

2021 ANNUAL REPORT



United Way
Centraide

mccarthy
tetrault



The United Way Centraide network represents the most comprehensive array of social service investing in Canada, covering 90 per cent of Canada's population and including more than 3,000 agency partners and 6,000 programs. Through deep-rooted relationships and research, United Way Centraide understands the pressing local issues facing neighbourhoods and communities across the country.

We engage individuals, community service organizations and corporate, education and labour partners in finding community-based solutions to complex issues across Canada.

Page couverture :

Votre généreux soutien aide nos amis et voisins LGBTQ2S+ comme Xica à s'intégrer dans la communauté.

THANK YOU FROM UNITED WAY CENTRAIDE

This past year has presented extraordinary challenges and inflicted unimaginable grief on Canadians and so many around the world.

But it has also shown our capacity to be resilient, to speak up against the many inequities and injustices that impact our friends and neighbours and to innovate in the face of crises.

We saw it through our network of agencies that pivoted as necessary to work in new ways to address new needs—thanks to flexible funding that allowed them to do what they do best. Our network of agencies has also played an important role promoting and enabling access to vaccines in our most hard hit communities.

And we've seen it through our continued partnership with McCarthy Tétrault as we work alongside your people to tackle the barriers faced by so many who are members of equity seeking groups: women, newcomers, Indigenous People, members of the LGBTQ2S+ community, racialized individuals, and people living with disabilities.

The road ahead is long.

And if this past year of the pandemic is any indication of what we can achieve together, I have no doubt that we will ensure that no one is left behind by building a better and more inclusive Canada—one where everyone feels safe and welcome.

There's so much to be proud of as we maintain our focus on an inclusive recovery. I'm pleased to share some of what we have accomplished together over this past year.

Thank you for standing with us and with community.

— **Dan Clement**
President and CEO
United Way Centraide Canada

A MESSAGE FROM MCCARTHY TÉTRAULT

I firmly believe that each of us must play a part in building a society that works for all of us, and I am proud to partner with so many who share this view. The pandemic has been a stark reminder of the deep inequities within our country, and the structural and economic barriers faced by so many. Our number one goal during this time has been to keep our people safe. In turn, our people stepped up to help us transform collective giving into meaningful change. I am proud to support United Way Centraide across the country, and grateful for my partners and our colleagues who rose to the occasion to make a difference during this difficult year.

— **Dave Leonard**
Partner and Chief Executive Officer
McCarthy Tétrault LLP



Thank You for Showing Your Local Love in a Global Crisis



Supporting the COVID-19 response

The burden of the COVID-19 pandemic has fallen most heavily on those least able to bear it: our friends and neighbours who are experiencing poverty, many of whom are members of equity-seeking groups. For too many, the stresses of poverty, domestic violence, being a newcomer and discrimination have been compounded with those of the pandemic. In fact, the pandemic has amplified the inequities that plagued our society long before COVID-19 dominated our lives and news headlines.

Thank you for igniting an equitable recovery and for harnessing the incredible power, resiliency and skills of the people that make Canada such a vibrant and welcoming place to live. McCarthy Tétrault's \$110,000 contribution towards our COVID-19 efforts—over and above your \$5 million Inclusion Now investment—meant people received the emergency supports they needed.

Your COVID-19 Efforts

Here are just some examples of what your \$110,000 investment in the Local Love Fund—over and above your support for the \$5 million Inclusion Now investment—made possible during the pandemic:



3,430+

projects funded
across Canada



1,000+

programs and services
increasing agency capacity
across Canada



\$47 million

raised by generous
donors like you across Canada



QUÉBEC CITY

Your support helped individuals access food, mental health supports and sanitary products through agencies like **Mères et monde** and **Le Pignon Bleu**.

MONTRÉAL

Your support helped **The Réseau alimentaire de l'Est de Montréal** to create a food supply network spanning 9 neighbourhoods and 1 municipality in the east end of the island, connecting food security agencies and Fleury Michon, a company that produces frozen meals for airlines. Refrigerated trucks sent out by Bouffe-Action de Rosemont and La Cantine pour tous transport meals from the company to various drop-off points for roughly 40 agencies, providing food baskets to 6,500 clients in need.



