



Community Impact Report 2018

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United Way
Guelph Wellington
Dufferin



For the past 77 years, United Way Guelph Wellington Dufferin has strived to meet existing and emerging social needs in order to improve lives and build community. Directed by a volunteer board, managed by committed staff and supported by thousands of donors, United Way Guelph Wellington Dufferin works with partners in all sectors to identify needs and raise funds to support programs in response to those needs.

Today, United Way Guelph Wellington Dufferin funds 76 programs at 53 different agencies in Guelph, Wellington County and Dufferin County. These programs allow kids to be all that they can be, move people from poverty to possibility and create strong, thriving communities.

Thanks to the generosity of thousands of donors and the hard work of our funded agencies, in 2017 we raised over \$3.5 million. As a result, we are able to improve the lives of thousands of children, youth, adults, families and seniors in our local community.

United Way believes strong communities and thriving neighbourhoods exist when individuals and families are connected and supported in order to achieve their full potential. With research provided by United Way's Community Investment department and on-site program visits, the Fund Allocation Committee ensures that your donation dollars go where they are needed most. We invest in five building blocks, under three focus areas, to create strong neighbourhoods and thriving communities.

From Poverty to Possibility

Goal: Individuals and families have a network of basic needs and supports.

Many of our communities' most vulnerable are families and children who simply cannot make ends meet. United Way funds programs to ensure basic needs- food shelter, clothing and employment are available to those who need them. We also work with community partners to help break the cycle of poverty for future generations.



All That Kids Can Be



Goal: Children and youth believe in themselves and get involved.

Children and youth need to live and grow in a supportive, inclusive and nurturing environment. By investing in young people, we help them grow up to be all that they can be, ensuring everyone's future is stronger.

Strong Communities

Goals: (1) Individuals and families feel a sense of belonging and inclusion in their community, (2) Seniors have the social supports they need to be connected to their community and individuals and (3) Families have positive mental health and are better equipped to handle life's challenges.

United Way invests in programs that make our communities vibrant and safe and create opportunities for individuals, families and neighbourhoods. We focus on improving access to social and health-related support services, as well as supporting community integration and engagement.



ALL THAT KIDS CAN BE

THE STUMBLING BLOCKS

Children and youth need to live and grow in a supportive, inclusive and nurturing environment. By investing in young people, we help them grow to believe in themselves and get involved in the community around them. This helps them be all that they can be, ensuring everyone's future is stronger.

There are approximately

21,860

children and youth in Guelph whose backgrounds place them at-risk, impacting their wellbeing, connectedness and self-esteem.

Guelph Community Youth Strategy

1 IN 3

Senior Kindergarten children are vulnerable in at least one early development area, which impacts their self-esteem and self-confidence as they continue with school.

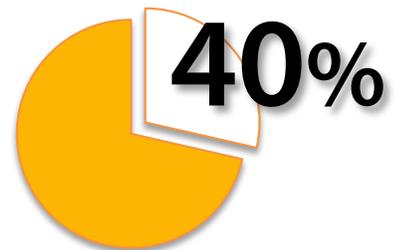


Vital Signs

"The rate of injury due to self-harm was highest for people ages 10 to 19 years old, for both Guelph and Wellington County, when compared to other age groups for the same injury type."

Toward Common Ground

Peer Connections



of grade 7 & 10 students reported low levels of peer connectedness.

WDG Report Card

Thanks to our donors,

\$312,178

was invested in children and youth programs in Guelph, Wellington and Dufferin in 2018.

Change Starts Here.

THE DIFFERENCE WE MAKE

THE BUILDING BLOCKS

This year, children and youth were able to attend inclusive summer camps, participate in mentoring programs to develop leadership skills, learn about positive mental health and the effects of bullying, and have access to new activity spaces.

732

students participated in workshops that helped them develop positive problem solving skills and how to combat bullying.

John Howard Society

348

children between the ages of 4-14 were able to attend day camp where they could be themselves and feel included.



of children attending Rainbow Day Camp had special needs of varying degrees.

Rainbow Day Camp

237

families engaged in the Early Start Family Literacy Program, allowing them to discover new learning opportunities and prepare them for the transition into Junior Kindergarten.

Action Read Community Literacy Centre

\$ 6250

worth of healthy snacks were purchased for program users and 50 hours of healthy eating discussions occurred

4200

hours of In-School mentoring occurred, giving students a positive role model to connect with and learn from

560 +

activity spaces were made available for Bigs & Littles to attend

Big Brothers Big Sisters Guelph

137

children and youth who were witnesses/victims of crime received assistance during the court process, making it less emotionally traumatic.

Child Witness Centre

580

participated in the Youth Resiliency Program in various workshops, giving them the opportunity to develop new skills and healthy friendships.

