

# Accountability to our donors



**United Way**  
London & Middlesex

## Our commitment to you

Our donors are the foundation of United Way. Your generosity supports a vital network of programs and services that enable United Way to address the root causes of social issues and create lasting change in our community.

Our commitment to you is that we will continue to make every effort to ensure that your donation has maximum impact in people's lives right here in London and Middlesex County.

We believe that in order to be effective, we must be efficient. As a direct result of leveraging volunteer efforts and significant in-kind corporate support, United Way is proud to report that our independently audited fundraising costs over the past three years average only 18% of net donations and grants. This is far lower than Canada Revenue Agency's recommended guideline limit of 35%.

Visit <http://unitedwaylm.ca/annual-reports.html> to view our annual report and independently audited financial statements.



United Way London & Middlesex is proud to be the first social service organization in our community to be granted Imagine Canada Standards Program accreditation. Designed to strengthen public confidence in the charitable and nonprofit sector, the Standards Program offers an independently assessed stamp of approval for organizations that demonstrate excellence and transparency in five key areas:

- Board governance;
- Financial accountability and transparency;
- Ethical fundraising;
- Staff management; and
- Volunteer involvement



United Way London & Middlesex is also pleased to report that we have been given the top rating, 4 Stars, by Charity Intelligence Canada. This is an unsolicited independent assessment and were the first organization based in London and Middlesex County to have received a 4 star rating.

Charity Intelligence's mission is to provide Canadian donors with information that helps them make informed and intelligent giving decisions to have the greatest impact. They accomplish this by doing a deep analysis into a charity's transparency and accountability, need for funding, and operating efficiency.

**Give. Volunteer. Act. | [unitedwaylm.ca](http://unitedwaylm.ca)**

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