, Ken? I'm like, no, those are wants—and wants you have to earn.

"It's very simple: it's all about cause and effect. Effort breeds rewards."

The emphasis on effort is also a catalyst for kids to dream of a future they may have previously thought was beyond their reach. Surgeon, doctor, lawyer ... these are the ambitions of the young ones in the room on this particular day.

"They teach us a lot of stuff," says nine-year-old Ariyam, taking a break from reading a book to a younger friend. "If we're curious about something, they help us out, and they help us understand what it's all about."

"It's amazing," echoes Yostina, also nine, this month's Homework Club Rockstar. "It's a place where you can learn and have fun at the same time."

Hearing the kids embracing these life lessons is music to Opaleke's ears, who continues to be present and give tirelessly to make sure young people have all the tools they need to understand that absolutely everything is within their own power to achieve.

"It's just a space where kids can feel valued. They can feel supported," he said.

"You're changing their lives."

41 AGENCIES HELPING KIDS BE ALL THEY CAN BE



36

Youth counselling & crisis intervention services

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

31

Leadership & mentorship programs

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

33

Out-of-school & summer programs

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

7

Huddle youth wellness hubs

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

The hope of a brighter tomorrow flourishes with the belief that **we can and deserve to be more** than our present circumstances allow. Each time we discover opportunities for empowerment, we encourage a life beyond the suffocating boundaries of poverty to a future filled with unlimited possibility.



We can do more

The Purple Kitchen is a colourful, happy space—and a delight for the senses. Sounds of clinking bowls and clanging pans fill the bright room, alongside aromas of garlic and cinnamon and roasted squash.

But the real warmth comes from the budding chefs—women sharing stories of their histories and lived experiences as they learn to turn food donations into opportunities for empowerment, dignity, and community connection.

“It just makes me feel like I belong somewhere,” said Jennifer, a Purple Kitchen participant. “I know what it’s like to be homeless and not have any food, and not have a roof over your head. “So coming in here makes you feel good.”

The Purple Kitchen is a new and innovative food security program created by Lilliana Sanchez and the team at West Central Women’s Resource Centre, a donor-supported community space on Ellice Avenue.

West Central Women’s Resource Centre (WCWRC) empowers women and gender-diverse people to move from where they are to where they want to be. WCWRC is open six days a week and offers drop-in coffee and snacks, child-minding services, free haircuts, and regular programs such as drum making, beading, journaling, and crocheting. The centre saw more than 21,000 visits last year.

United Way Winnipeg donors have been supporting the organization’s work since 2005.

The Purple Kitchen program began with the intention to teach women how to make healthy,

substantial meals out of ingredients normally found in food bank hampers and community pantries.

“People said, ‘I don’t know what that is? I don’t know how to make something with these,’” Lilliana explained, using the example of a squash or beans. “In (that) moment we started thinking, okay, this community needs something else.”

Participants in the Purple Kitchen sign up for multiple weeks of cooking lessons, where Chef Lilliana helps participants learn to make lasagnas, casseroles, desserts, and more.

The team realized they could also include free Food Handling Certificate training as part of the program, so women could not only make their food go further at home—they could also advance their futures with work in the restaurant industry.

“This is the permit that (allows people) to work in food, in companies. It’s absolutely important,” Lilliana said.

Since the Purple Kitchen launched in February 2025, 89 women have gone through the program, with 67 proudly achieving certification as food handlers.

“Only to bring or to put the food in the hands of their community is not enough. We can do more,” said Lilliana.

“For me, the priority is not only feed the community, it is to (increase) the capacities of the people, and the people can survive without us. Because we need, we need—we need—to stop the vicious cycle.”

17 AGENCIES HELPING PEOPLE MOVE FROM POVERTY TO POSSIBILITY

33

Life & employment skills services

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

25

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.

17

Asset building, money management training, & financial inclusion programs

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



The health of a community depends on the well-being of the people who live there. Each time a Winnipegger is empowered with the supports and tools they need to heal, they expand their capacity to grow. **Growth inspires optimism for the future** ... and from there, a beautiful new path emerges. Everything becomes possible—one person at a time.



Dreams can come true

It's a bright and brisk day, and Conway looks for circles everywhere. A sacred symbol in his Indigenous culture—representing wholeness, interconnectivity, and the cycle of life—the circle is also the anchor shape of his beloved dreamcatchers.

"It's a bicycle rim," Conway says, smiling proudly at the latest found hoop in his collection.

Conway has carefully handcrafted countless dreamcatchers for friends, neighbours, relatives, and strangers, using creative materials like bicycle rims, picture frames ... even an 82-inch trampoline ring.

He was 13 when he first learned how to make the protective talismans from his grandfather.

"I was bored on the trapline," Conway recalled, adding he would use anything he could find, even back then—like shoelaces—to complete the pieces.

With dreamcatchers as his beacon, Conway, too, has come full circle over the last year.

As a young man, he took courses at Red River College and became a Red Seal painter. But when the tight grip of addiction took over his life, Conway spent more than four years living in an encampment near the Red River in Point Douglas. It was a challenge every day just to survive.

"I was lonely, sad, cold at night, hungry," he remembered.