Shelldale Family Gateway

"Rainbow helps the community by promoting inclusion and tolerance in our neighbourhood".

We are
YOUR UNITED WAY.

Rainbow Day Camp



"If I had to pick one word to describe Rainbow Day Camp, it would be the Sanskrit word "Santosha" - a Hindu virtue meaning "contentment, acceptance of others and of one's circumstances as they are, optimism for self". This virtue is constantly emulated at Rainbow. Santosha describes the caring staff exquisitely, and is passed down to the campers through all interactions at the camp.

I volunteered with Rainbow in 2010, and immediately recognized the respectful atmosphere and felt appreciated for my work. I fell in love with the unconditional acceptance the staff showed each other, the campers, and themselves. I saw how these leaders influenced those around them merely by unabashedly being themselves and encouraging others to follow suit. When I first started working at Rainbow in 2011, I was self-conscious in every way - I wasn't fit enough; I was ugly; I wasn't funny. Life at home was complicated with an abusive brother and Granny with leukemia. Rainbow provided me with people who I knew I could talk to, allowing me to feel understood and accepted. I cherished this safe space and those associated with it. Working throughout the years not only reinforced my love for this camp, but truly shaped me into someone I'm proud to be. Inclusion and acceptance took on new meaning to me, and I was able to teach campers the power of these values. At this camp, I see kids flourish and show each other the respect that I never gave myself growing up. At this camp, I realized I want my career to be oriented towards working with children and teaching them to value themselves and others. I take extreme pride in knowing that I have had the honour of being a part of something truly phenomenal, something that shines with Santosha."

local love

Change Starts Here.

IMPACT OF YOUR DOLLAR

Your donation is helping make sure that kids are able to reach their full potential and be all that they can be. There are many amazing organizations and programs that your donation is positively impacting. Some ways that this happens can be found in the following chart. No matter how much you donate, change starts here.

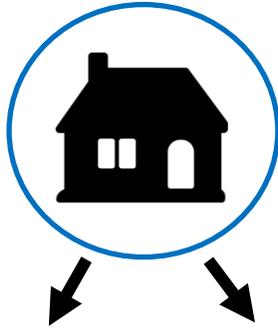
What does a \$25 donation buy?	<i>Wyndham House</i> is able to provide 4 youth with a backpack full of basic school supplies.
What does a \$100 donation buy?	<i>Big Brothers Big Sisters</i> can provide space for 3 outings in a local school building for gym nights, craft nights, etc.
What does a \$365 donation buy?	2 weeks of camp are provided for a camper who would not normally be able to attend <i>Rainbow Day Camp</i> .
What does a \$500 donation buy?	<i>Shelldale Family Gateway</i> is able to provide 25 pairs of indoor shoes in order for participants to play in dry shoes during the winter months.
What does a \$1,000 donation buy?	\$1000 allows <i>The Canadian National Institute for the Blind</i> to provide a preschooler, who is blind or partially sighted, with training on how to independently navigate their daycare center.

POVERTY TO POSSIBILITY

THE STUMBLING BLOCKS

Many of our communities' most vulnerable are families and children who simply cannot make ends meet. United Way funds programs to ensure basic needs – food, shelter and clothing are available to those who need them. We work with community partners to help break the cycle of poverty for future generations.

GUELPH



11.1%

of people in Guelph are living in poverty.

9%

of households experience food insecurity.

WELLINGTON COUNTY



17%

of people are living in poverty.

8.9%

of households experience food insecurity.

Vital Signs

In the last 35 years, except for a short period in the mid- 1980s to 1991, the poverty rate in Ontario has hovered between 9% to just over 12%, using the Ontario Government's official poverty measure (Low Income Measure – After Tax) and the latest Statistics Canada low income figures. Ontario has struggled to stay below a double-digit poverty rate since 1992.

Poverty Free Ontario

45%

of the customers needing Garden Fresh Boxes had household incomes of less than **\$25,000**.

Guelph Community Health Centre

In 2017, the Unemployment Rate was

5.4%

Towards Common Ground

In April 2018, roughly

325 > 93

individuals were homeless in both Guelph and Wellington County;

were youth, ages 16-24.

Guelph & Wellington Task Force for Poverty Elimination

Thanks to our donors,

\$646,200

was allocated to programs to help alleviate poverty in our community in 2018.

Change Starts Here.

THE DIFFERENCE WE MAKE

THE BUILDING BLOCKS

This year, your donation helped members of our community live in good health and with dignity, by providing programs and resources to help alleviate poverty.

5034

frozen subsidized meals were provided for 2 months to older adults in need.