VANCOUVER

Your support for the Local Love Fund allowed United Way's **Community Builder Program**—which facilitates mutual aid between neighbours and residents of 27 communities across Lower Mainland and Fraser Valley—to provide access to newly adapted, life-changing programs and services for kids, youth, families and seniors.



CALGARY

EthioCare helps new immigrants from east Africa transition to their new lives in Canada, supporting any mental health issues that may arise. The organization has seen increased anxiety in the community as a result of COVID-19, specifically around the outbreaks at meat processing plants in High River and Brooks. Your donation helped to expand EthioCare’s mental health awareness program through radio messaging programs that were broadcast in different languages, including Amharic, Oromo, and Tigre. EthioCare also helped to connect people with family and loved ones to reduce distress and feelings of social isolation.



GREATER TORONTO

Your support helped **Distress Centres of Greater Toronto** to quickly and efficiently transition their crisis line volunteers to respond remotely and online, all while maintaining service levels to ensure callers got the help they need. What’s more, this new online model enabled them to increase their volunteer service hours and call answer rate, resulting in more clients receiving support.

“Even throughout the COVID-19 pandemic, we were able to demonstrate the strength and unity of our organization and the generosity of our people. We doubled down on our core values and commitments to support the most marginalized members of our society, and we ran the strongest campaign in the history of our office. We proved that our Firm can make a difference when it really matters, and I am very proud.”

—**Geneviève Baillargeon Bouchard**
Counsel (Québec City)



Inclusion Now Cross-Country Impact

Since launching in October 2018, McCarthy Tétrault's Inclusion Now gift has made a difference in the lives of thousands of individuals across Canada each year—46,642 to be exact.

McCarthy Tétrault's trailblazing five-year, \$5-million commitment is being invested in United Way Centraide agencies and programs in Vancouver, Calgary, Toronto, Montréal, and Québec City that work to remove barriers to inclusion for marginalized groups who face daily challenges: newcomers, Indigenous people, members of the LGBTQ2S+ community, women, and people with disabilities.

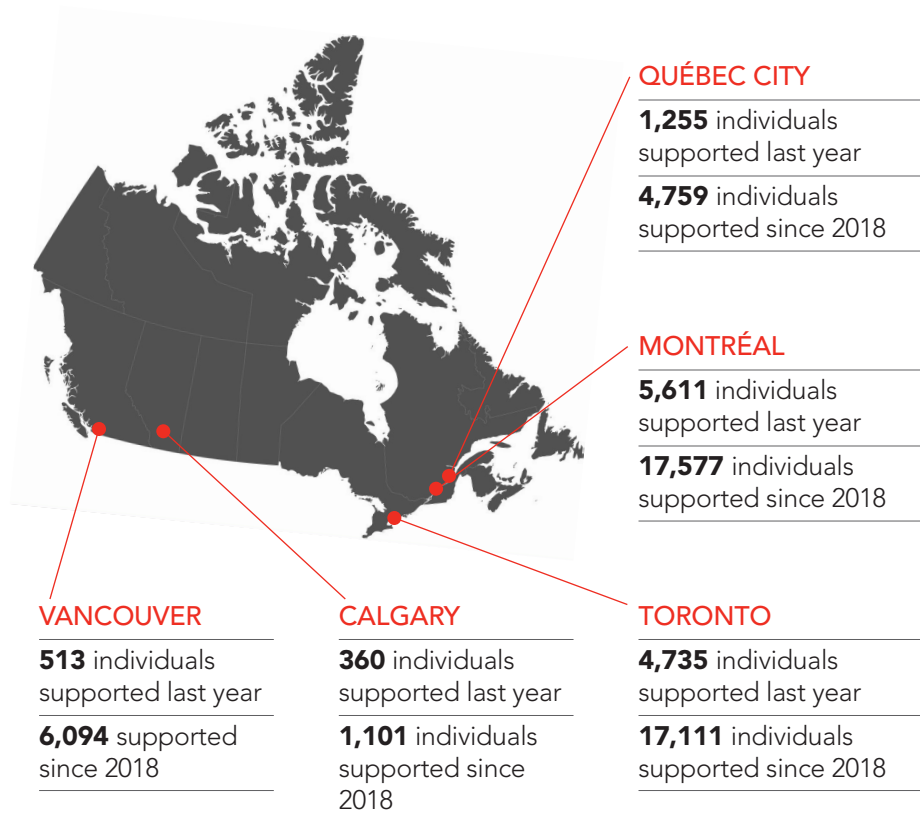
12,474

Number of newcomers, Indigenous people, members of the LGBTQ2S+ community, women and people with disabilities supported in 2020.

