



2019-20 YEAR IN REVIEW



United Way
East Ontario

WORKING WITH COMMUNITIES
IN PRESCOTT-RUSSELL, OTTAWA,
LANARK AND RENFREW COUNTIES

A MESSAGE FROM THE PRESIDENT AND CEO

As I write this letter, I am at home, safe and healthy, following the physical distancing guidance of our local public health authorities as we all combat the spread of COVID-19. I hope you are safe and healthy, too.

Although the activities we outline in our Year in Review for 2019-2020 were only minimally touched by the pandemic, I cannot help but reflect on the current crisis as I look back on the past year.

Right now, United Way East Ontario is in the thick of responding to this crisis, with a mission to help the most vulnerable cope with these new trying circumstances. We're doing so in the best way we know how: with our government, agency, corporate and community partners alongside us, as we tackle the very toughest of challenges together.

We have been here for our communities through crises before. Through those experiences, we've honed our ability to respond quickly, collaboratively and creatively. In the same way we worked together to recover after the 2018 tornadoes, support Syrian refugees, and rebuild after the 2019 floods, we are again working diligently to address the greatest needs in our communities. Our goal is always to make sure no one is left behind.

At United Way, we build strong, healthy, safe communities 365 days a year. While crises inspire and demand immediate action, we also address local issues that often go unnoticed and forgotten—things like graduation disparities for kids living in at-risk neighbourhoods, youth homelessness, employment barriers for newcomers and people with disabilities, isolated seniors, and much more.

These challenges affect us all, even though they reveal themselves differently in urban and rural communities.

I'm so proud that in 2019, we became United Way East Ontario—officially bringing together the United Ways of Prescott-Russell, Ottawa, Lanark County and Renfrew County. We know the issues we face do not start and stop at geographic borders, so this was a natural transition to formalize the way we had been collaborating for many years.

We are stronger when we stand together and speak up with one voice.

While most of you might traditionally know United Way as a fundraiser, this is only one of the tools we use to move the needle and improve outcomes for the people who feel invisible.

Now, we have the force and expertise of our entire region behind us to create opportunities for the people who need us most.

In this report, you'll read about the other ways we make our communities measurably better: how our research and collaboration efforts contributed to the creation of the Ottawa Neighbourhood Equity Index, helping us identify which communities need our support to access life's essentials. You'll see how our leadership in response to the spring floods across Eastern Ontario resulted in region-wide partnerships that we've drawn upon again and again. You'll see how our United for All coalition is championing a sector-wide advocacy approach to address hate, violence and extremism in our communities.

You'll also see in this report that in 2019-2020, we faced hurdles—as an organization, and as a community. The charitable sector is changing rapidly, and one of our biggest challenges remains rallying the community to support chronic issues with as much generosity and empathy as they exhibit during times of crisis.

Right now, the public and all levels of government are prioritizing challenges that the most vulnerable have been facing for years, that are now aggravated because of COVID-19. We hope to keep these issues on the radar in the coming months and years, as we anticipate the recovery period of this crisis.

As we look ahead, we know that our current operating year will be extremely challenging: our social fabric is being stretched and tested in ways we have never seen. We are facing adversity, but the COVID-19 pandemic is also presenting us with the opportunity to explore new forms of innovation, experiment with delivering services in new ways, consider the role of United Way in supporting the charitable sector, and much more.

It's a common phrase of nonprofits that "we need you now, more than ever." But as the effects of this global pandemic settle on us and test our physical, mental and financial health, this statement has never been more true.

People rely on the vital services of charities and frontline agencies even more during times of crisis. At United Way, we will always roll up our sleeves to support the most vulnerable, unafraid of the demanding challenges in front of us. We are in the midst of this work yet again.

Throughout this work, it is our promise to you that we stay transparent and accountable, with a 100% local focus—we hope you feel that after reading this report.

Thank you for being a part of this past year with us. We hope you continue to have trust in our ability to make a positive difference in the lives of the people who really need us. We certainly have trying times ahead, and we are grateful for you forging along with us.



With gratitude,

A stylized blue ink signature of Michael Allen.