Victorian Order of Nurses

2200

Garden Fresh Boxes were provided.

In addition to this, **13%** of Garden Fresh Box customers received either a gift certificate for a free box or a voucher for half the cost of the box.

Guelph Community Health Centre

33

at-risk pregnant and parenting young women and their children had access to nutritious food and safehousing through their Residential Program.

Michael House Pregnancy Care Centre

1500+

Referrals were made to other community partners

604

Homeless or at risk individuals attended daily drop-in to receive access to barrier free services

486

Participated in different workshops to develop new skills

Wyndham House

Financial assistance was provided for

60

low income adults.

Welcome In Drop-In Centre

234

individuals were able to receive one-on-one financial counselling.

Family Counselling & Support Services for Guelph & Wellington

WEDNESDAY

1501*

individuals were served at the Food Pantry

THURSDAY

6726*

individuals were served at the Food Pantry

FRIDAY

2536*

individuals were served at the Food Pantry

*between April 1, 2017 – March 31, 2018

Chalmers Community Services Centre

COMMUNITY PROFILE

"What makes us unique is our ability to create greater access to fruits/vegetables for those who are food insecure. We can be more proactive when it comes to helping people dealing with barriers."

I am

YOUR UNITED WAY.



Tom, Employee at Guelph Community Health Centre

"Often, we have customers who purchase a Garden Fresh Box on behalf of another. It is a simple transaction with very tangible effects. For instance, at College Heights Secondary School (one of our host sites), some teachers will pay \$20 for a \$15 box and the additional \$5 will be pooled to purchase boxes on behalf of students and their families that face food insecurity to some degree. There are a number of stories like this resulting from the actions of a strong community-oriented network of people. The program facilitates kind actions, greater food access, and a sense of belonging and community. In addition we are on the right track towards achieving at least two of our outcomes: (1) community members will have greater access to low-cost healthful fruits and vegetables; (2) community members will consume more fruits and vegetables. It also demonstrates that there can be unintended outcomes, that Garden Fresh Box participants, whether volunteers or customers, can participate in the alleviation of the effects of food insecurity within their community."

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IMPACT OF YOUR DOLLAR

Your donation is helping make sure that people are able to meet basic needs and go from poverty to possibility. There are many amazing organizations and programs that your donation is positively impacting. Some ways that this happens can be found in the following chart. No matter how much you donate, change starts here.

<p>What does a \$25 donation buy?</p>	<p>Centre Wellington Food Bank is able to purchase 2 lbs of ground beef, 3 litres of milk, 1 ½ dozen eggs and 1 lb of margarine for a family of 4.</p>
<p>What does a \$100 donation buy?</p>	<p>Victorian Order of Nurses are able to provide low-income seniors with 7 Hot Meals, 7 Frozen entrees, 7 Frozen Soups/Sides or Desserts).</p>
<p>What does a \$365 donation buy?</p>	<p>Action Read Community Literacy Centre is able to provide 8-10 learners the opportunity to receive a Cash Register Training Course, where they gain practical, hands-on employment skills; greater confidence in searching for work; a more positive sense of their capacity to learn; and knowledge and comfort with a community resource that can help them learn.</p>
<p>What does a \$500 donation buy?</p>	<p>Family Counselling and Support Services for Guelph and Wellington provides a woman who has been abused with 4 counselling sessions to help her develop financial skills, confidence and be better equipped to live with financial independence.</p>
<p>What does a \$1,000 donation buy?</p>	<p>Michael House Pregnancy Care Centre can provide 2 months of safe housing for 12 women and their babies living in the shelter facility.</p>

Change Starts Here.

STRONG COMMUNITIES

THE STUMBLING BLOCKS

United Way invests in programs that make our community vibrant and safe, while creating opportunities for individuals, families and neighbourhoods. We focus on improving access to social and health related support services, as well as supporting community integration and engagement.

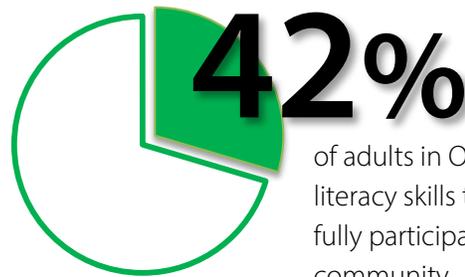
1 in 5 

people living in Guelph are newcomers to Canada. In Wellington County, **1 in 10** residents have immigrated to Canada.

Vital Signs

The senior demographic is the fastest growing segment, currently making up **26.7 %** of the population. Roughly **6000** in this demographic are at risk or are currently socially isolated.

Guelph Wellington Seniors Association



of adults in Ontario do not have the literacy skills they need to be able to fully participate and engage with their community.