On a frigid winter day in 2024, an outreach team came to the river to share some essential supplies. They also shared information about Astum Api Niikinaahk—Winnipeg's tiny home village, just a few kilometres away from the riverbank.

Astum Api Niikinaahk—'Come and Sit at Our Home' in Michif—welcomed its first residents in January 2023. There are 22 transitional housing units

in the village, with 18 170-square-foot bachelor units and four 400-square-foot units for people who face mobility challenges.

The tiny houses face inward toward each other in a circular courtyard that includes a sacred fireplace, benches, and gardens for growing medicines. The inside of each unit is fully furnished with a bed, bathroom, kitchen, two-burner stove, coffee maker, and microwave.

Residents have no limit on how long they can stay, giving them time to stabilize their lives at their own pace. Currently, about 200 people are on the waiting list. Astum Api Niikinaahk is managed by the Ma Mawi Wi Chi Itata Centre—an organization supported by United Way Winnipeg donors.

"I found myself here. I didn't expect this," said Conway, more than a year after that pivotal day on the river. "I love it here. It's changed me. Who knows where I would be today without this place?"

At Astum Api Niikinaahk, Conway was able to access a stable roof over his head and supports to get sober and return to solid ground.

Now, he regularly participates in the cultural ceremonies offered at the village, like drumming sessions, elders and knowledge keepers for teachings, and sharing circles. He takes walks every day in the neighbourhood, and he returns to the river often to catch up with friends.

And, of course, he makes dreamcatchers.

"I pick up my dreamcatcher, and it brings my spirit up again," said the artist. "I still have struggles, and it's a battle. But I don't look at the past. I want a really good life for myself.

"My dream is me today."

59 AGENCIES BUILDING STRONG AND HEALTHY COMMUNITIES

27

Mental health & addiction services

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

75

Counselling, wellness, & education services

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

54

Life skills & access-to-resources services

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

The heart of a vibrant neighbourhood is found in the resilient spirit of neighbours, who look out for one another and care for each other. Each time we protect and nurture safe spaces for connection, kinship, and understanding, we **extend the boundaries of compassion**—and of a healthier, stronger community.



Life can go on

Winnipegger Wayne struggled to adjust after his beloved companion of more than five decades, Judy, passed away in 2019. As a self-proclaimed extrovert (Judy was an extrovert, too), Wayne loves to talk—but things were so much quieter without his sweet Judy around.

“I needed something in my life after my wife passed away,” Wayne recalled. “If you’re single again after 55 years, it’s hard to find somebody to talk to that you could understand and relate to.”

In the following months, Wayne spotted an ad for Good Neighbours Active Living Centre, which happened to be up the street from his home in Winnipeg’s northeast. With just one visit, Wayne said he knew the vibrant community hub was the right place for him to reconnect with people—and to heal.

“I came up here and I took a look around and I signed up right away,” he said. “When I first started coming here, I would go and get a cup of coffee and turn around, and there were a couple of guys at the table. I’d say, ‘Guys, can I join you?’ and we started talking right away.

“This has been a real Godsend.”

Good Neighbours has been a good neighbour to adults 55+ since it first opened its doors in 1993—creating a space for Winnipeg’s seniors to feel less isolated, stay physically and mentally active, and make friends.

The organization moved to its permanent home at 720 Henderson Highway in 2009, which is open five days a week and includes a gymnasium, HobNobs Café, a creative arts studio, a computer lab, and more. The centre offers more than 60 fitness, educational, and recreational programs, outings, and volunteer

opportunities to its 1,000 loyal members—many who spend several days a week in the space. Last year, Good Neighbours logged more than 9,200 visits.

“People need people,” says executive director Samantha Loxton. “This is a hub for people to connect with each other.”

Loxton said funding from United Way Winnipeg allows the centre to provide a thriving outreach program that organizes one-on-one visits with more than 2,000 older adults who may not be able to come to the brick-and-mortar centre.

“Without the United Way, we would not be able to have outreach services,” said Loxton. “Our outreach coordinators provide support on a one-to-one basis to older adults in the community to overcome their food insecurity issues, health and well-being challenges, their loneliness and isolation, transportation, as well as housing challenges.”

Back at Good Neighbours, if you’re looking for Wayne, you’ll usually find him in the bookstore—an ongoing fundraiser for the centre—where he regularly volunteers his time. Hundreds of books and puzzles line the walls of the sunny little shop, where the most expensive book sells for \$3.50.

It’s also a great spot to chat. And with extrovert Wayne’s gift for the gab, conversation around the bookshop table can lead off in all directions, from political discussion to lighter fare—all of it meaningful and essential to the friends’ well-being.

“If you spend a whole day here, you’ll hear lots of laughter. There’s always somebody having a good time,” said Wayne. “Being here has added more to my life that I really enjoy. “After I leave here, I feel good for the day.”

59 AGENCIES BUILDING STRONG AND HEALTHY COMMUNITIES

32

Community development services

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

27

Neighbourhood safety & 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.





Sustaining family supports

For more than a decade, the For Every Family (FEF) initiative has helped keep families together and children out of care through a trust-based funding model that prioritizes prevention, local leadership, and long-term stability for 25 family resource centres nestled in communities around the city.