46,642

supported by the Inclusion Now investment since 2018*.

*individuals served from year to year may not be unique.



Finding Strength and Compassion



“

“I came to Canada from Honduras when I was 19 to escape the harassment and persecution I was experiencing after I became more open about who I was as a trans woman. After not finding any hope, I tried to commit suicide multiple times. My mom asked me, ‘what can I do so you won’t harm yourself again?’ I told her, ‘I need to get out of here.’”

When I arrived in Canada, I started to feel more comfortable wearing feminine clothes. And then I started transitioning. I found a job at a retail chain. The customers were lovely and really liked me. I did great in sales. I was always on time and never missed a day of work. And then one day, out of the blue, I got called into the office and was let go. They didn’t give me reason but I knew it was because of my gender identity. It was devastating. That is when I de-transitioned and started looking for work as a male. It was incredibly painful and uncomfortable but I needed a job to survive.

After getting a job with a crown corporation that had a union, I felt safe to transition back to myself. However, I started experiencing bullying, discrimination, and physical and sexual assault at work. The experience led me back to depression. I left my job and ended up homeless. I was going from place to place until I couldn’t stay with my friends anymore. I had to spend cold nights on the streets and coffee shops to stay warm.

After becoming suicidal again, I decided to get some help. I found a United Way agency that supports LGBTQ2S+ individuals and they connected me to another United Way agency that provides support to Spanish-speaking people. I was relieved that a place like this existed and had a program specifically geared to trans women. The people were lovely and very friendly. They helped with housing and connected me to food banks and places where I could get clothing. When you’re transitioning, you need all kinds of things to be able to feel comfortable. You need clothing and makeup and you need to have enough tools to do your hair and your nails. As superficial as that sounds, to a trans person, it’s like a survival kit.

I want the future to look like a place where I don’t owe anybody an explanation for who I am. I want a world that will see me as a talented person first, who can contribute to any area I excel at instead of being labelled as trans first. I want a world where I and other trans people can roam freely without being discriminated against for being our true selves.”

After moving to Canada, Xica was referred to an agency for Spanish speaking people by The 519.

Inclusion Now Investments

COVID-19 has disproportionately impacted groups supported by McCarthy Tétrault's Inclusion Now investment. The pandemic created additional barriers for equity seeking groups who were already being left behind. Our agencies worked tirelessly to meet the rising needs of the communities they serve, pivoting to ensure individuals were supported as they tackled issues that impacted so many, like the rise in mental health challenges, intimate partner violence and food insecurity, just to name a few. Your investment continues to deliver life-changing support in five communities across Canada—helping ignite change for those most impacted by the pandemic—newcomers, Indigenous people, members of the LGBTQ2S+ community, women, and people with disabilities.

NEWCOMERS

MONTREAL

Network of Newcomer Welcome Centres

Newcomer families are assisted to successfully settle and integrate into their new communities. Through a network of 12 key welcome centres, the project has helped over 84,000 newcomers by providing education and support with the settlement process, building community networks, and connections to key resources.



3,002 individuals assisted last year

VANCOUVER

United Way of the Lower Mainland School's Out Programs

Operating in 29 locations, the School's Out program ensures that children aged 6-12 are safe in the critical after-school hours, while participating in activities that help them to reach their full potential, including learning support, physical and recreational activities, access to healthy snacks and meals, and life skills support. The program worked closely with school districts and community schools teams to support the most vulnerable students, and worked with agency partners to ensure case management of families. Over 7,400 children were served last year.

115 newcomer children assisted last year

TORONTO

Rexdale Women's Centre

The agency provides settlement supports, employment and personal counselling, life skills training, health workshops, English as a Second Language instruction, information and referral, community outreach, child minding, crisis intervention and violence prevention supports, and parenting programs.



