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905.535.0992

ANNUAL REPORT –
COVER



Design Concept

Using clean lines based on the typography and energy infused by the United Way red, the company's balance of precision and vibrance with community solutions was captured.

Design Concept

I carried through the use of the typography near the page numbers and the linear design in the horizontal strip across the spread.



FINANCIAL REPORTS

Auditor's Report//

In 2007, United Way provided over \$68 million in core operation, program, and grant funding to a network of 200 health and social service agencies across the city.

FINANCIAL STRENGTH

The financial report includes revenue from the fall 2006 fundraising campaign, distribution of funds in 2007 and initial operating expenses.

United Way's ability to invest in our community is increasing by diversifying and deepening the source of funds. Individual, workplace, and corporate donors contribute to this financial health as well as special events, third party grants and prodigious support, from legal services to donated media advertising space. United Way's financial strength and efficiency are also due to significant volunteer support.

SOME HIGHLIGHTS FROM 2007:

- United Way's Community Fund is growing through generous donations and the recognition of United Way as the best place to invest for strengthening the community.
- Strong management of pledge income means more dollars to the community. Overall pledge loss is 3.72 per cent.
- We continue to focus on efficiency and effectiveness, with a cost revenue ratio of 12.9 per cent, lower than in 2006.
- Unrestricted Net Assets are valued at \$4,812,000, which protects against unexpected fluctuations in donations and allows us to ensure sustained funding of our commitment to the community. Reflected in the unrestricted net assets is funding of \$1,300,000 committed to establish facilities primarily for community social services and community development program growth.
- Our endowment fund, The Tomorrow Fund™, has grown to more than \$11 million thanks to the generosity and vision of donors who are investing in our city's future.

To the Board of Trustees of United Way of Greater Toronto:

We have audited the statement of financial position of United Way of Greater Toronto as at December 31, 2007 and the statements of operations, changes in net assets, and cash flows for the year then ended. These financial statements are the responsibility of United Way of Greater Toronto's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of United Way of Greater Toronto as at December 31, 2007 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles. As required by the Corporations Act (Ontario), we report that:

In our opinion, these principles have been applied on a basis consistent with that of the preceding year. Chartered Accountants, Licensed Public Accountants Toronto, Canada March 20, 2008

Chartered Accountants, Licensed Public Accountants
Toronto, Canada
March 20, 2008

ANNUAL REPORT –
TEXT SPREAD

Design Concept
Keeping with the linear theme, the vertical orange lines compliment the tone of the report's modern sensibility. The opacity is brought back on the signature United Way red for highlighting the totals.

ALLOCATION TO PARTNERS//			
PARTNERS	ALLOCATION		
Canadian Red Cross Society - Region (The)	2,465,514	Client Community Services - Department of Social Services	12,881
Lifeline Community Services of Toronto Inc.	495,626	Justice Canada - Immigration	262,441
TOTAL: \$ 2,961,140		Just Family - Community and Family Centre	422,223
MEMBER AGENCY ALLOCATION		Labourers Area Multicultural Region (A.A.M.R)	401,137
Building Strong Neighbourhoods, Strengthening Communities and Relationships		Muslim Family Services Centre	366,032
129 Church Street Community Centre	186,910	West North York PC	114,412
Agencies' Community Services Initiative	371,112	Weston Community Centre of Toronto	222,136
Urban Neighbourhood Services	375,941	Neighbourhood Link Support Service	276,374
Belmont A.M.E. Community Centre	461,044	North York Community Centre	462,400
Backburner Health Neighbourhood Centre	186,079	Neighbourhood Neighbourhood Services	130,781
Bevilacqua and Lobo - 8th Floor Centre	288,428	S.E.A.S. Centre	246,274
Bevilacqua Neighbourhood Place	461,407	South Area Family Support Service	79,114
Christian Centre for Victims of Torture	222,542	S. Christopher House	746,496
Canadian Neighbourhood Services Initiative	717,266	S. Stephen's Community Home	496,113
Centre for Information and Community Services of Ontario	497,340	Spice-Windward Neighbourhood and Family Centre	161,500
Centre for Spanish Speaking People	247,494	Toronto-416 Neighbourhood Centre	436,363
Centre for People of African Descent	128,224	Trinity Community Services - Neighbourhood	446,410
Chinese Family Services of Ontario	466,200	U.S. Suburbans of Greater Toronto	47,764
Chinese Outreach Neighbourhood Centre	222,006	University Settlement Reception Centre	139,414
CISSS	464,800	Ujwalika World Community Centre	166,074
Class Cultural Community Services Association (The)	165,871	West Hill Community Services	136,774
Colton Link	161,300	West Scarborough Neighbourhood Community Centre	461,423
Develop 2010 Neighbourhood Centre	246,271	Woodbine Community Services	443,492
Delta Family Services Centre	446,011	York Community Services	14,000
Delta Hill	115,120	TOTAL: \$ 16,345,836	
Evergreen Neighbourhood Services	196,400		
European Neighbourhood Community Centre	297,417		
Flamingo Neighbourhood Services	116,407		
Frontier Toronto	284,112		