United Way Winnipeg's 60th anniversary provided a unique opportunity to recommit to this transformative partnership between philanthropy and public investment, representing the very best of what can happen when community and government come together to invest in families.

Earlier this year, the Government of Manitoba expanded its investment in For Every Family from \$1.5 million to \$2 million per year, contingent on matching community investment. United Way Winnipeg and its supporters stepped forward to meet that match and ensure the initiative's continued delivery and stability for an additional three years, with active efforts underway to extend the initiative to five years and beyond.

This funding increase has allowed eight family resource centres to increase their support to families involved with the child welfare system through investments in Child and Family Services (CFS) liaisons.

"When I was invited to help lead fundraising for For Every Family in 2015, I was able to see firsthand how powerful this model could be," said Anne Mahon, United Way Winnipeg's 2026 Campaign Co-Chair. "Seeing this work sustained and strengthened over time is incredibly meaningful because it confirms that long-term, community-led investment truly changes outcomes for families."

The impact the For Every Family initiative has had on the social infrastructure of our city cannot be underestimated:

- Last year alone, Winnipeggers visited FEF's 25 family resource centres more than 400,000 times.
- Over \$79 million in tax refunds and benefits to families has been provided to over 14,100 participants through a shared service model with SEED Winnipeg and Community Financial Counselling Services since 2018.
- The support of CFS liaisons since 2021 has helped 586 families stay together and avoid apprehensions. Another 114 families had children return home.

Elmwood Community Resource Centre (ECRC) Executive Director Nina Condo said FEF has had a "profound and lasting impact" on the community her organization serves.

With FEF's support, ECRC has been able to extend hours—a critical offering for working families and those in crisis. The centre also leveraged its FEF contributions to secure additional funding for gender-based violence prevention, early intervention programming, and new addiction recovery services developed in response to the evolving needs of their neighbourhood.

"For our staff, FEF has meant increased stability, meaningful professional growth, and a deeper sense of purpose. For our community, it has meant greater access, dignity, and hope," Condo said. "It has transformed the way we work and the impact we can achieve."

"We are proud to be part of this initiative and deeply grateful for the vision United Way Winnipeg continues to bring to this work."

Thank You

to these 60th Anniversary
For Every Family Impact Leaders

Gail Asper, O.C., O.M., LL.D.
& Michael Paterson

The Asper Foundation

Steve & Ruth Chipman

Barb Gamey

Susan Glass, C.M. &
Arni Thorsteinson, O.M.

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The Price Family Foundation

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Taylor Family Legacy Foundation

The Winnipeg Foundation



"For Every Family has meant increased stability, meaningful professional growth, and a deeper sense of purpose."

-NINA CONDO
Executive Director, Elmwood Community Resource Centre

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and Homelessness

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Partnership

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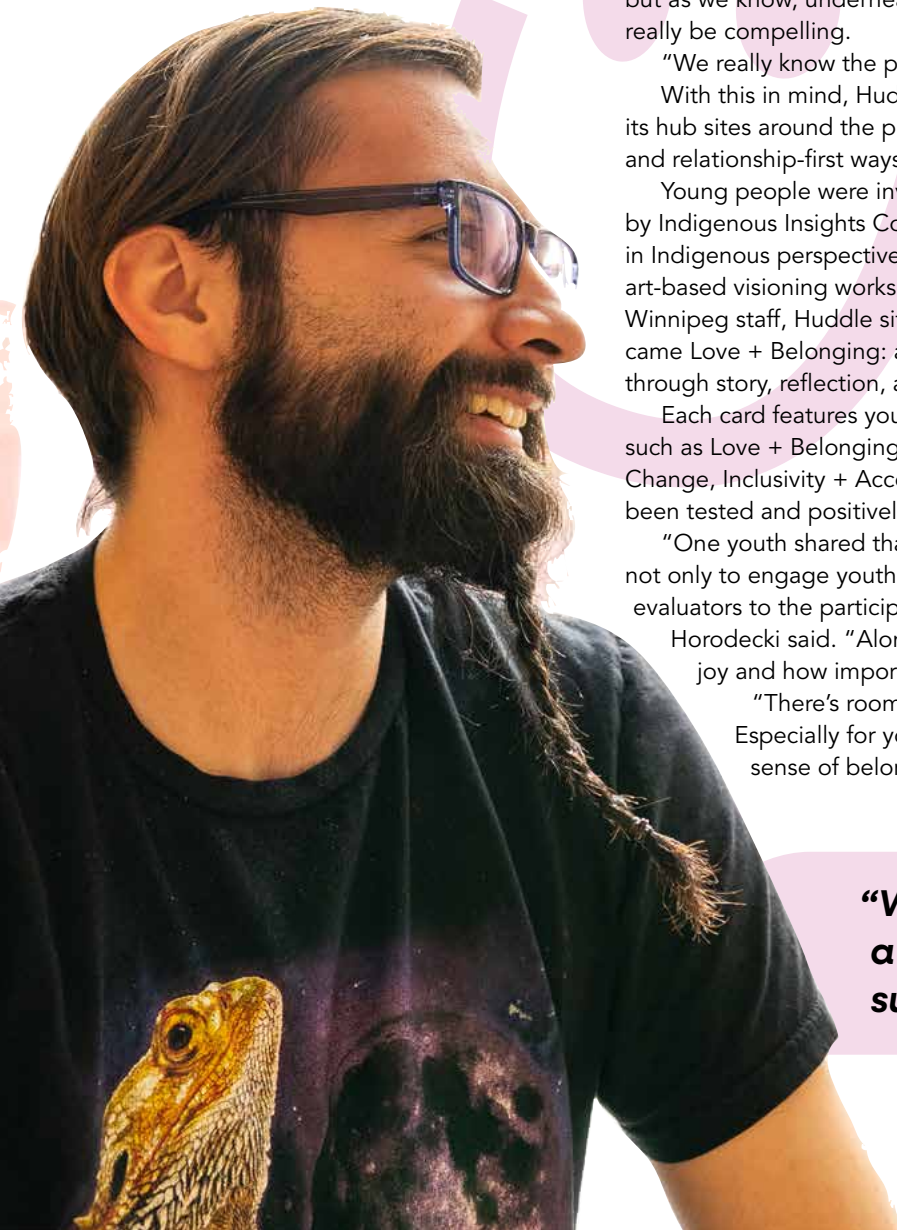
The Winnipeg Foundation