Michael Allen
President and CEO, United Way East Ontario

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OUR ROLE

Every day, communities depend on United Way to break down barriers, improve lives, and create opportunities. Our organization exists to make a tangible difference in the lives of the people who need us most—to have an impact.

Our mission is to bring people and resources together to build strong, safe, healthy communities for all.

Our vision is that our communities are measurably better because of the work of United Way East Ontario and others.

Our promise is that we will invest resources where they are needed the most and where they will have the greatest impact.

NEW NAME, BIG IMPACT

At United Way, we are always looking for ways to better tackle the tough problems our communities face.

This year, we took the next step in our journey of building strong, healthy, safe communities for everyone. With our amalgamation in 2017, the four United Ways of Prescott-Russell, Ottawa, Lanark County and Renfrew County unified into a single organization. In September of 2019, we announced our new name: United Way East Ontario.

We know the challenges people face do not start and end at geographic borders. Issues like youth homelessness, isolated seniors, and our neighbours' struggles with mental health go beyond neighbourhood and county boundaries, and affect us all.

We also know we are stronger when we stand together and speak up with one voice.

Our greatest challenges demand the force of our entire region, and its smart, dedicated and generous people. We have our sleeves rolled up and we're ready to continue making a difference in all the communities where we live, work and play.

United Way East Ontario continues its commitment to our donors that funds are invested in the community where they are raised, and where they will have the greatest impact. United Way also continues



to have offices, activities, staff and volunteers in the communities of Prescott-Russell, Ottawa, Lanark and Renfrew Counties.

As a single entity, we have the benefit of understanding, researching, and working on issues with both an urban and rural perspective. United Way East Ontario is well-positioned to respond to region-wide issues—like flooding in the spring of 2017 and 2019—and neighbourhood-specific challenges—like success in school among youth living in low-income areas of Ottawa, or the high percentage of vulnerable seniors living in Renfrew.

To truly and measurably change the lives of our most vulnerable for the better, we must come together—and that is our promise. We're excited about the possibilities ahead, and eager to continue this work as one United Way in the years to come.



Get stories of local love straight to your inbox! Stay up to date with United Way's impact and latest news by [signing up](#) for our monthly newsletter.

HOW WE'RE MAKING AN IMPACT

United Way mobilizes the power of caring communities to address the most complex social issues. But, we don't do it alone.

Our most complex social challenges demand collaboration, so we can have an even bigger impact. By bringing people from different organizations together to solve problems—from businesses, non-profits, governments, and more—we can make our communities measurably better.

United Way East Ontario creates lasting social change through three focus areas:

All That Kids Can Be: By putting more kids on track to succeed, we can help all youth in our communities reach their full potential.

From Poverty to Possibility: By helping people achieve financial independence and stability, we can move them from poverty to possibility.

Healthy People, Strong Communities: By improving equity, connections and well-being for vulnerable groups, our communities can be great for everyone.



These areas serve as the foundation for every initiative and decision the organization undertakes. Opportunities to take action are strategically assessed against their ability to achieve the outcomes in these focus areas. We then look at each opportunity and determine which of our tools to use in order to achieve our intended results:

Advocacy: United Way strives to develop relationships with key stakeholders and government officials to advocate for change on social issues impacting our communities.

Convening: We bring together diverse groups of stakeholders to coordinate our efforts in order to solve social problems.

Investment: We engage community experts and volunteers to advise on investments in programs, services, collaborations and initiatives that result in positive change, aligned to our priorities.

Research and Evaluation: United Way conducts and supports a breadth of research and data analysis that informs and guides our decision-making.

Resource Development: We raise money, recruit volunteers, secure resources, attain expertise, and build powerful partnerships with individual donors, businesses and other organizations—all to support initiatives that will lead to the betterment of our communities.

TACKLING THE TOUGH PROBLEMS

All That Kids Can Be



How Kuma graduated, against the odds.

In some neighbourhoods, we know that kids are more likely to drop out of high school—sometimes at rates of over 40 per cent in Ottawa. After-school programs provide essential support to kids who can then go on to do amazing things.