334 immigrant, refugee and/or racialized women experiencing gender-based violence accessed programming last year

227 women found employment or re-entered the workforce last year

109 women pursued training and further education last Eyear

“I am delighted to participate in our annual United Way Centraide campaign. For me, the campaign is a moment when each of us can intentionally use our privilege to create space for communities that are too often underserved. It is a moment for us to recognize our shared responsibility, our shared humanity, and take meaningful action. And it is an opportunity for us as a Firm to ensure that our diversity and inclusion efforts are not only scaled, but felt in real ways across our communities. I'm very proud to be part of an organization that is so deeply invested in this work.”

—**Toota Hassanien**
Program Coordinator,
Inclusion Now Office (Toronto)





The Switch

*I'm from a bright and colourful place
Where I like to put a smile on every face*

Life is full of happiness and love

I'm from a great family

*Where our home is full of hugs and
making delicious food*

I'm also from a very dark place

Far away

*Where I saw war going on and on
And I see people dying one by one*

I'm from Canada

A happy place now

Where I feel safe

For once in my life

—Poem shared by a School's Out program
participant who had escaped the Syrian conflict

INDIGENOUS PEOPLE

CALGARY

Diamond Willow Youth Lodge

Under the guidance of Indigenous Elders, United Way of Calgary and Area partnered with Miskanawah to develop the Diamond Willow Youth Lodge. The Lodge offers a welcoming and inclusive gathering place for Indigenous youth to connect with peers and build positive informal relationships with Elders in a safe and non-stigmatizing setting. When the pandemic hit, programming had to adapt. By using social media and a new online platform to engage with youth, virtual programs, services, and connections with Elders went uninterrupted—supporting youth mental health and providing timely access to supports during this challenging time.



360 youth served last year

220 events and workshops delivered last year



“ I participated in our Calgary United Way Centraide Campaign because I know that the funds raised contribute to vitally important organizations. This includes the Diamond Willow Youth Lodge, an incredible organization that creates a safe space for Indigenous youth to interact with their peers, seek guidance and support, and learn about their culture. This year, the Lodge adjusted to the pandemic by offering virtual workshops with local Indigenous artists and knowledge keepers. It’s been amazing to have had a chance to contribute to the United Way campaign, learn about the work of the Lodge, and hear directly from Elders. ”

—**Suleiman Semalulu**
Associate (Calgary)

VANCOUVER

United Way of the Lower Mainland Schools Out Program

Operating in 29 locations, the School's Out program ensures that children aged 6-12 are safe in the critical after-school hours, while participating in activities that help them to reach their full potential, including learning support, physical and recreational activities, access to healthy snacks and meals, and life skills support. The program worked closely with school districts and community schools teams to support the most vulnerable students, and worked with agency partners to ensure case management of families. Over 7,400 children were served last year.

155 Indigenous children served last year

TORONTO

Native Canadian Centre of Toronto: Eshkiniigjik Naandwechigegamig—A Place for Healing Our Families

The Eshkiniigjik Naandwechigegamig program is provided in partnership with Parkdale Queen West Community Health Centre and provides priority access for participants with mental health and addictions requiring primary care and psychiatric consultation. Culturally-based group programming includes life skills, recovery, resiliency, artistic expression, language, supports circles, and outdoor education.

764 adults aged 25-64 received services, improving their capacity to cope with mental health issues, reducing their social isolation, and accessing complementary health or social services last year

“ I’ve been very lucky and I’ve been helped by lots of people along the way. But there are folks who don’t have the opportunities I had. I feel I should try to move the needle on that. ”

—**Christine Lonsdale**
Partner (Toronto) and a member of United Way’s Women United



LGBTQ2S+ COMMUNITY

TORONTO

The 519 Church Street Community Centre

The 519 serves as a hub for LGBTQ2S+ communities in Toronto and beyond, offering essential programs, services and supports that are LGBTQ2S+-focused and affirming. These include education and training for individuals and organizations; legal services, counselling, and community support programs; programming for children and families, Two-Spirit, trans, and non-binary communities, and seniors; and refugees and newcomers settlement services.



