

local love

IN A
GLOBAL CRISIS



A COVID-19 RESPONSE

On March 11, 2020, the World Health Organization declared the novel coronavirus outbreak a global pandemic. On that day, everything changed.

As the virus started to spread to our local communities, it was clear that COVID-19 was going to impact us in ways that we were not prepared for. Many would need extra support – seniors, children, families - those who did not have a place to call home and many who would find themselves navigating support for the first time. Front-line agencies would need to shift the way services were delivered - quickly.

At United Way, we knew that we were in the best position to mobilize the community and bring together all those who wanted to help – corporate partners, community members and the social services sector. This is, in fact, what we do 365 days of the year! We sprang to action and on March 19th, 2020, launched the COVID-19 Community Response Fund (Local Love In A Global Crisis) - to help with coordination efforts and raise funds for those most vulnerable. This Fund would ensure help was available when it was needed and assist our frontline agencies in responding as quickly and efficiently as possible.

On March 30th, United Way partnered with the Guelph Community Foundation to combine our efforts and maximize our impact with the COVID-19 Community Response Fund. Together, we would ensure even more would be supported. We are extremely proud of this newly forged partnership and look forward to working together on future projects that benefit our community.

In May, we would learn that the Government of Canada would be providing further emergency funding through the Emergency Community Response Fund, and entrusting United Way as one of the key partners to handle the rapid distribution of those funds. This would provide additional dollars to ensure those most vulnerable to the impacts of the pandemic were being supported. We were truly grateful for the opportunity to support our community in this way.

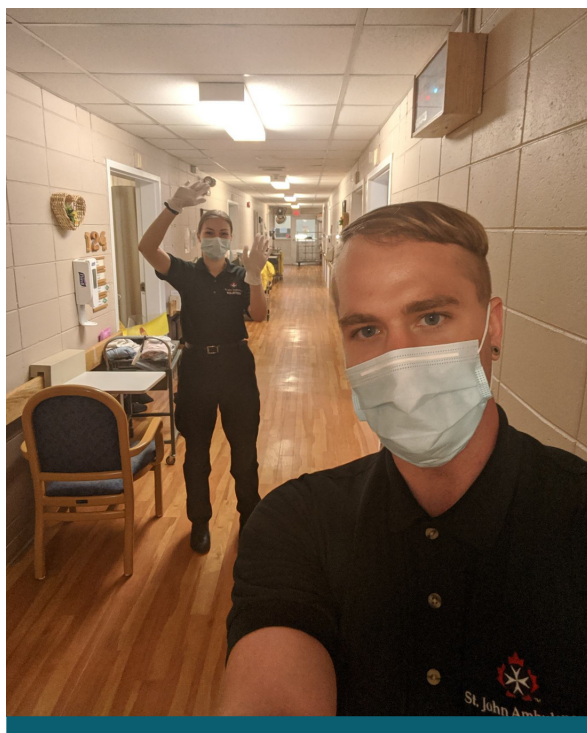
MOBILIZING A RESPONSE TO COVID-19

When the pandemic began, community organizations worked tirelessly to provide emergency support of all kinds—in particular, to individuals and communities experiencing continued or heightened vulnerability. Demand for services increased dramatically, and we needed to meet that demand.

When the COVID-19 Community Response Fund launched, we called on our communities to help us support those most in need, knowing that everyone was struggling to adapt their lives to a rapidly changing world. Some people had lost their jobs, others had taken on the roles of full-time caregivers, many parents began working from home while juggling virtual learning with their kids. For us, asking people, companies and organizations to partner with us during a time when so many had lost so much, amidst incredible uncertainty, was like taking a giant leap in the dark.

WE CALLED, YOU ANSWERED

But, the response was incredible! Long-time supporters of United Way's community impact work and donors who had never given to charity before understood the great need and recognized that United Way's proven record of collaboration and intimate knowledge of local needs made us the right organization to lead a collective response. Our community came together, united in local love, to support one another. In total, 75 grants and over \$276,000 of locally raised funds were distributed to community agencies between April-November of 2020.