"We work to create the conditions for every neighbourhood to thrive, where youth get every chance to become leaders and positive voices in their community, and where newcomers can fulfill the potential of their new life in Toronto."

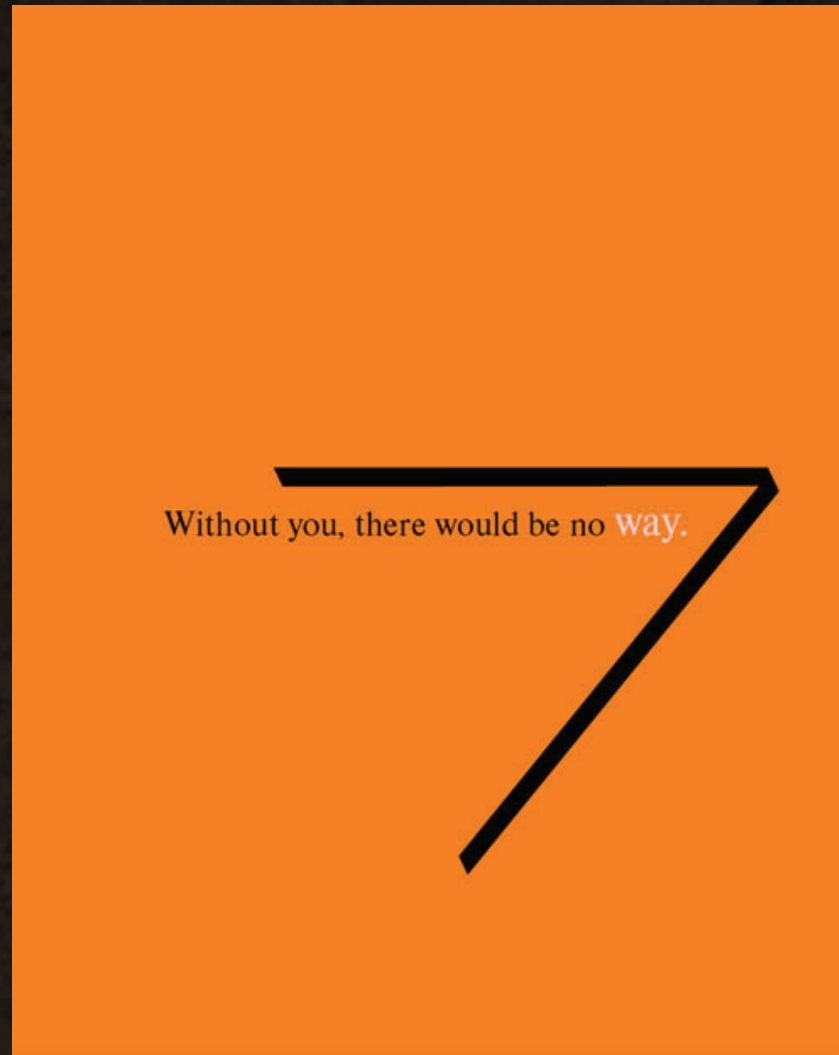
ALLOCATION TO PARTNERS//

ALLOCATION TO PARTNERS//			
Creating Opportunities for Children, Youth, and Families		Supporting People Living in Vulnerable Situations	
At-risk Centre	341,010	Aidsline for Health Toronto	165,794
Autism Spectrum's Child and Family Centre	176,495	Domino Centre of Toronto	276,344
Big Brothers and Big Sisters of Toronto	476,406	Good Neighbour Club (The)	186,034
Boyd Street Housing School	476,462	Home First Society	175,880
Child Development Institute	276,444	Horizons for Youth	136,011
Chicago Mission - Children's Place	476,764	John Howard Society of Toronto	464,247
Deafnet Youth Services	346,494	NA-ME-EEZ (Native Men's Residence)	176,462
Development Dept and OHSU Club	201,436	Second Step (Charterhigh) Youth Shelter	168,440
East North York Services	446,000	Toronto Community House	214,031
East Scarborough Street and OHSU Club	392,411	Transition House Inc.	36,521
Family Day Care Services	476,238	Youth Welfare Shelter	172,440
Family Services Association of Toronto	2,474,307	TOTAL: \$ 2,218,114	
Fit Youth Institute	136,000		
Health Outreach Centre (The)	262,012	Providing Violence and Oppression Services	
Home's Centre for Teenagers	267,204	Buckie Sukhrie	168,467
Irish Family and Child Services of Greater Toronto	4,794,070	Community's Choice	462,047
Islamic Child Development Centre (The)	476,118	Elizabeth Fry Society of Toronto	462,047
North York and Family Services of Toronto	466,400	Emilia's Women's Shelter	128,034
North York Family Services - Toronto - OHSU	376,000	Enfamil Home Inc.	196,494
OLAHMAY Street & OHSU Club	376,200	Harli's	284,242
Toronto Korean Boys & Girls Club	461,791	North York Women's Shelter	181,020
YWCA of Greater Toronto	4,397,130	Opportunity for Advancement	231,172
YWCA Child and Family Centre	476,494	Randale Women's Centre	136,647
Youth Learning Youth	596,423	Shining A Woman's Place	222,424
YOUTHLINE	462,047	Syngenta Recreations Inc.	246,024
TOTAL: \$ 24,462,129		The Bedford	162,423
Working to Empower		Women's Habitat of Etobicoke	191,429
A.C.C.R.A.	227,238	Working Women Community Centre	261,604