Thanks to the generosity of our donors, United Way and community partners ensure kids have the tools they need to be successful in school, and in life. After-school programs like Students Will All Graduate

“ I DID GROW UP IN A TOUGH NEIGHBOURHOOD, BUT I CHOSE TO BE SUCCESSFUL, AND MY SUCCESS ALSO CAME FROM THE IMPACT OF SWAG. ”

(SWAG) means students can look to teachers and youth workers for help with homework, managing personal conflicts, time-management and organizational skills, as well as advice around employment or post-secondary education.

For kids like Kuma who grew up in a low-income area, it can be hard to combat stereotypes attached to a person's socio-economic background, and what that might mean for their future.

“Thanks to SWAG, I grew from someone who didn't have confidence in my ability to succeed in school, into someone with the world at my fingertips. When you do something that's in the best interest of kids, it really goes a long way,” she says.

After attending the program all throughout her high school years, Kuma graduated and is now



pursuing a Bachelor's degree in African Studies. “When I started university, I became more comfortable about where I came from, and I was able to combat that stigma. I did grow up in a tough neighbourhood, but I chose to be successful, and my success also came from the impact of SWAG.”

United Way is proud to support programs like these so that kids from underserved neighbourhoods and marginalized communities can have every opportunity to reach their full potential.

[Watch the video](#)

The Issue

For some children and youth in our communities, growing up isn't easy. Challenges can begin before a child even steps into school for the first time.

In Ottawa's most vulnerable neighbourhoods, up to **40% of children** enter school without the proper foundation for learning.

On average, only **68% of youth** in vulnerable Ottawa neighbourhoods graduate from high school (in some neighbourhoods as low as 50%) compared to 90% for the rest of the city.

Many kids across our communities are at risk of **toxic stress**, increasing the likelihood of negative life outcomes like poor mental health, socioeconomic equality and unhealthy lifestyles.

1 in 5

youth struggle with their mental health.

1 in 7

Ontario students report symptoms of a drug use problem.

Suicide is the second leading cause of death for Canadians between 10 and 24 years.

The mortality rate for a homeless youth is **40 times** that of a young person living at home.

Our Response

United Way believes that every child has the right to a good life, a safe place to grow up, to learn, and to make good friends—no matter where they live or what their personal circumstances are.

That means succeeding in school and in life, and staying on track to graduate so that they can enter adulthood ready to take on the world.

United Way continues to play a key leadership and support role in initiatives critical to meeting the needs of vulnerable children and youth in our city, including:

Ottawa Child and Youth Initiative

One of the most comprehensive initiatives in terms of membership and scope, OCYI is focused on joint research, advocacy, planning and program development in support of early years and school age youth.

project step

Project step is an initiative designed to tackle problematic youth substance use that ensures ready access to addiction prevention and counselling in Ottawa's publicly funded high schools, and in community settings. Over the past three years, the work of project step has adapted to respond to the opioid crisis in Ottawa, and a coordinated, collective approach continues to be critical. Project step is now also prioritizing education around vaping and e-cigarettes.

A Way Home Ottawa

United Way is also a partner and principal funder of A Way Home Ottawa, a youth-driven, local coalition working together to prevent and end youth homelessness in our city. Preventing youth homelessness is one of the key ways to end chronic homelessness, and A Way Home Ottawa convenes key community partners to changes in the system to improve support of our most at-risk youth.



United Way is committed to working with our partners and mobilizing our communities to ensure that our most at-risk kids start school ready to learn, have a safe place to go after school to learn new skills, all while building healthy relationships along the way. When kids are in crisis, we are committed to making it easier for them and their families to find the help that they need so that they can get back on track.

Goals For the Future

United Way is focused on helping more kids stay on track to succeed—both in school and in life. Over the next three to five years, we are committed to:

Growing the number of vulnerable youth on track to graduate, by focusing on prevention and intervention strategies that prioritize:

- Increasing the number of preschoolers who receive enriched skills-development supports.
- Increasing the number of families receiving parenting supports.
- Increasing access to one-on-one mentoring for youth.
- Increasing the number of youth who receive targeted academic and graduation-focused program supports.
- Moving more enhanced homework clubs onto STEAM (science, technology, engineering, arts and math) programming.

Improving the level of mental health and well-being for kids, by focusing on:

- Ensuring the community is mobilized around prevention, diversion and early intervention in support of youth in crisis.