EMERGENCY GOVERNMENT FUNDING

We are grateful to the Government of Canada for joining us in our COVID-19 work. The Prime Minister and local Members of Parliament recognized our efforts and our ability to support our local communities and trusted us to distribute additional funds to community partners through the Emergency Community Support Fund. Over **\$1.1 million** was distributed to 56 projects during two funding periods through this program between June-November. These funds allowed United Way to work with existing, and many new, community partners to fill gaps in services and ensure no one was left behind. Funded projects addressed issues like food insecurity, isolation, mental health, harm reduction, homelessness and impacted everyone from children to seniors. A full list of funded projects can be found on page 24 of this report.

We were also pleased to distribute over **\$75,000** through the Government of Canada's New Horizons for Seniors fund to organizations serving seniors in our communities. In order to learn more about the issues that needed our attention, and organize a collective response, we brought together over 15 seniors organizations to a community table. This group continues to meet today.

RESPONDING TO EMERGING NEEDS

In addition to providing much needed funding to address the impacts of COVID-19, many looked to us for support in other ways. We connected people and organizations to each other, to support one another and build capacity. We brought together corporations that wanted to help and organizations that needed help. We provided frontline organizations with donations of hand sanitizer and PPE. We mobilized volunteers to start a grocery delivery service to help get food to seniors who couldn't leave their homes. **And we listened.**

We listened to the struggles of community organizations and their staff, all experiencing difficulties in different ways. We supported however we could.



THANK YOU FOR BEING UNITED IN LOCAL LOVE

More than one year later, United Way is embedded in a community-wide response to the pandemic that will not end any time soon. We know the social effects of the pandemic will last long after the health risks come to an end. But we got through 2020 together, and we will get through the challenges ahead together.

We are grateful to every individual and organization who offered a helping hand, and to those who continue to invest so our communities are supported over the long-term. Your belief in the power of teamwork and coming together to solve the most pressing local issues is what fuels our work.

We are incredibly proud and inspired by all of the agency partners who showed tremendous compassion and adaptability to ensure there was a strong foundation of services available for the people who needed them. Our long history of partnership helped prepare us for the challenges we faced in 2020, but also allowed us to form new partnerships that will benefit our community in the long-term. To each and every organization who did everything they could when our community needed them most -thank you.



A senior at The Elliott Community connecting with a loved one through an iPad made possible through United Way COVID funding

THE IMPACT OF OUR COVID-19 RESPONSE

Our COVID-19 response was made possible because of the generous donors who supported our COVID-19 Community Response Fund, because of emergency funding from the Government of Canada through the Emergency Community Support Fund and the New Horizons for Seniors Program, and because of the dedication of the organizations we partnered with to uncover urgent needs and quickly respond and deliver solutions.

Locally, we collaborated with other funders to ensure that no duplication of efforts took place during this time of heightened need. Through constant dialogue, we were able to identify gaps that needed support and ensure funding was distributed equitably throughout Guelph, Wellington and Dufferin.

Many of the projects that were funded during the pandemic are not short-term solutions, but the keys to making social services more integrated and inclusive moving forward. If sustainable, many programs will act as the catalyst for lasting positive change in our community.



Volunteers packing groceries for the Emergency Food Home Delivery program at The Seed Warehouse

“ United Way's collaboration with others on a community COVID response demonstrated that they're here for the right reasons ... they're about being both responsive and building back the community.

- Community Partner ”

COVID-19 COMMUNITY RESPONSE FUND

While some of the investments made through the COVID-19 Community Response Fund met emergency, short-term needs, many of our investments will have long-term impacts for organizations and networks. Here's how we put locally donated COVID-19 dollars to work over the past year.*

Amount invested April 2020 - November 2020: \$276,201

We invested in:

66

agency
partners

75

programs

As a result of these investments,

27,055

people were supported



Basic Needs

10,102 people supported

Individuals and families received food hampers, produce boxes, ready-made & frozen meals, grocery gift cards, PPE and hygiene products in order to stay safe and healthy.



Support for Seniors

3,538 seniors supported

5,343 interactions provided

Seniors received technology to stay in touch with loved ones, virtual recreation and social programs, telephone check-ins, equipment to make staying at home safer and support to reduce severe isolation.