620 individuals received counselling and mental health supports last year

340 pre-school children increased readiness, independence and skills for learning, such as communication and social skills last year



“ I lead legal programs at an LGBTQ2S+ community centre in Toronto, The 519. Even before the pandemic, our Two-Spirit, trans and non-binary clients were facing systemic discrimination at alarming rates. It is not an exaggeration to say that, without the steadfast support of McCarthy Tétrault—including your investment in United Way Centraide, your volunteer and pro bono efforts, and the support of your Foundation to cover additional fees associated with our Trans ID Clinic—our work would not be possible. Thank you to the partners, volunteers and campaign donors—you are changing people’s lives. ”

—Justin Khan

Director, Public Interest and Legal Initiatives, The 519 (Toronto)

WOMEN

MONTRÉAL

Network of women's centres throughout Greater Montréal

This network of 22 women's centres and shelters within the Greater Montréal region helps to make a difference in the lives of close to 73,000 women and their loved ones each year. These agencies specifically aim to support vulnerable women in various aspects of their lives, with the goal of improving their living conditions, breaking their social isolation, and promoting their autonomy. During the pandemic, agencies pivoted to tackle food insecurity, provide safety information, and mental health support to vulnerable families through check-in calls.



2,609 individuals assisted last year

QUÉBEC CITY

41 organizations providing services for women

This collective impact network of 41 organizations delivers programs specifically designed to meet the needs of women in vulnerable situations. This network reaches over 92,000 individuals annually, supporting women's centres and community residential facilities that serve women affected by physical, psychological, or sexual violence, and programs that assist families with parenting challenges. Centraide's investment not only helps women to improve their situation, but also acts upon the root causes of poverty, in all its forms.

1,255 individuals assisted last year

TORONTO

Barbra Schlifer Commemorative Clinic

The clinic provides access to effective and integrated professional justice and community services to marginalized populations of women who have survived violence and whom accessibility is most often denied. The objectives of the program include training students, and thereby building a better response to the issues of violence against women and improving the legal narrative that informs these judgements.



1,818 individuals received support, including remote counseling services and emergency support last year

“ McCarthy Tétrault’s United Way Centraide campaign offers each of us a chance to help tackle the many challenges faced by individuals and communities across Canada. During such a difficult year, it has been that much more important for us to step up—and show up—for the most vulnerable among us. I am grateful that our Firm leaders and my colleagues recognize the importance of social responsibility and social justice, and am looking forward to supporting the Vancouver campaign again in 2021. ”

—**Cassandra Heighton**
Legal Assistant (Vancouver)



PEOPLE WITH DISABILITIES

TORONTO

Community Living Toronto

The **Bridging Diversity and Inclusion** program increases understanding and improves access to services for individuals with an intellectual disability who are LGBTQ2S+ and/or newcomers to Canada. The program aims to promote safety, belonging, and social opportunities for LGBTQ2S+ youth and adults with intellectual disabilities, and increase service and community participation for racialized newcomer families who have children with intellectual disabilities.

859 individuals served last year

702 individuals enhanced their social support and peer networks to reduce social isolation last year

157 individuals increased their knowledge and confidence in navigating and accessing support and services last year

VANCOUVER

United Way of the Lower Mainland School's Out Programs

Operating in 29 locations, the **School's Out** program ensures that children aged 6-12 are safe in the critical after-school hours, while participating in activities that help them to reach their full potential, including learning support, physical and recreational activities, access to healthy snacks and meals, and life skills support. The program worked closely with school districts and community schools teams to support the most vulnerable students, and worked with agency partners to ensure case management of families. Over 7,400 children were served last year.



128 children with disabilities assisted last year

Recognition Highlights

Here are some of the ways McCarthy Tétrault was recognized for your trailblazing Inclusion Now investment and showing your Local Love:

NATIONAL

- McCarthy Tétrault was [recognized by United Way Centraide as a Thanks a Million donor](#) in ads in the *Globe and Mail* and the *National Post* for your exemplary support and contributing over \$1M to communities across Canada. Since the inception of Inclusion Now, the Firm has been recognized on this annual list among Canada's leading corporations, labour organizations and public sector groups for its remarkable generosity.
- United Way Centraide produced a series of social media graphics that were shared across the country to highlight key awareness days and to shine a spotlight on McCarthy Tétrault's trailblazing Inclusion Now investment.