Community Woodbine Development Centre	266,242	Yorkwest Shelter for Women	107,430
BARCEL	136,423	YWCA Toronto	1,420,047
BC Toronto	136,765		
Skills for Change	231,423		
Team Change Women's Empowerment Service	446,200		
Toronto Centre for Community Learning and Development	442,134		
TOTAL: \$ 1,606,421			



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ANNUAL REPORT –
BACK COVER



Without you, there would be no way.

Design Concept

To compliment the mix of red and orange inside the report, I made the back cover orange to work with the red front cover. I continued with the arrow theme and the company tagline to be the focus after stakeholder's were finished reading the report.

BROOKE FRASER –
ALBUM COVER



Design Concept

Brooke's inspiration from her trip to Africa is the theme of the album. To illustrate that I created a clipping mask of Brooke peering through Africa with the countries veiling her face. A green border was also added to frame the focus on the central image.

Lindsay Whitfield

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BROOKE FRASER -
ALBUM BOOKLET

Design Concept

Since the album was about Brooke's travels through Africa, I created framed snapshots of things she would have seen along her journey. The green grunge background sets the tone for each page with an earthy palette as a calling for involvement in social justice.

LOVE IS WAITING

In the autumn on the ground/between the traffic and the ordinary sounds/I am thinking signs and seasons while a north wind blows through/I watch as lovers pass me by/Walking stories - whos and hows and whys/Musing lazily on love/Pondering you/I'll give it time, give it space and be still for a spell/When it's time to walk that way we wanna walk it well//CHORUS: I'll be waiting for you baby/I'll be holding back the darkest night/Love is waiting 'til we're ready, 'til it's right/Love is waiting/I'll be my caution not the cold/There's no other hand that I would rather hold/The climate changes, I'm singing for the strangers about you/Don't keep time, slow the pace/Honey hold on if you can/The bats are getting surer now that you're my man//CHORUS/BRIDGE: I could write a million songs about the way you say my name/I could live a lifetime with you and then do it all again/And like I can't force the sun to rise or hasten summer's start/neither should I rush my way into your heart