Capacity

12,827 individuals benefited from services

Community partners received additional funds to help keep the doors open and ensure services kept running for those who needed them. In some cases, renovations were required to make spaces safer to operate or additional funds were needed to adjust to a virtual environment. Access to additional funds to carry out these necessary changes were critical to



Mental Health

588 people were supported

1,057 mental health counselling sessions or calls were provided

Webinars, harm reduction workers, extra support for frontline staff and transportation to services and counselling sessions (virtual or via phone) were incredibly important as we dealt with one of the most prevalent secondary effects of the pandemic - declining mental health.

*Please see Page 22 for a detailed investment breakdown

Supporting families with food resources

"When we began to serve food during COVID-19, we started to receive calls from community members who had never used our services before. Very recently, Mary, a pregnant mother with three children gave us a call - she had never used a food pantry before, she had been isolating at home with her family and had no



family and had no other supports. Perhaps she had been food insecure before the pandemic, but had enough resources to hold on, week to week? We do not know. What we do know is that without this funding, we would not have been able to guarantee a safe and consistent service of food to the community and folks like Mary would go without food resources. This funding has guaranteed that we did not have to close our doors during a very difficult time for many families and community members." - Chalmers Community Services Centre

Reducing feelings of isolation among seniors



I am a 70-year-old woman who has lost strength and stamina after surviving cancer. As an older person I feel invisible in society. I think society feels older people do not matter. Although I live alone, I have never been bored or lonely until the pandemic. I would go out after dark to shop; I'd arrive at Walmart at 9:30 pm. I'd take 2 buses to get there and 2 to get home again with my groceries. I am glad there are only 3 people on the first bus and 4 on the second bus. I am relieved that people are wearing masks. I am glad I don't have to line up at the check out. I was "deadly tired" when I did this, but I did what I had to do to get food into my house.

Today, I opened my bag of groceries delivered to me to find a huge and beautiful beefsteak tomato, which I've already made into a lovely sandwich! As usual, a big thank you to you and all the team at GWSA-CSS. The fact that the frozen meals are starting up again is most welcome and feels very supportive and helpful.

With gratitude,

Rosey

-Guelph-Wellington Seniors Association Community Support Services

Getting services back up and running

"The Youth Hub is a one-stop-shop for complex youth in Guelph to seek barrier-free access to programs, services, food hampers, basic needs, healthcare and to just connect. With the support from the United Way GWD Community Response Fund, services are now available to youth once again as we have been able to have our Youth Hub adapted with social distancing measures and we have re-opened the Youth Hub." - Wyndham House



"Thank you so much to everyone who contributed to this emergency funding that has provided us with much needed resources to continue offering shelter and safety supports to women and children in our community who need us."

-Guelph Wellington Women In Crisis

"During the COVID-19 crisis, we saw an increase in anxiety and grief related issues, especially with clients who have experienced trauma in the past. As people were self isolating, new stressors and anxiety increased and previous emotional patterns intensified. This created additional challenges with program delivery. The counselling program helped to address these challenges."

- Lakeside HOPE House

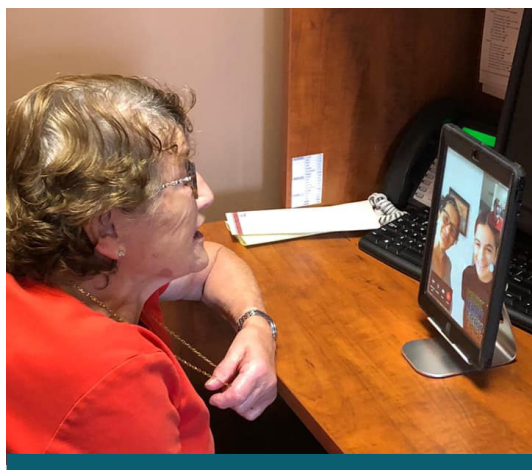
Connecting Kids

"By maintaining these matches, we have given our mentees support to function in an incredibly difficult time. Disregarding the pandemic for a moment, the children in our mentoring programs are all identified as 'at-risk or marginalized' and usually suffer from or are at-risk of Adverse Childhood Experiences (ACEs) due to their living situation. ACEs are potentially traumatic events that occur in childhood such as experiencing violence, abuse, or neglect; substance misuse; mental health problems; or instability due to parental separation or household members being in jail or prison. If our mentoring programs are interrupted for any reason, these vulnerable members of our community feel a profound negative impact on their life experience. Combine that with the uncertainty and fear that a great deal of the public feels due to the pandemic, and it is clear that maintaining our mentoring matches through a virtual platform is vital for our mentees' health and wellness. Thank you for making this possible!" - Big Brothers Big Sisters Guelph