QUÉBEC CITY

- The Firm's regional support through Inclusion Now was [recognized on Centraide's website](#).

VANCOUVER

- McCarthy Tétrault's support was recognized in United Way of the Lower Mainland's Community Investment Impact and Honour Roll report.

MONTRÉAL

- McCarthy Tétrault was [recognized for your generous contribution on Centraide of Greater Montréal's website](#) alongside other corporate donors who have contributed \$250,000 or more. The Firm is also recognized for individual contribution online.

TORONTO

- McCarthy Tétrault was [recognized as a top supporter on our annual Local Leaders List](#) featured in an ad in the *Globe and Mail* as well as on our website. McCarthy Tétrault was the only law firm recognized in the \$1M+ category.
- We were proud to celebrate the extraordinary contributions of our Leadership and Major Gift donors in United Way Greater Toronto's Major Donor Circle Honour Roll in both print and [digital versions](#).

CALGARY

- United Way of Calgary and Area recognized McCarthy Tétrault as a Great-Grandparent level corporate donor. This unique recognition was developed to demonstrate a parallel between a traditional western approach to corporate recognition and Indigenous culture.
- McCarthy Tétrault's extraordinary support will be recognized in [United Way of Calgary and Area's Honour Rolls](#).

“ The fundraising campaign for Centraide of Greater Montréal is important because it allows our lawyers, students and staff to help people who live close to home—our neighbours. This campaign gives us the opportunity to make a concrete difference in the lives of our fellow citizens. Together, we can join forces to help the people in our community get through difficult times, supporting and amplifying the work of Centraide-funded agencies. I am very proud to be the co-chair of the Montréal campaign. ”

—**Marie-Eve Bélanger,**
Partner (Montréal)



McCarthy Tétrault's Local Love in Action

Thank you to McCarthy Tétrault's Regional Managing Partners, United Way Centraide Co-Chairs, and committee members for dedicating their time and considerable talents towards the United Way Centraide campaign and in our communities. Your voices and efforts are critical to promoting a more inclusive society—and to breaking down the barriers that stand in our way. Thank you for paving the way for meaningful change.

REGIONAL MANAGING PARTNERS & UNITED WAY CENTRAIDE CO-CHAIRS

VANCOUVER

- Sven O. Milelli, BC Managing Partner
- Stephen Curran, Partner
- Liezl Behm, Associate

CALGARY

- Olivia Colic, Alberta Managing Partner
- Gordon Cameron, Partner
- Kimberly J. Howard, Partner

TORONTO

- Godyne Sibay, Ontario Managing Partner
- Nigel Johnston, Partner
- Christine Lonsdale, Partner

MONTRÉAL

- Karl Tabbakh, Québec Region Managing Partner
- Marie-Eve Bélanger, Partner
- Alain Tardif, Partner

QUÉBEC CITY

- Mathieu Laflamme, Québec City Office Lead
- Geneviève Baillargeon Bouchard, Counsel
- Philippe Leclerc, Partner

UNITED WAY CENTRAIDE VOLUNTEERS

TORONTO

- Dave Leonard, Partner & CEO
— Campaign Cabinet
- Christine Lonsdale, Partner
— Major Giving Cabinet
- Nigel Johnston, Partner
— Major Giving Cabinet

MONTRÉAL

- Karl Tabbakh, Managing Partner
— Professional Firms Committee

QUÉBEC CITY

- Catherine Bélanger, Associate
— Philanthropes Émergents Centraide
- Mathieu Laflamme, Partner
— Major Donors Committee

Thank You

This past year has been extraordinary. Not only because of how COVID-19 has impacted our health and interrupted our lives but because of how it has exposed the inequities that have plagued our communities for so long.

We cannot afford to look away. We cannot afford to be complacent.

Together, with our community partners, neighbourhood residents and leaders, community agencies, government, and McCarthy Tétrault, we have the power and the obligation to work together towards an inclusive recovery.

This moment calls for change. It demands that we reimagine an inclusive Canada where everyone belongs.

Thank you for joining us on this journey.

Inside back cover:

Cynthia Bell-Clayton is the Interim Executive Director of ENAGB Indigenous Youth Agency—one of the many agencies you supported through the Local Love Fund.



