



United Way
Guelph Wellington
Dufferin

2022-2024



**OUR
COMMUNITY
IMPACT &
INVESTMENT
STRATEGY**



Support

Connection

Community



United Way
Guelph Wellington
Dufferin

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INTRODUCTION

Support | Connection | Community

Guelph, Wellington and Dufferin need and have the potential to create support, connection, and opportunity like never before.

Our communities have experienced hardship and isolation through a prolonged pandemic, an unignorable deepening of preexisting needs and inequities, and a groundswell of interest from individuals and organizations who want to directly contribute to make a difference. These are rare circumstances that both necessitate, and make possible, once in a generation change.

To support a radical recovery, we knew that we would need to

reduce barriers to supports, connection, and community; connect donors and supporters to make lasting positive change; and be ready to respond to our communities' needs.

As the third wave of the pandemic began to ease, and we began to anticipate better days ahead, we undertook a thorough, but nimble planning process to develop our community impact and investment strategy.

OUR PROCESS



We convened a Community Impact Committee of knowledgeable individuals from multiple disciplines, sectors, and communities to consider, reflect, and share insight and expertise.



We scanned research for Guelph, Wellington, and Dufferin to visualize how community conditions are trending for: "All That Kids Can Be;" "Healthy People, Strong Communities;" and "From Poverty to Possibility."



We assessed how various community investment approaches work to improve lives and build community in different ways, and aligned the multiple new methods that will have the best results.



We engaged key informants with knowledge of community systems and community impact to gain the benefit of their insights; and also engaged donors to learn more about what they believed to be important in recovery, and in creating a strong thriving community



Combining the input gathered from various stakeholders with the knowledge and insights we've gained from multiple community planning tables, we strategized how United Way could best support kids, communities, equity- and rights-seeking groups, and individuals and families with low income in Guelph, Wellington, and Dufferin.

OUR IMPACT & INVESTMENT STRATEGY



United Way's purpose is creating lasting positive change. We are uniquely able to focus and unite people and resources to improve lives and build community - by creating support, connection, and opportunity - at a time when they are so very needed by the whole community.

That's why we're focusing on solutions and supports to address current, deepened community challenges, and to create connection and opportunity as we recover.

We need to move forward quickly and leverage United Way's unique role as a connector. As we work toward a radical recovery in Guelph, Wellington, and Dufferin, we're emphasizing trust and collaboration with agencies and other funders. We're building awareness and engagement, and clear lines of sight with supporters. And we hope we can work together.

In partnership with our networks, we are working to build impact in 5 areas:

Resilience in children and youth through emotional wellbeing, because we know that helping to prevent and mitigate adverse childhood experiences is both urgent and foundational to lifelong potential;

Belonging, inclusion, and connection to supports in community, because we know that isolation, mental health, and informal and formal supports are critical issues coming out of the pandemic;

Dedicated investment for equity-seeking and rights-seeking groups, because we know that real, tangible barriers to resources and belonging in our communities persist;

Aligned collaborative supports for food, housing, and financial security, because we know individuals and families need comprehensive opportunities to stabilize, recover, and build their futures; and

Focused investment and presence in rural communities, responsive to their unique needs.

Focus:
Building resilience through emotional wellbeing
Method:
Service network
Investment:
\$300,000

Focus:
Supporting Diversity, Equity & Inclusion
Method:
Dedicated funding for equity- and rights-seeking groups
Investment:
\$375,000

Focus:
Financial, housing & food security
Method:
Collective impact
Investment:
\$600,000



Focus:
Belonging & connection to supports in community
Method:
Program funding
Investment:
\$350,000

Method:
Dedicated grants for groups in Wellington, Dufferin
Investment:
\$200,000

Method:
Sponsorships & project grants
Investment:
\$125,000

BACKGROUND MATERIALS

Committee Impact and Investment Reflections

Community Issue Scan, All That Kids Can Be

Community Issue Scan, Healthy People, Strong Communities

Community Issue Scan, From Poverty to Possibility

Community Investment Approaches Backgrounder

Key Informant Insight, Toward an Impact and Investment Strategy



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