



THIRD PARTY'S ELECTORAL CAMPAIGN RETURN

Section A – Third party's information

Third party's full name	USW	Election day yyyy/mm/dd	2019/10/21
-------------------------	-----	----------------------------	------------

Section B – Required documents

The following documents **MUST** accompany this return:

- | | | | | | | | |
|--------------------------------|---------|---------|---------|---------|---------|---------|---------|
| Part 1 | Part 2a | Part 2b | Part 2c | Part 2d | Part 3a | Part 3b | Part 3c |
| Auditor's Report (if required) | | | | | | | |

Section C – Declaration

I hereby declare that, to the best of my knowledge, the information contained in this return is complete and accurate.

Financial agent

Financial agent's full name	Alexandra Eshelman		
Financial agent's signature	Original Signed	Financial agent's signature date yyyy/mm/dd	2020/02/20

Registration applicant (if different from the financial agent)

Applicant's full name	Ken Neumann		
Applicant's signature	Original Signed	Applicant's signature date yyyy/mm/dd	2020/02/12

Section D – Privacy notice

Personal information in this *Third Party Electoral Campaign Return* (Return) is collected for the administration of the political financing requirements as set out in the *Canada Elections Act* (Act). This information may be shared with the Commissioner of Canada Elections to ensure that the Act is complied with and enforced. Failure to provide the Chief Electoral Officer (CEO) with the Return is considered to be an offence under the Act. The Act requires the CEO to publish the Return in the manner that he or she considers appropriate. Upon request by any person, the CEO is required under the Act to make the Return available for inspection by such person. You have the following rights with respect to your personal information under the *Privacy Act*: a) to access the information; b) to correct it, if necessary; and c) to have it protected. You have the right to file a complaint with the Privacy Commissioner of Canada regarding the handling of your personal information. Your personal information is retained under the personal information bank (PIB) Political Financing Elections PPU 010. A description of the PIB can be found at elections.ca.



THIRD PARTY'S ELECTORAL CAMPAIGN RETURN
Summary of inflows

PART 2d
EC 20228

No.	Type of contributor / lender	Monetary contributions (Part 2a) \$	Non-monetary contributions (Part 2b) \$	Loans (Part 2c) \$	Total \$	Number of contributors and lenders
1.	Individuals					
2.	Businesses / Commercial organizations					
3.	Governments					
4.	Trade unions					
5.	Corporations without share capital					
6.	Unincorporated organizations or associations					
7.	Total (items 1 to 6)	0.00	0.00	0.00	0.00	0
Total						
8.	Amount of third party's resources used				1,133,245.53	
9.	Grand total (items 7 and 8)	0.00	0.00	0.00	1,133,245.53	0

Third party	USW	Election day yyyy/mm/dd	2019/10/21
-------------	-----	----------------------------	------------



THIRD PARTY'S ELECTORAL CAMPAIGN RETURN
Statement of expenses incurred for regulated activities that take place during the pre-election period
(Only applicable to a fixed-date general election)

PART 3a
EC 20228

For a list of expense types, expense categories and expense subcategories, refer to Annex II in the Instructions.