- Increasing timely counselling and substance abuse prevention.
- Increasing supports for parents and caregivers.
- Increasing the number of youth housed and supported with critical case management services.

COVID-19 Considerations:

- With more homework being put online, we will work with community partners to adapt critical hours programming in response to virtual learning plans and find new ways to provide after school activities.



TACKLING THE TOUGH PROBLEMS

From Poverty to Possibility



Things are looking up for TJ.

When TJ arrived in Ottawa after trying to escape his difficult past, he found himself without a network of support. With no job and no family or friends to fall back on, TJ ended up sleeping on couches, in garages and in emergency shelters.

After a few months of looking for help around the city, TJ finally connected with United Way partner, Causeway Work Centre. Focused on helping people with complex employment barriers such as mental health issues,

“ WITH THE RIGHT SUPPORTS, OPPORTUNITIES ARE POSSIBLE FOR EVERYONE ”

homelessness, lack of education or poverty, Causeway is often the first step into the workforce for individuals who have struggled to find a job.

Thanks to the employment counselling and skill-building supports he received, TJ landed a job with Krackers Katering—one of Causeway’s social enterprises that offers employment supports to those who need it. Now a full-time employee, TJ runs the snack bar for the catering company and assists drivers as they deliver orders around the city.

With the right supports, opportunities are possible for everyone. By working with our partners and donors, we can ensure those facing barriers to employment can land a job, and a chance at a brighter future.

[Watch the video](#)



The Issue

There are many barriers that still exist that prevent people from entering or achieving success in the labour market, which has left many people in financially precarious situations.

Canadians with disabilities earn **44% less** than Canadians without disabilities—significantly lower than their non-disabled counterparts.

Recent immigrants to Ottawa who hold a university degree had an **unemployment rate of 15%**, more than three times higher than their Canadian-born counterparts.

Many Ottawa residents are financially insecure: In some neighbourhoods, **30%** of individuals are living on a low income.

1 in 6

with disabilities in Canada live on a low income.

40%

of newcomers live on a low income.



Only
63%

of people with disabilities participate in Ottawa’s labour market compared to 81% of the general population.

14%

of Ottawa’s youth are unemployed. The rates are higher for Indigenous youth at **16%**, and immigrant youth at **18%**.

There continues to be major barriers to inclusion in the workforce for newcomers, people with disabilities and youth, including stigma, misinformed perceptions and biased or outdated assumptions.

Our Response

United Way strives to build communities that are accessible, inclusive and financially equitable for everyone. This means that every person has access to employment, a solid understanding of how to be financially secure and an opportunity to become financially independent.

With our commitment to impact, our role as a community convener, and our involvement with other funders and planners in this area, we are able to leverage our network of partners and donors to help our communities come together for solutions that will work for our region. Most substantially, we do this through initiatives that bring key community stakeholders together to pursue a collective mission:

Employment Accessibility Resource Network (EARN)

A community-wide initiative led by United Way and supported by the Government of Ontario that brings together employers, service providers and other partners with the goal of increasing employment opportunities for people with disabilities and promoting inclusive and accessible workplaces.



Hire Immigrants Ottawa (HIO)

An initiative that brings together employers, immigrant agencies and stakeholders, Hire Immigrants Ottawa enhances employers' ability to access the talents of skilled immigrants in the Ottawa area. HIO's mandate is to increase the capacity of employers in the Ottawa region to more effectively attract, hire and integrate skilled immigrants into skills-appropriate positions. It does so by convening and collaborating with employers, building employer capacity and raising public awareness. The initiative receives support from the Government of Ontario.

Partnering for Success in Youth Employment

An initiative co-chaired by United Way, the Royal Bank of Canada and the Ottawa Employment Hub, including employers and key community partners from the non-profit and private sectors. The initiative is focused on improving labour market outcomes for youth and improving entrepreneurial skills.

United Way will continue to maximize the outcomes that strong community partnerships bring.

Goals For the Future

United Way is committed to ensuring more people in our communities achieve financial independence and stability. Through a partnership-focused approach to prevention, intervention, training and employer engagement, we will ensure:

Vulnerable populations have increased knowledge and access to financial concepts, supports and tools, resulting in:

- Increased awareness overall of financial literacy, supports and opportunities.
- Improved systems navigation and access to relief programs for people in financial crises.