Action Read Community Literacy Centre

In Guelph ...

Community Belonging



27%

of residents reported that they had a somewhat or very weak sense of belonging within their community.

1 in 3 recent immigrants stated that they felt out of place in their community.

Toward Common Ground & Vital Signs

1 in 5 people in Canada will experience a mental health issue at some point in their lives, and **1 in 3** will have a loved one experience mental health issues in their lifetime.

Canadian Mental Health Association

Thanks to our donors,

\$1,207,158

was distributed in 2018 to help make our community stronger and more resilient.

Change Starts Here.

THE DIFFERENCE WE MAKE

THE BUILDING BLOCKS

This year, United Way has been able to support agencies and programs that are developing a stronger community. In our thriving neighbourhoods many family, mental health, and social support needs, along with many others are being addressed.

Over

100

individuals received assistance with the purchase or repair of their assistive devices.

March of Dimes Canada

Through the Quick Access Affordable Counselling program

940

individuals were able to receive the help they needed to better handle life's challenges.

Family Counselling & Support Services for Guelph Wellington

650

relationships with families were built to grow community support.

Family & Children's Services of Guelph & Wellington County



28

Therapy Dog teams made over 100s of weekly visits



200

University of Guelph Students were visited



15

Primary School students had dog reading buddies

... and hundreds of others across the city.

St. John Ambulance – Guelph Branch

52

meetings with new immigrants occurred to help them get engaged and involved with their new community.

Immigrant Services – Guelph & Wellington

Over

2000

volunteer applications were completed, getting more community members involved in their neighbourhoods.

PIN: The People & Information Network

Spark of Brilliance

Youth Talk

Mental Health Promotion & Education

111 Workshops

715 Participants

100+

Youth attended the conference

10

Wellington High schools were visited

1500

Attended various presentations and family education groups

Canadian Mental Health Association Waterloo Wellington

Change Starts Here.



"I have been volunteering with St. John Ambulance for 11 years. It is important to me because I live outside of town and it is a way for me to connect with the community and get involved"

I am
YOUR UNITED WAY.

BJ, Volunteer at St. John Ambulance Fergus-Elora Branch

"Dan was a resident of Arthur Nursing home until his death. He was on the visiting list for "Buddy", one of our Therapy Dogs. Every week, Dan would wait for Buddy to come for his visit, ready with his favourite treats, which he'd asked his family to purchase. When Buddy entered the room, Dan's whole face would light up! He would lean down in his chair, hug Buddy, give him treats, and just constantly talk about all the dogs he had had over his life. He had pictures of Buddy posted in his room, so that he could see him every day. Buddy loved to visit Dan. When Dan died, the family asked the handler and Buddy to come to the funeral and sit with the family, as Dan had considered Buddy to be his dog. This friendship made his last few years in the retirement home bearable and gave him something to look forward to."

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IMPACT OF YOUR DOLLAR

Your donation is helping make sure that our community is stronger so that everyone feels included, involved and safe. There are many amazing organizations and programs that your donation is positively impacting. Some ways that this happens can be found in the following chart. No matter how much you donate, change starts here.

What does a \$25 donation buy?	<i>The Canadian National Institute for the Blind</i> can assist a blind or partially sighted person to have their home appliances marked with bump-ons so that they can find and use the dials or button.
What does a \$100 donation buy?	<i>Family Counselling and Support Services</i> is able to provide affordable counselling session for a person who is feeling unable to overcome life's difficulties.
What does a \$365 donation buy?	5 weeks worth of round trip rides for dialysis treatments are provided by <i>Victorian Order of Nurses</i> .
What does a \$500 donation buy?	2 homebound older adults can participate in <i>Guelph Wellington Seniors Association's</i> Outreach Program for an entire year. This includes transportation to and from home, gentle exercise, entertainment and a hot meal with friends.
What does a \$1,000 donation buy?	<i>Canadian Mental Health Association</i> is able to train 8 people in Mental Health First Aid.



I AM YOUR UNITED WAY.

Whether it is one dollar or one volunteer hour, any contribution to United Way Guelph Wellington Dufferin helps make a difference in our community. Without the hard work and support of our dedicated workplaces, volunteers, donors, sponsors, agencies and staff, our campaign would not be able to continuously achieve and exceed our goals. Each year, thousands of people in our community benefit from your generosity and for that we cannot thank you enough for everything you do. We are making a difference in helping kids be all that they can be, move people from poverty to possibility and building a stronger community for all.

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unitedwayguelph.com

The data reported in this report was collected by United Way funded agency partners between April 1, 2017 – March 31, 2018. This data does not necessarily reflect unique individuals served, as one client may access a program several times and may access multiple programs between agencies.