No.	Date incurred yyyy/mm/dd	ED Code (if applicable)	Supplier	Expense type	Expense category	Expense subcategory	Starting date of activity, advertisement or survey yyyy/mm/dd	Ending date of activity, advertisement or survey yyyy/mm/dd	Place of activity or advertisement	Expense amount \$
1	2019/04/04		Mark Vonesch	Partisan Activity	Advertising	Production costs	N/A	N/A	N/A	1,520.00
2	2019/09/03	35-036	The NOW Group	Partisan Activity	Advertising	Social media	2019/08/27	2019/09/11	Hamilton East-Stoney Crek	565.00
3	2019/09/03	35-036	The NOW Group	Partisan Activity	Advertising	Placement costs	2019/08/27	2019/09/11	Hamilton East-Stoney Crek	7,769.00
4	2019/09/03	35-051	The NOW Group	Partisan Activity	Advertising	Social media	2019/08/27	2019/09/11	London-Fanshawe	565.00
5	2019/09/03	35-051	The NOW Group	Partisan Activity	Advertising	Placement costs	2019/08/27	2019/09/11	London-Fanshawe	7,666.54
6	2019/09/03		The NOW Group	Partisan Activity	Advertising	Social media	2019/08/27	2019/09/11	National	1,130.00
7	2019/09/03		The NOW Group	Partisan Activity	Advertising	Placement costs	2019/08/27	2019/09/11	National	24,883.13
8	2019/09/03		The NOW Group	Partisan Activity	Advertising	Design and development	N/A	N/A	N/A	37,290.00
9	2019/09/03		The NOW Group	Partisan Activity	Advertising	Production costs	N/A	N/A	N/A	79,908.74
10	2019/09/03		The NOW Group	Partisan Activity	Advertising	TV	2019/09/02	2019/09/08	National	112,627.10
11	2019/09/03		The NOW Group	Partisan Activity	Advertising	Radio	2019/08/26	2019/09/08	National	115,209.98
12	2019/09/03		The NOW Group	Partisan Activity	Advertising	Other - digital media	2019/08/26	2019/09/08	National	183,806.24
13	2019/09/03		The NOW Group	Partisan Activity	Advertising	TV	2019/09/09	2019/09/11	National	56,306.77
14	2019/09/03		The NOW Group	Partisan Activity	Advertising	Radio	2019/09/09	2019/09/11	National	28,325.81
15	2019/09/03		The NOW Group	Partisan Activity	Advertising	Other - digital media	2019/09/09	2019/09/11	National	78,774.10
16	2019/08/09		Trilogy Interactive	Partisan Activity	Advertising	Other - website hosting	2019/08/26	2019/08/31	N/A	0.90
17	2019/09/27		The NOW Group	Partisan Activity	Advertising	Production costs	N/A	N/A	N/A	3,198.53
Totals carried forward from previous page \$										
Total \$										739,546.84

Third party	USW	Election day yyyy/mm/dd	2019/10/21
-------------	-----	----------------------------	------------



THIRD PARTY'S ELECTORAL CAMPAIGN RETURN
Statement of expenses incurred for regulated activities that take place during the pre-election period
(Only applicable to a fixed-date general election)

For a list of expense types, expense categories and expense subcategories, refer to Annex II in the Instructions.

No.	Date incurred yyyy/mm/dd	ED Code (if applicable)	Supplier	Expense type	Expense category	Expense subcategory	Starting date of activity, advertisement or survey yyyy/mm/dd	Ending date of activity, advertisement or survey yyyy/mm/dd	Place of activity or advertisement	Expense amount \$
18	2019/09/10		Trilogy Interactive	Partisan Advertising	Advertising	Other - website hosting	2019/09/01	2019/09/11	N/A	1.69
19	2019/09/10		In house (USW)	Partisan Activity	Social media	Design and maintenance	2019/08/26	2019/09/10	N/A	1,689.38
20	2019/12/14		The NOW Group	Partisan Advertising	Advertising	Other - digital media adjstmt	2019/09/02	2019/09/11	National	-25,774.97
21	2019/12/14		The NOW Group	Partisan Advertising	Advertising	TV - adjustment	2019/09/02	2019/09/11	National	-15,925.09
22	2019/12/14		The NOW Group	Partisan Advertising	Advertising	Radio - adjusment	2019/09/02	2019/09/11	National	-10,754.03
23	2019/12/16		In house (USW)	Partisan Activity	Office	IT - Hardware	2019/08/26	2019/09/10	N/A	18.26
24	2019/12/16		In house (USW)	Partisan Activity	Office	Rent & lease	2019/08/26	2019/09/10	N/A	181.28
25	2019/12/16		In house (USW)	Partisan Activity	Office	Telephone & internet	2019/08/26	2019/09/10	N/A	67.32
26	2019/12/16		In house (USW)	Partisan Activity	Office	Utilities	2019/08/26	2019/09/10	N/A	1.76
Totals carried forward from previous page \$										739,546.84
Total \$										689,052.44

Third party	USW	Election day yyyy/mm/dd	2019/10/21
-------------	-----	----------------------------	------------



THIRD PARTY'S ELECTORAL CAMPAIGN RETURN
Statement of expenses incurred for regulated activities that take place during the election period

PART 3b
EC 20228

For a list of expense types, expense categories and expense subcategories, refer to Annex II in the Instructions.

