

OUR COMMITMENT TO YOU

Fall 2011



Together, we're changing lives.

At United Way, our donors are the foundation of what we do. We are dedicated to putting your support to work in building a better community. Your generosity helps thousands of people each year, strengthening Windsor and Essex County.

As part of our commitment to you, we work every day to maintain the trust and confidence of our community through fundraising best practices and transparent accounting.

FUNDRAISING BEST PRACTICES

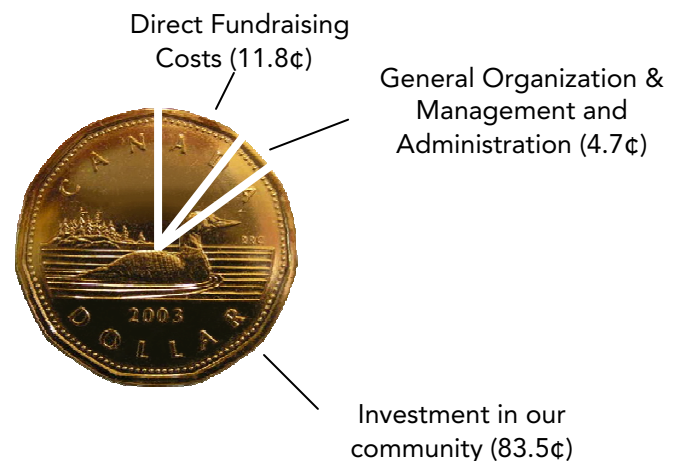
We keep our fundraising costs as some of the lowest in the sector. An Imagine Canada survey reports the average fundraising cost revenue ratio of charities in Canada is 21.8%. Canadian Revenue Agency guidelines recommend fundraising costs remain under 35%.

United Way Windsor-Essex County reports that for every dollar raised in 2010, **83.5¢** of your funds support your local community. We spent **11.8¢** in direct fundraising costs and **4.7¢** in general organization management and administration costs.

WE KEEP OUR COSTS LOW BY:

- Maintaining a strong internal fundraising department that conducts all our fundraising efforts. We do not hire third-party or commissioned fundraisers.
- Leveraging the tremendous work of more than **600** volunteers in workplaces across the City and County, including the volunteers who work for United Way on behalf of their employers for the fall campaign.
- Adhering to a mission that obligates us to run a lean and efficient organization.
- Receiving free advertising space and airtime from a number of newspapers, magazines, radio stations, and outdoor media.
- We work hard to keep all our costs low, in fact, some of our office furniture was donated, and audio-visual equipment was paid for by a friend of United Way.

WHERE THE MONEY GOES



TRANSPARENT ACCOUNTING

We maintain a commitment to accounting best practices that promote openness and transparency.

We adhere to Imagine Canada's Ethical Fundraising and Financial Accountability Code. The Code provides donors and the public with criteria to evaluate a charity's financial and fundraising practices.

For more information regarding Imagine Canada's Ethical Code, visit www.imaginecanada.ca.



Give. Volunteer. Act.

Donate online at
www.weareunited.com/donate
or call 519-258-0000 x 1145.