Adapting to a virtual world

"The funds that St. Joseph's Health Centre Foundation received from United Way enabled the purchase of 4 iPads to support patients and residents in long term care, complex care and rehabilitative care to stay connected with loved ones during the COVID lockdown. These virtual visits reduced the barriers of social isolation, provided emotional support, companionship, and lessened the feelings of depression and loneliness experienced by not only our patients and residents, but their loved ones as well."



BREAKDOWN OF INVESTMENTS

COVID-19 COMMUNITY RESPONSE FUND

Action Read Community Literacy Centre	\$3,500.00
After Breast Cancer	\$2,500.00
Alzheimer Society of Dufferin County	\$1,000.00
Alzheimer Society Waterloo Wellington	\$6,000.00
ARCH: HIV/AIDS Resources & Community Health	\$4,000.00
Art Not Shame	\$2,400.00
Asian Community AIDS Services	\$2,500.00
Best Buddies Canada	\$2,500.00
Big Brothers Big Sisters of Centre Wellington	\$1,000.00
Big Brothers Big Sisters of Guelph	\$5,033.00
Brain Injury Association of Waterloo-Wellington	\$2,500.00
Canadian Cancer Society	\$2,500.00
Canadian National Institute of the Blind	\$2,500.00
Career Education Council	\$2,500.00
Chalmers Community Services Centre	\$2,500.00
Child Witness Centre	\$11,000.00
Children's Foundation of Guelph Wellington	\$2,500.00
Church of the Apostles (Kitchen Bees)	\$5,750.00
CMHA Dufferin	\$2,500.00
CMHA Waterloo Wellington (Reducing Risk for Homeless)	\$39,665.00
Community of Hearts Lifelong Learning	\$2,500.00
Community Resource Centre	\$750.00
Crime Stoppers Guelph Wellington	\$2,156.38
East Wellington Community Services	\$4,000.00
Easter Seals	\$7,000.00
Elora Road Christian Fellowship	\$3,000.00
Family Counselling and Support Services for Guelph-Wellington	\$1,500.00
Family Transition Place	\$2,418.55
Focus on Nature	\$2,000.00
Free to Grow Soccer	\$1,500.00
Guelph & District Multicultural Festival	\$6,000.00
Guelph Arts Council	\$2,500.00
Guelph Enabling Garden	\$2,500.00
Guelph Neighbourhood Support Coalition	\$3,000.00
Guelph Wellington Seniors Association	\$2,500.00

Guelph Wellington Women In Crisis	\$16,591.00
Guelph Youth Music Centre	\$3,000.00
Housing Partners - PPE Equipment	\$2,750.00
Immigrant Services Guelph Wellington	\$1,000.00
Lakeside HOPE House	\$12,000.00
March of Dimes	\$2,500.00
Merry Mask Makers	\$1,000.00
Michael House Pregnancy Care Centre	\$4,000.00
North End Harvest Market	\$3,000.00
Orangeville Food Bank	\$5,000.00
Out on the Shelf	\$3,000.00
PIN – The People & Information Network	\$1,900.00
Portage Elora Drug Addiction Rehabilitation Centre for Youth	\$3,850.00
Ramoth House	\$3,832.00
Royal City Mission	\$2,500.00
Salvation Army	\$2,500.00
Sew on the Go (Church of the Apostles)	\$1,500.00
Shelldale Family Gateway	\$3,000.00
Special Olympics	\$8,000.00
St. James Church, Fergus	\$9,000.00
St. John Ambulance Guelph	\$2,500.00
St. Joseph's Health Centre Foundation Guelph	\$2,400.00
Starlight Canada	\$1,000.00
The Seed	\$20,000.00
Toward Common Ground	\$1,130.00
Township of Centre Wellington – Seniors Centre	\$2,500.00
Up & Running Guelph	\$1,500.00
Wellington County Learning Centre	\$3,500.00
Wyndham House	\$1,575.00
YMCA-YWCA of Guelph	\$2,500.00
Total	\$276,200.93