The Moffat Family Fund at
The Winnipeg Foundation

Réseau Compassion Network

McConnell Foundation

GreenShield



Love + belonging

In young Winnipegger Hayden's story of his journey toward self-discovery and self-acceptance, Huddle plays a central role.

"It was there for me when I when I needed it," he said recently. "I just got to really connect with community and see how important it is, and it really changed my life. Huddle has helped me a lot with having that sense of safety—that my community is there for me when the stuff goes wrong."

Over the last year, Huddle embarked on its own journey to explore how best to amplify the voices and stories of youth like Hayden's to evaluate its effectiveness for young people in Manitoba.

Laura Horodecki, United Way Winnipeg's Research, Evaluation, and Knowledge Mobilization Lead, said while Integrated Youth Services models like Huddle aim to improve health and well-being, many evaluation systems are still not designed with experience, particularly Indigenous experience, at the core.

"To date so far, our approach to evaluation has largely been quantitative, output based," Horodecki said, explaining that one metric Huddle currently tracks is the total number of youth who visit hubs every year. "That certainly tells us something—but as we know, underneath that total number of youth, the story of one youth can really be compelling.

"We really know the power of a story."

With this in mind, Huddle set out to define and refine the evaluation framework for its hub sites around the province, grounded in decolonial practice, youth leadership, and relationship-first ways of working.

Young people were invited to participate in every aspect of the journey, guided by Indigenous Insights Collective and Dr. Gladys Rowe, a facilitator deeply rooted in Indigenous perspectives and arts-based approaches. Youth attended a series of art-based visioning workshops along with the Huddle backbone team, United Way Winnipeg staff, Huddle site staff, and government partners. Out of these workshops came Love + Belonging: an evaluation card deck tool to capture Huddle's impact through story, reflection, and creativity.

Each card features youth-created art that aligns with the theme or shared values, such as Love + Belonging, Accountability + Reciprocity, Decolonizing Systems + Change, Inclusivity + Accessibility, and more. The cards—and the approach—have been tested and positively received so far.

"One youth shared that they saw the card deck and the broader journey as a way not only to engage youth, but to shift the power of evaluation from external evaluators to the participants who experience the program or the service," Horodecki said. "Along the way, we talked a lot about love and joy and how important that is: what if joy was a measure of our success?"

"There's room for joy, and there's room for love and also belonging. Especially for youth—it's a really important time in their life to have a sense of belonging."

"What if joy was a measure of our success?"

The Love + Belonging Evaluation Card Deck

The Huddle community co-designed an evaluation card deck to capture the hubs' impact through story, reflection, and creativity. Each card features youth-created art to align with a value or theme.

SHARED VALUES

- Love + Belonging
- Voice + Story
- Joy + Creativity
- Accountability + Reciprocity
- Youth Leadership + Empowerment
- Decolonizing Systems + Change
- Inclusivity + Accessibility



Leading with community

As Andy Spence closes his term as Co-Chair of United Way Winnipeg's Council for Indigenous Relations (CIR), he reflects with pride on having helped grow an advisory council that is open, engaged, and impactful.

"Being Co-Chair, it was an honour for me to do that," Andy says. "It's a very welcoming council. People feel that it's a safe space."

Over three years as Co-Chair and 10 years as a council member, Andy has helped strengthen CIR's role as a trusted advisory body, deepen its relationships with United Way Winnipeg and its agency partners, and improve its understanding of how decisions affect Indigenous communities across Winnipeg.

Among the Council's accomplishments, Andy says he is most proud of its growth and the increasing participation of Indigenous Winnipeggers from diverse backgrounds.

"We all have different experiences," he says. "However, we've had to deal with many shared issues as well, so I'm happy we have many more people coming to the council. It should always be open to as many people as it can hold."