No.	Date incurred yyyy/mm/dd	ED Code (if applicable)	Supplier	Expense type	Expense category	Expense subcategory	Starting date of activity, advertisement or survey yyyy/mm/dd	Ending date of activity, advertisement or survey yyyy/mm/dd	Place of activity or advertisement	Expense amount \$
1	2019/04/04		Mark Vonesch	Election Advertising	Advertising	Production costs	N/A	N/A	N/A	1,520.00
2	2019/09/27	35-036	The NOW Group	Election Advertising	Advertising	Social media	2019/09/16	2019/09/26	Hamilton East-Stoney C	339.00
3	2019/09/27	35-036	The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/16	2019/09/26	Hamilton East-Stoney C	189.92
4	2019/09/27	35-051	The NOW Group	Election Advertising	Advertising	Social media	2019/09/16	2019/09/26	London-Fanshawe	339.00
5	2019/09/27	35-051	The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/16	2019/09/26	London-Fanshawe	190.34
6	2019/09/27	46-005	The NOW Group	Election Advertising	Advertising	Social media	2019/09/16	2019/09/26	Elmwood-Transcona	339.00
7	2019/09/27	46-005	The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/16	2019/09/26	Elmwood-Transcona	190.24
8	2019/09/27		The NOW Group	Election Advertising	Advertising	Social media	2019/09/16	2019/09/26	National	339.00
9	2019/09/27		The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/16	2019/09/26	National	200.19
10	2019/09/27		The NOW Group	Election Advertising	Advertising	Design and development	N/A	N/A	N/A	3,390.00
11	2019/09/27		The NOW Group	Election Advertising	Advertising	Production costs	N/A	N/A	N/A	50,227.29
12	2019/09/27		The NOW Group	Election Advertising	Advertising	TV	2019/09/16	2019/09/29	National	22,590.96
13	2019/09/27		The NOW Group	Election Advertising	Advertising	Radio	2019/09/16	2019/09/29	National	48,728.04
14	2019/09/27		The NOW Group	Election Advertising	Advertising	Other - digital media	2019/09/16	2019/09/29	National	15,353.56
15	2019/09/10		Trilogy Interactive	Election Advertising	Advertising	Other - website hosting	2019/09/12	2019/09/30	N/A	2.91
16	2019/10/11		The NOW Group	Election Advertising	Advertising	Design and development	N/A	N/A	N/A	2,825.00
17	2019/10/11		The NOW Group	Election Advertising	Advertising	Production costs	N/A	N/A	N/A	21,978.50
Totals carried forward from previous page \$										
Total \$										168,742.95

Third party	USW	Election day yyyy/mm/dd	2019/10/21
-------------	-----	----------------------------	------------

THIRD PARTY'S ELECTORAL CAMPAIGN RETURN
Statement of expenses incurred for regulated activities that take place during the election period

For a list of expense types, expense categories and expense subcategories, refer to Annex II in the Instructions.

No.	Date incurred yyyy/mm/dd	ED Code (if applicable)	Supplier	Expense type	Expense category	Expense subcategory	Starting date of activity, advertisement or survey yyyy/mm/dd	Ending date of activity, advertisement or survey yyyy/mm/dd	Place of activity or advertisement	Expense amount \$
18	2019/10/11		The NOW Group	Election Advertising	Advertising	TV	2019/09/30	2019/10/13	National	88,132.09
19	2019/10/11		The NOW Group	Election Advertising	Advertising	Radio	2019/09/30	2019/10/13	National	61,977.29
20	2019/10/11		The NOW Group	Election Advertising	Advertising	Other - digital media	2019/09/30	2019/10/13	National	15,353.55
21	2019/10/09		Trilogy Interactive	Election Advertising	Advertising	Other - Website hosting	2019/10/01	2019/10/14	N/A	2.11
22	2019/10/14		In house (USW)	Election Advertising	Advertising	Design and maintenance	2019/09/11	2019/10/14	N/A	3,378.76
23	2019/12/14	35-036	The NOW Group	Election Advertising	Advertising	Social media	2019/09/27	2019/10/20	Hamilton East-Stoney C	226.00
24	2019/12/14	35-036	The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/27	2019/10/20	Hamilton East-Stoney C	3,202.23
25	2019/12/14	35-051	The NOW Group	Election Advertising	Advertising	Social media	2019/09/27	2019/10/20	London-Fanshawe	226.00
26	2019/12/14	35-051	The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/27	2019/10/20	London-Fanshawe	3,205.52
27	2019/12/14	46-005	The NOW Group	Election Advertising	Advertising	Social media	2019/09/27	2019/10/20	Elmwood-Transcona	226.00
28	2019/12/14	46-005	The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/27	2019/10/20	Elmwood-Transcona	3,436.00
29	2019/12/14	35-018	The NOW Group	Election Advertising	Advertising	Social media	2019/09/27	2019/10/20	Davenport	226.00
30	2019/12/14	35-018	The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/27	2019/10/20	Davenport	3,842.00
31	2019/12/14	35-109	The NOW Group	Election Advertising	Advertising	Social media	2019/09/27	2019/10/20	Toronto-Danforth	226.00
32	2019/12/14	35-109	The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/27	2019/10/20	Toronto-Danforth	3,842.00
33	2019/12/14		The NOW Group	Election Advertising	Advertising	Social media	2019/09/27	2019/10/20	National	226.00
34	2019/12/14		The NOW Group	Election Advertising	Advertising	Placement costs	2019/09/27	2019/10/20	National	578.12
Totals carried forward from previous page \$										168,742.95
Total \$										357,048.61