More underrepresented people participate in the labour market and find employment, through:

- An increase in newcomers, people with disabilities and youth receiving career mentoring and skills coaching.
- More employers using socially innovative practices, such as social enterprise and social procurement.
- More people receiving job finding, workplace and retention supports.

- More employers actively engaged in systems-level change around inclusion.
- An increase in youth supported in transitions from school to work.

COVID-19 Considerations:

- The pandemic has an effect on the labour market. We will be working with our partners on a recovery plan, which would include collaborating with social enterprises, community benefits agreements and other assets to ensure those most impacted by the decline in the economy have access to available resources.



TACKLING THE TOUGH PROBLEMS

Healthy People, Strong Communities



Seniors sharing culture and camaraderie.

There are now more people aged 65 or older living in our region than there are children and youth. Within the next decade, our senior population is expected to more than double.

We know that seniors who do not have strong knowledge of

either of Canada's official languages are more likely to experience social isolation.

Without support, these valuable members of our community risk losing their independence, their dignity, and their health.

“ IF WE DON'T HAVE THIS ACTIVITY TOGETHER ... WE WOULD BE VERY ISOLATED. ”



With support from United Way, the Social Planning Council of Ottawa found a solution to this problem by helping local seniors find camaraderie and social connection in their native language right here in our region.

For Sun Ping and other members of the Kanata's Chinese community, United Way donors allowed her the opportunity to celebrate and share her culture with others and connect with other local Chinese seniors in a social setting. The group worked together to put on a traditional Chinese new year performance at a local long-term care facility.

"If we don't have this activity together, without this platform, we would be very isolated," says Sun Ping. Sybil Braganza from the Social Planning Council of Ottawa says groups like this can alleviate isolation in two ways: "for the members of the group themselves, and for the communities they engage in."

When it comes to our growing senior population, United Way East Ontario wants to ensure we have the best tools possible to keep seniors like Sun Ping healthy and active in their communities for longer.

[Watch the Video.](#)

The Issue

In every community, there are individuals and families that need support and that face barriers to services or resources, and who are often socially excluded based on their identity, gender, race, age, ethnicity, religion, sexuality, economic, or disability status.

- 1 in 5 people will be touched by a mental health issue.
- As many as half of all women in Canada have experienced at least one incident of physical or sexual violence in their lives.
- 26% of Ottawa seniors live alone. In some neighbourhoods it's as high as 53%, making them more vulnerable to social isolation.



In Ottawa, **opioid overdose emergency department visits approximately doubled** in the summer months of 2017 (an average of 45 visits per month) compared to the same period in 2016 that averaged 22 visits per month.

Our Response

United Way East Ontario believes in building a region that is great for everyone—made up of consistently healthy, equitable and vibrant communities.

- United Way addresses local challenges by leveraging the contributions of service partners, government and residents to build community-level resilience and cohesion.
- Our goal is to create equity across neighbourhoods by building a set of social, economic, cultural, healthy living and civic engagement opportunities for all residents. Part of how we do this is through initiatives that bring key community stakeholders together to pursue a collective mission:

Ottawa Neighbourhood Social Capital Forum (ONSCF)
The ONSCF was established in 2011 to create stronger neighbourhoods, with the objective of increasing resident-led initiatives in priority neighbourhoods. Since then, resident engagement has increased 258 per cent, contributing more than 27,000 volunteer hours and working with an increasing number of partners (up 112 per cent over nine years).

Creating the Change We Want

Creating the Change We Want (CCWW) is a United Way funded initiative that helps residents build skills and confidence to work on making positive changes together. Over the past five years, more than 400 resident leaders and front-line staff have been paired and trained to get neighbours talking and working together on issues where they live. The kinds of skills that the initiative helps develop include engaging other residents, building positive relationships among neighbours, running effective meetings, learning about advocacy and more. Creating the Change We Want sessions are led by neighbourhood leaders and community developers in Ottawa’s priority neighbourhoods.