ALBERTINE

I am sitting still/I think of Angelique/Her mother's voice over me/And the bullets in the wall where it fell silent/And on a thousandth hill, I think of Albertine/There in her eyes what I don't see with my own/Rwanda//CHORUS: Now that I have seen, I am responsible/Faith without deeds is dead/Now that I have held you in my own arms, I cannot let go till you are/I am on a plane across a distant sea/ But I deny you in me/And in the dust on the dust on the dust on my feet/Rwanda//CHORUS/BRIDGE: I will tell the world, I will tell them where I've been/I will keep my word/I will tell them Albertine//CHORUS// I am on a stage, a thousand eyes on me/ I will tell them, Albertine/ I will tell them, Albertine

C.S. LEWIS SONG

If I find in myself desires nothing in this world can satisfy, I can only conclude that I was not made for here/ If the flesh that I fight is at best only light and momentary, then of course I'll feel nude when to where I'm destined I'm compared//CHORUS// Speak to me in the light of the dawn/Mercy comes with the morning/ I will sigh and with all creation groan as I wait for hope to come for me/Am I lost or just less found? On the straight or on the roundabout of the wrong way?/ Is this a soul that stirs in me, is it breaking free, wanting to come alive?/ 'Cos my comfort would I prefer for me to be numb/And avoid the impending birth of who I was born to become//CHORUS//BRIDGE: For me, we are not long here/Our time is but a breath, so we better breathe it/And I, I was made to live, I was made to love, I was made to know you/ Hope is coming for me/ Hope, He's coming

HOSEA'S WIFE

I just spoke silence with the seeker next to me/ She had a heart with hesitant, halting speech/That turned to mine and asked ballgerantly: "What do I live for?"/I see the scars of search as everywhere I go/From hearts to wars to literature to radio/There's a question like shame no one will show: "What do I live for?"/We are Hosea's wife/ We are squandering this life/Using people like ladders and words like knives//CHORUS//If we've eyes to see/If we've ears to hear/To find it in our hearts and mouths, the word that saves is near/That shallows skin/ Come and live again/Leave all you were before/To believe is to begin// There's truth in little corners of our lives/There are hints of it in songs and children's eyes/It's familiar, like an ancient lullaby/What do I live for?/We are Hosea's wife/ We are squandering this life/Using bodies like money and truth like lives// CHORUS//BRIDGE: We are more than dust/That means something/That means something/We are more than blood and emotions, inklings and notions, atoms on oceans

FAITHFUL

There's distance in the air and I cannot make it leave/ I wave my arms 'round about me and blow with all my might/ I cannot sense you close, though I know you're always here/ But the comfort of you near is what I long for// CHORUS: When I can't feel you, I have learned to reach out just the same/ When I can't hear you, I know you still hear every word I pray/ And I want you more than I want to live another day/ And as I wait for you maybe I'm made more faithful// All the folly of the past, though I know it is undone/ I still feel the guilty one, still trying to make it right/ So I whisper soft your name, let it roll around my tongue, knowing you're the only one who knows me/ You know me//CHORUS//BRIDGE: Show me how I should live this/ Show me where I should walk/ I count this world as loss to me/ You are all I want/ You are all I want

SEEDS

Night/Field of stars above us/ You pick one, we frame it with our fingers intertwined/ Seeds of every generation between our hands/ And the promise to teach you the little I have learned so far//CHORUS// Child/ What will you live to do?/ What have I left for you?/ What will we leave behind?/ You/ Learning as you're growing, not yet knowing the world isn't always quite as beautiful as it is now//CHORUS// INSTRUMENTAL/ Night/ Field of stars above us/ I pick one and name it for you and all who are to come





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BROOKE FRASER –
BACK COVER



Design Concept

Brooke's faith in Jesus flows throughout her writing and one of the lyrics really captured what the album is saying nicely. I kept with the script typeface and central placement to work with the album cover for consistency.



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FREEDOM 55 –
AD 1


An advertisement for LifeEdge. The top half has a blue background with the text 'You've got...' in orange and 'ramps to jump.' in white. Below this is a photograph of a man in a white jacket and pants standing on a skateboard ramp. The background of the photo is a blue sky with white clouds. To the right of the man, there is text: 'Get ahead of your game with LifeEdge™... because you're never too old to try something new.' At the bottom, there is a black bar with the text 'CALL 1-800-565-2881 www.lifeedge.ca' and the LifeEdge logo, which is a stylized white bird or wing shape, followed by the text 'Freedom 55 Financial'.