Andy, from Ebb and Flow First Nation, says that alongside diversity, the council's community-first approach—rooted in Indigenous practice—is one of its greatest strengths.

"If you go back home, back to where I'm from, it's all community-minded," he says. "And these agencies that need funding from United Way Winnipeg that provide services to people who are in need—many of these people are from Indigenous communities."

Looking ahead, Andy believes CIR is on a positive path. He acknowledges that reconciliation is ongoing work and progress is made through systems that prioritize listening and respect.

"Reconciliation is a slow-moving process. But there are many resources out there, and it's all within your grasp."

Bridging the gap

For people in provincial correctional centres and those transitioning out, access to information about housing, income supports, mental health, addictions, and employment programs is often limited.

Through a partnership with Manitoba Justice, **211 Manitoba** is helping bridge this gap. Over the past year, 211 has worked closely with adult and youth correctional centres to insert real-time, province-wide resource navigation into the reintegration process.

"Systems are very difficult to navigate," said Todd Clarke, Assistant Deputy Minister with the Government of Manitoba's Correctional Services Division. "So having a one-stop shop to have access to all of that stuff is really helpful."

Correctional officers, probation officers, and reintegration staff use 211 to connect people in custody—and those returning to the community—to services in their region.

"It's really important to have access to [211 Manitoba]," Clarke said. "Even if you know the thing that you need, you don't necessarily know how to get to it."

211 reduces the time spent searching for support—both for residents and frontline staff. People can also continue using 211 after their justice involvement ends, helping them stay connected to essential supports and easing their transition.

"Often offenders are involved in their planning process, so they can pick and choose what it is that they want to work on," Clarke said. "So, we are trying to get people prepared to be able to operate on their own without us, and this is a tool that makes that much, much easier."

211 is helping create smoother, safer transitions for residents in custody to the community—ensuring no Manitoban is left without access to support.

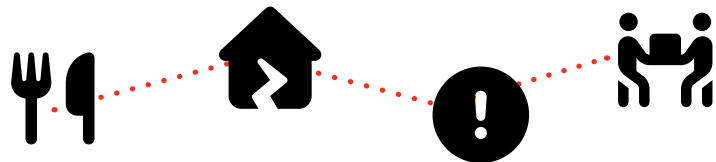


211
IN THE
LAST
YEAR: **22,267** calls and community contacts
49% increase in contacts over last year



326,327 web searches

CALLER
NEEDS:



Emergency Food | Emergency Shelter | Crisis Intervention | Counselling Services

"We are trying to get people prepared to be able to operate on their own without us, and this is a tool that makes that much, much easier."

-Todd Clarke, Assistant Deputy Minister Correctional Services Division, Government of Manitoba

OUR PARTNERS

Government of Manitoba, Department of Families

Government of Manitoba, Department of Health, Seniors, and Long-Term Care

Winnipeg Regional Health Authority

Safe spaces

Giving kids opportunities to thrive often involves creating emotional and physical safety—and for the Learning Disabilities Association of Manitoba (LDAM), the **Essential Needs Fund** has helped them to do both.

The donor-supported organization supports 190 kids every week with more than 200 hours of tutoring. When LDAM recently expanded its footprint, staff discovered their new back room was open and loud, with little privacy for students—so they applied to the Essential Needs Fund for help purchasing some much-needed soundproof dividers.

The Fund, supported by the Richardson Foundation in partnership with United Way Winnipeg, offers grants for small-scale capital projects and purchases outside the scope of agencies' tight budgets—like LDAM's room dividers.

Executive director Karen Velthuys says the dividers reduced noise and visual distractions, making an immediate and measurable impact on students' learning.

"We've got kids who are struggling with reading and learning how to read and have had challenges in school," she said.

"This has really given kids the chance to feel like they're in their own little world and really given them that opportunity to try something that's outside their comfort zone—because they know they're in that safe space."



Essential Needs Fund

2025-2026 INVESTMENT: **\$498,655**
2025-2026 PROJECTS: **49**
SINCE 2014: **\$5.26 MILLION**
TOTAL PROJECTS: **420**



Comfort and dignity

Every **Koats for Kids** item goes on a journey before being shared in our community, with each step of the way a collective effort to make sure children and families are met with comfort and dignity.

This includes the invaluable contributions of Koats' laundry service partners, who volunteered about 270 hours over the 2025 season—and countless scoops of detergent!—to make sure warm winter items are fresh and clean for little Winnipeggers to wear.

Delta Hotels, Hilton Airport Suites, Motel 6 Headingley – Winnipeg West, and Super 8 Hotel Niakwa washed and dried nearly 7,000 coats and thousands more warm winter items, including scarves, toques, mitts, and ski pants.

Once everything is clean, the hard-working volunteer network at Koats for Kids then sorts, organizes, and delivers the gear to organizations to share with families—all to help children get to school safely and play outside without worry of the cold.

Koats for Kids is grateful for all its generous partners and supporters: 103.1 Virgin Radio Winnipeg, Access Storage, AMJ Campbell, Bell MTS, BOUNCE 99.9, Bullwhip Logistics, City of Winnipeg – Winnipeg Fire Paramedic Service, Cubeit, Delta Hotels, GardaWorld, Hilton Winnipeg Airport Suites, Motel 6 Headingley – Winnipeg West, Perth's, Super 8 Hotel Niakwa, Toys "R" Us, the Winnipeg Sun, and YMCA-YWCA of Winnipeg.