EMERGENCY COMMUNITY SUPPORT FUND - ROUNDS 1 & 2

10C Shared Space in partnership with Chalmers Community Services Centre	\$36,102.00
Alzheimer Society Waterloo Wellington	\$25,000.00
ARCH: HIV/AIDS Resources & Community Health	\$39,900.00
Autism Society of Ontario	\$10,000.00
Big Brothers Big Sisters of Centre Wellington	\$20,000.00
Big Brothers Big Sisters of Dufferin	\$15,000.00
Big Brothers Big Sisters of North Wellington	\$10,000.00
Canadian Mental Health Association Peel Dufferin	\$20,000.00
Canadian Mental Health Association Waterloo Wellington	\$51,720.00
Chalmers Community Services Centre	\$43,900.00
Children's Foundation of Guelph Wellington	\$47,750.00
Church of the Apostles (St. Matthias and St. James)	\$3,000.00
Community of Hearts Lifelong Learning	\$10,000.00
Compass Community Church partnership with Shelburne Food Bank	\$10,000.00
East Wellington Community Services	\$50,000.00
Easter Seals Ontario	\$5301.00
Everdale Environmental	\$21,900.00
Family & Children's Services of Guelph & Wellington County in partnership with Shelldale Centre	\$21,300.00
Family Counselling and Support Services for Guelph-Wellington	\$66,445.00
Food4Kids Guelph	\$30,000.00
Frontier College	\$5,000.00
Guelph Arts Council in partnership with Guelph Tool Library	\$28,000.00
Guelph Black Heritage Society	\$5,949.45
Guelph Community Health Centre	\$30,000.00
Guelph Independent Living	\$8,240.00
Guelph Neighbourhood Support Coalition	\$15,000.00
Guelph Wellington Seniors Association	\$69,000.00
Guelph Wellington Women In Crisis	\$3,000.00
Hospice Wellington	\$5,000.00
Immigrant Services Guelph Wellington	\$15,000.00
Jobs. Opportunities. Enterprise (JOE)	\$5,000.00
Lakeside HOPE House	\$36,000.00
Michael House	\$17,016.00
Nightingale Centre for Grieving Children, Youth and Families	\$4,572.00

Orangeville Food Bank	\$75,000.00
Shelldale Family Gateway	\$28,471.55
St. Joseph's Health Centre Foundation Guelph	\$37,000.00
Start2Finish Canada	\$10,000.00
The Corporation of the Township of Mapleton Seniors' Centre for Excellence	\$44,450.00
The Elliot Community	\$50,000.00
The Guelph Enabling Garden	\$5,000.00
The Seed	\$50,000.00
Welcome In Drop-In Centre	\$30,000.00
Wellington Dufferin Guelph Drug Strategy	\$12,500.00
Wyndham House	\$6,000.00
Total	\$1,199,777.00

NEW HORIZONS FOR SENIORS FUND

Alzheimer Society of Dufferin County	\$4,000.00
CMHA Waterloo Wellington – Older Adults Strategy	\$10,000.00
East Wellington Community Services	\$5,000.00
Family Counselling and Support Services for Guelph-Wellington	\$2,000.00
Guelph Independent Living	\$3,240.00
Guelph Wellington Seniors Association	\$20,000.00
Immigrant Services Guelph Wellington	\$2,500.00
Orangeville Food Bank	\$1,000.00
Shelbourne Food Bank	\$5,000.00
The Elliott Community	\$7,760.00
VON - Meals on Wheels Guelph Wellington	\$10,000.00
Total	\$70,500.00



United Way
Guelph Wellington
Dufferin

85 Westmount Rd., Guelph ON N1H 5J2

Tel: 519.821.0571

Fax: 519.821.7847

Email: info@unitedwayguelph.com

Website: unitedwayguelph.com

Facebook: www.facebook.com/unitedwayguelph

Twitter: twitter.com/UWGuelph

Instagram: [@unitedwaygwd](https://www.instagram.com/unitedwaygwd)

Registered Charitable Number:
10745 7053 RR 0001