Design Concept

I used a mask for the wave to indicate transition in life that the target audience is experiencing. The photography was muted using adjustment layers and the blue and orange are analogous, setting a soothing yet playful tone for an aging yet active audience.


FREEDOM 55 –
AD 2

You've got...
mountains to climb.



Get ahead of your
game with LifeEdge™...
because you're never too
old to try something new.

CALL 1-800-565-2881
www.lifeedge.ca



Freedom 55
Financial

Design Concept

I used a mask for the wave to indicate transition in life that the target audience is experiencing. The photography was muted using adjustment layers and the blue and orange are analogous, setting a soothing yet playful tone for an aging yet active audience.

You've got...
waves to catch.



Get ahead of your
game with LifeEdge™...
because you're never too
old to try something new.

CALL 1-800-565-2881
www.lifeedge.ca



Freedom 55
Financial

Design Concept

I used a mask for the wave to indicate transition in life that the target audience is experiencing. The photography was muted using adjustment layers and the blue and orange are analogous, setting a soothing yet playful tone for an aging yet active audience.

Lindsay
Whitfield

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PEACHPIT PRESS –
BUSINESS CARD (FRONT)

Joe Smith
President

 **Peachpit Press**

1249 Eighth Street
Berkeley, CA, 94710
Tel: 510-524-2178
Fax: 510-524-2221

info@peachpit.com www.peachpit.com

Design Concept

Peachpit Press is a modern, digital company. Clean lines and a bright, fresh orange brought out their technology based solutions. The condensed typeface in two weights presented a structured and bold look, which was the right balance of stability and modern innovation.

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Whitfield

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PEACHPIT PRESS –
BUSINESS CARD (BACK)



Peachpit Press
www.peachpit.com

Design Concept

For the back of the business card, I chose to invert the colour scheme for contrast with the bright orange grabbing attention and the peach symbol coming more into focus in white.



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PEACHPIT PRESS –
ENVELOPE

Design Concept

The envelope kept with the orange bar at the top and logo with contact information, but the tagline and URL were added in to show digital elements are important to them. The back flap is also in orange to brighten up the envelope.



Peachpit Press

1249 Eighth Street
Berkeley, CA
94710, USA



"Essential resources for the creative community."
www.peachpit.com

Lindsay
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PEACHPIT PRESS –
LETTERHEAD

 **Peachpit Press**
1249 Eighth Street
Berkeley, CA, 94710
Tel: 510-524-2178
Fax: 510-524-2221
info@peachpit.com
www.peachpit.com

"Essential resources for the creative community."

Design Concept

The letterhead kept with the same theme, the orange bar at the top and logo with contact information, and like the envelope, the tagline and URL were added in the bottom to show they are a digitally-focused company.

RALPH LAUREN –
BOX PACKAGE



Design Concept

Passionate and earthy colours were used in this concept re-launch package for Valentine's Day 2009. Cranberry, sage, and cream were incorporated into a custom plaid design.



Design Concept

Directed by Relevant's house style, the sizing and colour emphasis in the cover lines, flag, and close up photo complete Relevant's brand. To introduce the theme of the feature, I created Bono's signature bullet from his jacket for the headline and opening collage.



**THE WORLD'S BIGGEST ROCK STAR IS ALSO AFRICA'S BIGGEST ADVOCATE
BUT BONO KNOWS HE HAS TO MAKE THE CASE FOR AID
WITH HIS HEAD, NOT HIS HEART**

BY JOSH TYRANGEL WITH REPORTING BY BENJAMIN NUGENT NEW YORK

Bono is an egomaniac. He knows this and frequently apologizes for it. When he dismisses the instructions of his manager, he sniffs contempt – “They’re my people” – which allows him to comment on the ridiculousness of pop stardom while reminding himself that he is indeed a pop star. He would be a megastar even if he promulgated anti-growth more debatable, but it’s not. At the annual meeting of the World Economic Forum in 2002, he sat on a date with Bill Gates and discussed ways to ease a worldwide two-day later he sang for a TV audience of 130 million at the Super Bowl halftime show. Not a bad week. Can you blame the guy for being a little full of himself?