KOLLECTIVE EFFORT

- 1,100 volunteer hours at Koats for Kids by core group of 63 volunteers
- 550 hours from workplace Day of Caring groups
- 280 hours on the road from our collection and delivery partners
- 300 hours dedicated to deliveries to agency partners
- 100+ community and workplace collection drives
- 270 hours from our hotel partners caring for laundry





Shaping our future

This is a defining moment for our city.

Winnipeg is growing more diverse while facing increasingly complex challenges that require a strong support network. Meeting this moment requires intention, clarity, and a shared commitment to action. United Way Winnipeg's **2025-2030 Strategic Plan** reflects this need, grounding our work in a renewed focus on lasting change.

Progress happens when people come together. By uniting donors, volunteers, partners, and community members throughout the planning process, this plan lays the groundwork for long-term impact, ensuring that everyone has a role to play and a sense of belonging in shaping our city's future.

Engaging a broad cross-section of the community was a critical part of the planning process. Input from people of diverse backgrounds, experiences, ages, and perspectives helped ensure the plan reflects the realities of our city and the people who live here. This inclusive approach lays a strong foundation for future support and ensures that United Way Winnipeg remains relevant and responsive to changing community needs and demographics.

As Winnipeg evolves, so must our approach to supporting communities, inspiring giving, and responding to emerging needs. Building deeper, trust-based relationships and prioritizing equity, Indigenous collaboration, and accessibility across our work are essential to advancing this movement and ensuring meaningful, inclusive impact.

This strategic direction will sharpen our focus, strengthen our collective power, and guide important partnerships to drive change. It also reinforces our commitment to being a responsive, people-centred organization that supports staff, volunteers, and the community while continuously evolving to meet changing needs.

As United Way Winnipeg moves forward under the 2025-2030 Strategic Plan, it remains grounded in its strengths, informed by the community, and focused on creating a stronger, more resilient Winnipeg for everyone.



United Way Winnipeg 2025-2030 Strategic Plan

STRATEGIC PRIORITIES:

- Respond with intention, evolving to meet the emerging needs in our community and the social service sector.
- Expand our relevance, building loyal and engaged relationships that reflect Winnipeg's diverse communities and preferred ways of giving.
- Be a model organization by deepening how we support staff, volunteers, and organizational effectiveness.

LENSES:

- Relationships & Partnerships
- Indigenous Collaboration
- Diversity, Equity, Inclusion, & Accessibility

2025-26 Board of Trustees

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Trustee, Council for Indigenous Relations



Brad Regehr
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Jean-Marc Ruest
Trustee



Jackie Wild
Trustee



Munna Zaman
Trustee

The company we keep

Thank you to these generous sponsors and partners, who elevate our experiences and create inspirational moments for our community of caring:

Partnerships



Manitoba Marathon runners helped break down barriers and create a more inclusive community by raising \$47,765 in 2025, making a difference in the lives of Manitobans with intellectual disabilities.



Golfers hit the links at United Way Winnipeg's 32nd Annual Golf Tournament in July 2025 and really raised the bar bringing in an outstanding \$97,150 in support of our city. Thank you!



Dedicated fans raised \$234,890 during the 2025 Winnipeg Jets Whiteout Street Parties and Party in the Plaza events to support the life-changing work of four downtown community organizations.

Celebration

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Golf Tournament

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The Keg Steakhouse + Bar | Thermea Spa Village



Koats for Kids

FOUNDING PARTNER

CTV Winnipeg

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City of Winnipeg – Winnipeg Fire Paramedic Service | Cubeit | Delta Hotels | GardaWorld | Hilton Winnipeg Airport Suites
Motel 6 Headingley – Winnipeg West | Perth's | Super 8 Hotel Niakwa | Toys "R" Us | Winnipeg Sun | YMCA-YWCA of Winnipeg



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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, 2026, 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, 2026.

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 25, 2026, 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 3, 2026

Summary Statement of Financial Position

MARCH 31, 2026

	2026	2025
ASSETS		
Current		
Cash	\$ 7,081,534	\$ 5,357,175
Pledges receivable and other assets	11,216,808	10,726,472
	18,298,342	16,083,647
CASH SURRENDER VALUE OF LIFE INSURANCE POLICIES	342,892	390,724
INVESTMENTS	56,364,751	51,799,656
CAPITAL ASSETS	6,274,853	6,415,457
	\$ 81,280,838	\$ 74,689,484
LIABILITIES		
Current		
Accounts payable and accrued liabilities	\$ 2,058,792	\$ 3,085,933
Deferred contributions	4,637,468	3,659,091
Other liabilities	2,982,841	2,307,573
Current portion of mortgage payable	-	38,538
	9,679,101	9,091,135
MORTGAGE PAYABLE	-	222,223
	9,679,101	9,313,358
FUND BALANCES		
COMMUNITY FUND	27,513,473	25,555,395
OPERATING FUND	-	-
TOMORROW FUND	28,381,344	22,716,741
STABILIZATION FUND	7,265,352	8,598,226
CAPITAL ASSETS FUND	6,274,853	6,154,696
BUILDING AND TECHNOLOGY FUND	2,166,715	2,351,068
	71,601,737	65,376,126
	\$ 81,280,838	\$ 74,689,484