Third party	USW	Election day yyyy/mm/dd	2019/10/21
-------------	-----	----------------------------	------------



THIRD PARTY'S ELECTORAL CAMPAIGN RETURN
Statement of expenses incurred for regulated activities that take place during the election period

PART **3b**
EC 20228

For a list of expense types, expense categories and expense subcategories, refer to Annex II in the Instructions.

No.	Date incurred yyyy/mm/dd	ED Code (if applicable)	Supplier	Expense type	Expense category	Expense subcategory	Starting date of activity, advertisement or survey yyyy/mm/dd	Ending date of activity, advertisement or survey yyyy/mm/dd	Place of activity or advertisement	Expense amount \$
35	2019/12/14		The NOW Group	Election Advertising	Advertising	Design and development	N/A	N/A	N/A	847.50
36	2019/12/14		The NOW Group	Election Advertising	Advertising	Production costs	N/A	N/A	N/A	1,412.50
37	2019/12/14		The NOW Group	Election Advertising	Advertising	TV	2019/10/14	2019/10/20	National	45,922.07
38	2019/12/14		The NOW Group	Election Advertising	Advertising	Radio	2019/10/14	2019/10/20	National	30,793.15
39	2019/12/14		The NOW Group	Election Advertising	Advertising	Other - digital media	2019/10/14	2019/10/20	National	6,829.97
40	2019/10/09		Trilogy Interactive	Election Advertising	Advertising	Other - website hosting	2019/10/15	2019/10/21	N/A	1.05
41	2019/10/21		In house (USW)	Partisan Activity	Social media	Design and maintenance	2019/09/11	2019/10/21	N/A	691.11
42	2019/12/16		In house (USW)	Partisan Activity	Office	IT - Hardware	2019/09/11	2019/10/21	N/A	43.99
43	2019/12/16		In house (USW)	Partisan Activity	Office	Rent & lease	2019/09/11	2019/10/21	N/A	436.72
44	2019/12/16		In house (USW)	Partisan Activity	Office	Telephone & internet	2019/09/11	2019/10/21	N/A	162.18
45	2019/12/16		In house (USW)	Partisan Activity	Office	Utilities	2019/09/11	2019/10/21	N/A	4.24
Totals carried forward from previous page \$										357,048.61
Total \$										444,193.09

Third party	USW	Election day yyyy/mm/dd	2019/10/21
-------------	-----	----------------------------	------------



THIRD PARTY'S ELECTORAL CAMPAIGN RETURN
Summary of expenses

PART 3C
EC 20228

No.	Type of expense	Pre-election period (Part 3a) <i>(Only applicable to a fixed-date general election)</i> \$	Election period (Part 3b) \$	Total \$
1.	Partisan activity expenses	1,958.00	4,717.00	6,675.00
2.	Partisan advertising expenses	687,094.44		687,094.44
3.	Election survey expenses	0.00	0.00	0.00
4.	Election advertising expenses		439,476.09	439,476.09
5.	Total (items 1 to 4)	689,052.44	444,193.09	1,133,245.53

Third party	USW	Election day yyyy/mm/dd	2019/10/21
-------------	-----	----------------------------	------------