With the modest riches of his band, Bono can command the undivided attention of a sold-out stadium. But when he works a smaller room, his charismatic vocalizations build for him a small, dedicated. Last year night, during the forum in New York City, a dozen officials from the Bill & Melinda Gates Foundation, the Episcopal Church, MTV and USAID (Duke, AOL, Trade for Africa) gathered for a strategic session in the back room of a Manhattan restaurant. The group was brainstorming on ways to convince Americans that sending \$100 million from Brussels can be in America’s best interest. As is frequently the case with debate on Africa, the discussion eventually veered to the very foundation. By midnight, the air

had kicked out of the room and, with it, any glimmer of productivity.

Then 107’s singer, Bono, stood up. Wearing a black leather jacket, his trademark blue-trimmed shades and a slightly arched, he glided around the table, shaking hands and kissing cheeks. Like Superman turning into Clark Kent, the earnest political operative took over. Before the day began could murmur about a total production encounter, he sat down at seats, meeting their names and the circumstances of their last meeting. “I’ll course! The brain is Bono!” Bono his gold-handling complex, Bono – founder, spokesman and chief fundraiser of USAID, a nonprofit, debt-relief advocacy group – sat down at the edge of the table and, at 7 a.m., recounted the details of his early morning session with US (G.P. Congressman. “I am not willing to give up on the Republicans,” he said of his efforts to connect the Congressmen on debt relief and investment aid to Africa. “They’re tough, but they’re willing to listen.”

Bono the energy in the room spiked, Bono the rock god disappeared. As the ideas flowed, he nudged along quietly, just another weak occasionally spitting out scenarios. This lasted for the better part of an hour until Tomer Peled, director of special projects for the Bill & Melinda Gates Foundation, complimented, “Look, we have to give away, by 2010, \$1.2 billion a year!” “Wow,” said Bono,

WORLDPHOTO.COM

Design Concept

The magazine often uses collage to open their features, so I created one in Photoshop using blending modes and colour balance adjustment layers. The headline is often a funky typeface and the gold star and green page furniture bring the army-theme to life.

SMART CAR –
SELL SHEET



**smart
fortwo coupé
2008**

friday just got closer.
the smart fortwo coupé.

The wide-opening doors of the smart fortwo coupé invite you to climb in. There's more than enough room for your weekly shopping in the luggage compartment. By now you have realized that you're driving the perfect city car. It is economical, has extremely low running costs and very low depreciation. Not only are they great to drive, they also offer outstanding design and safety too, with the hidden safety cell in black and silver.

smart accessories

hands-free phone console system
Your audio system will be interrupted when you receive a call and re-activated automatically at the end of your conversation.

sport shift gear knob
Control at your fingertips in every situation. Gearshift knob with a striking design, especially attractive together with the sports handle on the handle. Colours: blue, grey and now also available in black with fluorescent gear markings.

iPod car kit
Simply connect via plug-and-play. The volume and sound can be controlled conveniently via the smart accessories.

smart
smart Canada
98 Yonderhof Avenue
Toronto, Ontario
Telephone: 1-800-387-0100

Design Concept

This sell sheet pairs with a smart car brochure, which targets a 25-35 year old urban woman who wants a car compact enough for the city, but full of fun in its colours and features. Anagolous colours from the stock imagery and a tagline were created to fit the urban theme.

SMART CAR –
BROCHURE SUB-SECTION



From the bicycle rack to the sound system, smart accessories represent the ultimate in fun and convenience. You never know what's around the corner, smart accessories cover all contingencies – from new additions to the family to fresh snow on the roads. It's up to you what you wish to take on board. Would you like more comfort for your feet, more storage space, a new colour for your smart – or everything at once? You'll find the complete smart accessories programme in the current accessories catalogue.

Design Concept

The rainbow indicating a section start and the use of the bubbles and lines paired with a black background create a fun yet sophisticated tone for the 25-35 year old urban woman.

SMART CAR –
BROCHURE ACCESSORIES



Design Concept
Bringing back the bubbles and the photography in circles and a neon sign-like typeface the tone of urban play sets the mood.