Approved on Behalf of the Board of Trustees

Geeta Tucker

Geeta Tucker, Chairperson

Mary Nemeth

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, 2026

	2026						2025
	COMMUNITY FUND	OPERATING FUND	TOMORROW FUND	STABILIZATION FUND	CAPITAL ASSETS FUND	BUILDING & TECHNOLOGY FUND	TOTAL
Revenue							
DONATIONS							
United Way Campaigns	\$ 23,008,346						\$ 23,008,346
Community Programs	3,373,393						3,373,393
Donor Directed to Other Charities	1,763,811						1,763,811
Legacy Giving			2,094,769				2,094,769
	28,145,550	-	2,094,769	-	-	-	30,240,319
GOVERNMENT GRANTS							
Operating Grant – Province of Manitoba		4,891,000					4,891,000
Government of Canada – CSRF	-						-
Community Programs	6,604,647						6,604,647
Other	50,000						50,000
	6,654,647	4,891,000	-	-	-	-	11,545,647
Sponsorships, Grants, and Other Income	228,773	600,374					829,147
Investment Income	691,154	737,886	577,599	2,643,387			4,650,026
Total Revenues	35,720,124	6,229,260	2,672,368	2,643,387	-	-	47,265,139
Expenditures							
COMMUNITY INVESTMENT							
Agency Funding	18,370,673						18,370,673
Equity and COVID-19 Recovery Funding	-						-
United Way Community Services	3,156,185						3,156,185
Government of Canada – CSRF	-						-
Community Programs	10,241,716						10,241,716
Donor Directed to Other Charities	1,763,811						1,763,811
Management and Administration		716,629					716,629
United Way of Canada	61,064	281,983					343,047
	33,593,449	998,612	-	-	-	-	34,592,061
OPERATIONS							
Resource Development		5,819,792					5,819,792
Organizational Development Initiatives		51,268					51,268
Amortization of capital assets					289,847		289,847
	-	5,871,060	-	-	289,847	-	6,160,907
One-Time Special Initiatives	-	286,560	-	-	-	-	286,560
Total Expenditures	33,593,449	7,156,232	-	-	289,847	-	41,039,528
Net funds before transfers	\$ 2,126,675	\$ (926,972)	\$ 2,672,368	\$ 2,643,387	\$ (289,847)	\$ -	\$ 6,225,611
Interfund transfers	(168,597)	926,972	2,992,235	(3,976,261)	410,004	(184,353)	-
Opening fund balance	25,555,395	-	22,716,741	8,598,226	6,154,696	2,351,068	65,376,126
Closing fund balance	\$ 27,513,473	\$ -	\$ 28,381,344	\$ 7,265,352	\$ 6,274,853	\$ 2,166,715	\$ 71,601,737

UNITED WAY WINNIPEG
Agency Funding 2025-26

A & O: Support Services for Older Adults	448,734	Kildonan Youth Activity Centre (KYAC)	55,750
Aboriginal Health and Wellness Centre of Winnipeg	211,832	Knowles Centre	90,096
Acorn Family Place	277,598	L'Arche Winnipeg	23,096
African Communities of Manitoba Inc. (ACOMI)	58,440	Learning Disabilities Association of Manitoba (LDAM)	132,896
Andrews Street Family Centre	330,582	Ma Mawi Wi Chi Itata Centre, including Astum Api Niikinaahk	919,889
Art City	76,629	Main Street Project	166,408
BGC Winnipeg	577,424	Manitoba Association for Rights & Liberties (MARL)	59,456
Big Brothers Big Sisters of Winnipeg	267,331	Manitoba Interfaith Immigration Council (Welcome Place)	120,151
Bruce Oake Recovery Centre	75,000	Manitoba Possible	1,099,858
Canadian Community Economic Development Network-Manitoba (CCEDNet)	198,343	Maples Youth Activity Centre (MYAC)	55,750
Canadian Mental Health Association – Manitoba and Winnipeg (CMHA)	573,151	Marlene Street Community Resource Centre	154,284
Canadian Muslim Women's Institute (CMWI)	326,764	Marymound	95,583
Canadian National Institute for the Blind (CNIB)	361,355	Meals on Wheels of Winnipeg	90,426
Canadian Red Cross Society (Manitoba Region)	317,784	Mediation Services: A Community Resource for Conflict Resolution	163,724
Centre Renaissance	80,948	Mood Disorders Association of Manitoba (MDAM)	56,572
Clan Mothers Healing Village	110,000	Mount Carmel Clinic	182,741
Community Education Development Association (CEDA)	462,790	Ndinawemaaganag Endaawaad	169,010
Community Financial Counselling Services (CFCS)	352,420	New Directions for Children, Youth, Adults and Families	119,438
Community Unemployed Help Centre (CUHC)	159,351	New Life Ministries	17,548
EAGLE Urban Transition Centre	61,500	North End Community Renewal Corporation	72,779
Elizabeth Fry Society of Manitoba	150,798	North End Women's Centre	509,533
Elmwood Community Resource Centre	354,215	North Point Douglas Women's Centre	291,892
End Homelessness Winnipeg	300,000	NorWest Co-op Community Health – Winnipeg	1,298,637
Evermore Gather Grow Lead	142,212	Okichidah Pimahtisiwin Kiskinawmatowin (OPK)	144,818
Family Dynamics	1,070,864	Opportunities for Employment (OFE)	110,099
Fort Garry Women's Resource Centre	208,430	Oshki-Giizhig	74,119
Girl Guides of Canada - Four Districts of Winnipeg	62,240	Oyate Tipi Cumini Yape	124,392
Good Neighbours Active Living Centre	64,626	Palliative Manitoba	151,895
Graffiti Art Programming (GAP)	169,029	Pluri-elles (Manitoba)	116,015
Healthy Muslim Families	22,797	Rainbow Resource Centre	99,473
Heartwood Healing Centre	133,916	Reaching E-Quality Employment Services (REES)	45,344
Huddle Brandon	669,630	Resilia Community Wellness Centre	163,821
Huddle Broadway	710,174	Resource Assistance for Youth (RaY)	121,343
Huddle Kā Ni Kānichihk	595,174	Rose & Max Rady Jewish Community Centre	287,000
Huddle NorWest	75,174	Rosbrook House	269,192
Huddle Portage la Prairie	170,000	Sexuality Education Resource Centre (SERC)	122,352
Huddle Selkirk	575,482	Social Planning Council of Winnipeg	316,608
Huddle South Central	595,174	South Winnipeg Family Information Centre (SWFIC)	170,117
ImagineAbility	40,322	Spence Neighbourhood Association (SNA)	141,918
Immigrant & Refugee Community Organization of Manitoba (IRCOM)*	193,859	Spinal Cord Injury Manitoba	135,755
Immigrant Centre Manitoba	164,517	St. Boniface Street Links – Morberg House	25,000
Inclusion Winnipeg	195,808	Stroke Recovery Association of Manitoba	68,082
Independent Living Resource Centre (ILRC)	170,367	Sunshine House	93,750
Indigenous Vision for the North End	75,000	Supporting Employment and Economic Development (SEED) Winnipeg	847,417
Indigenous Women's Healing Centre	160,479	Teen Stop Jeunesse	216,003
Jewish Child and Family Service	187,374	The John Howard Society of Manitoba	169,179
Kā Ni Kānichihk, including Velma's House	325,571	The Link: Youth and Family Supports*	172,417
Kidthink Children's Mental Health Centre	20,000	The Peaceful Village Program	127,232
		Thrive Community Support Circle	358,134

Two Ten Recovery	76,500
Urban Circle Training Centre	52,499
Villa Rosa	280,826
Volunteer Manitoba	132,083
Wahbung Abinoonjiag	33,375
West Broadway Youth Outreach	125,809
West Central Women's Resource Centre	506,729
Winnipeg Central Park Women's Resource Centre	164,525
Women's Health Clinic	238,687
YMCA-YWCA of Winnipeg	480,204

TOTAL 2025-2026 FUNDING \$ 25,639,432

* Net of unused allocations returned to United Way Winnipeg.

NOTE: Agency Funding detailed above includes \$3,873,178 for agencies participating in the For Every Family Initiative, \$3,390,808 for agencies participating in the Manitoba Youth Hubs Initiative and \$301,875 for agencies that are part of the Food Security Network.

2025-26
Community Programs and Services

Community and Agency Capacity Building
Community Engagement Program Incubation
Day of Caring
End Homelessness Winnipeg
Essential Needs Fund
Facilitated Engagement Opportunities (including Poverty Simulation)
Food Security Network
For Every Family Initiative
Impact and Evaluation
Indigenous Relations Strategy
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
Winnipeg Poverty Reduction Strategy
Youth United Strategy
211 Manitoba

TOTAL 2025-2026 FUNDING \$13,397,901

NOTE: Agency Funding detailed above includes \$3,873,178 for agencies participating in the For Every Family Initiative, \$3,390,808 for agencies participating in the Manitoba Youth Hubs Initiative and \$301,875 for agencies that are part of the Food Security Network.

HERE ❤️ FOR WINNIPEG

Join our Movement ❤️

canada *life*™

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United Way Winnipeg brings people together to build a stronger, more connected city.

Our work is about more than raising funds. It is about growing a movement of people who believe they have a role to play in shaping the future of our city. We listen to community, invest in local solutions, build partnerships, and create opportunities for more people to belong, participate, and contribute.

For more than 60 years, we have helped Winnipeggers turn care into action by mobilizing donors, workplaces, volunteers, community partners, governments, and a network of 125+ agencies and programs. Together, this network protects and strengthens the social safety net that thousands of people rely on every year. Every 12 seconds, someone in Winnipeg reaches out to one of these organizations for help.

To learn more about our community of caring, please visit unitedwaywinnipeg.ca.