Successful Aging Strategic Council

United Way’s Successful Aging Strategic Council is a partnership between donors, seniors, service providers, organization representatives, business leaders, government, educators and other funders. This group convenes to provide leadership, direction and support to United Way in relation to seniors and aging through the development of resources, partnerships, alliances, projects and initiatives within and across sectors. In the Summer/Fall of 2019, we launched Successful Aging Strategic Councils in Prescott-Russell and Lanark County.

United Way will continue to maximize outcomes on behalf of the communities we serve through strong local partnerships and support for innovative practices.

Goals For the Future

United Way is committed to ensuring our region is great for everyone—we will accomplish this channeling support, resources, and collaboration that helps people directly, as well as their neighbourhoods more broadly. By focusing on both prevention and intervention, United Way will:

Increase the number of vulnerable people who receive support to improve their well-being. This includes:

- More people with timely access to crisis supports, case management and counselling services—including one-on-one and telephone supports.
- Improved access to prevention tools and initiatives.
- Improved access to programs that build social, mental and emotional resilience.
- An increase in vulnerable people involved in programs that reduce isolation.
- More at-risk children, youth and seniors engaged in social recreation.
- More people in financial crises who have access to basic needs.

Increase the number of people who feel engaged and safe in their communities, by:

- Ensuring more vulnerable communities and neighbourhoods support and participate in initiatives that promote equity and inclusion.
- Increasing investment and utilization of the collective impact approach and place-based methodology to address complex, systemic social issues.



COVID-19 Considerations:

- We are working closely with networks and coalitions to ensure that the needs of the most vulnerable seniors are met, including food requirements, access to services so they are not isolated, technology, transportation, and striving to remain informed and inform others. The pandemic has shed a light on the gaps for seniors and informal caregivers in the system, and we will need to be actively engaged with our partners to respond to these heightened issues.
- A major recovery goal in priority neighbourhoods and rural communities is rebuilding the social fabric and resilience in communities that have been frayed due to physical distancing. Rebuilding social capital will provide mental health relief from the toxic stress of isolation.

WHATS NEW?

Women United



United Way East Ontario launched our local chapter of Women United in the fall of 2019, building off the work of United Way's original women's giving initiative, Spark. Women United is a network of more than 75,000 inspiring women leaders across six countries and 165 communities. Members of the network are made up of local United Way donors, who work collectively to make transformational change by connecting with other like-minded women and making targeted investments in the lives of women in need.

Members support vulnerable women and their families to make sure they have equal opportunities for a successful life. The group's vision is that all women, at every stage in their lives, have the support they need to thrive.

"I've been able to see the power of what happens when women come together and speak in one voice," says Joan Highet, Chair of United Way East Ontario's Women United chapter. "Women United is where women who want to make a difference come together as decision makers and leaders for their communities and causes that matter."

AffordAbility Fund



The AffordAbility Fund (AAF) has a mandate to make energy more affordable for struggling Ontarians. Since its inception in 2017, the AffordAbility Fund Board of Trustees worked to find a strategy that looked at the most effective, innovative and efficient ways to provide long-term solutions to Ontarians who cannot afford their energy bills.

AAF offers financial assistance in upgrading to energy-saving appliances, and facilitates in-home energy retrofits like insulation or new heat pumps. These home upgrades often have high up-front costs, but can result in long-term savings and lower energy bills for people in need.

The community service sector, particularly United Way, was identified as a critical partner that is well-positioned to reach vulnerable people who weren't taking advantage of energy affordability programs.

In November of 2019, AAF's Board of Trustees approved an investment in a pilot program to test the theory that mobilizing the community sector will better connect people with energy affordability programs, and to other social and health supports.

United Way East Ontario is leading the pilot in partnership with Hydro Ottawa, The Good Companions Seniors' Centre and the Nepean-Rideau Osgoode Community Resource Centre, to reach people who may not be aware that they qualify for free energy-saving upgrades through the AffordAbility Fund program.

We are joined in these efforts with the United Ways of Simcoe Muskoka and Bruce Grey, who are also working with their local distribution companies and agency partners. In each market, we are collecting data and learnings to shape future public policy to better suit the needs of vulnerable populations as it relates to energy programs. We hope this pilot will bring the AffordAbility Fund into more neighbourhoods and communities where it can really make a difference.

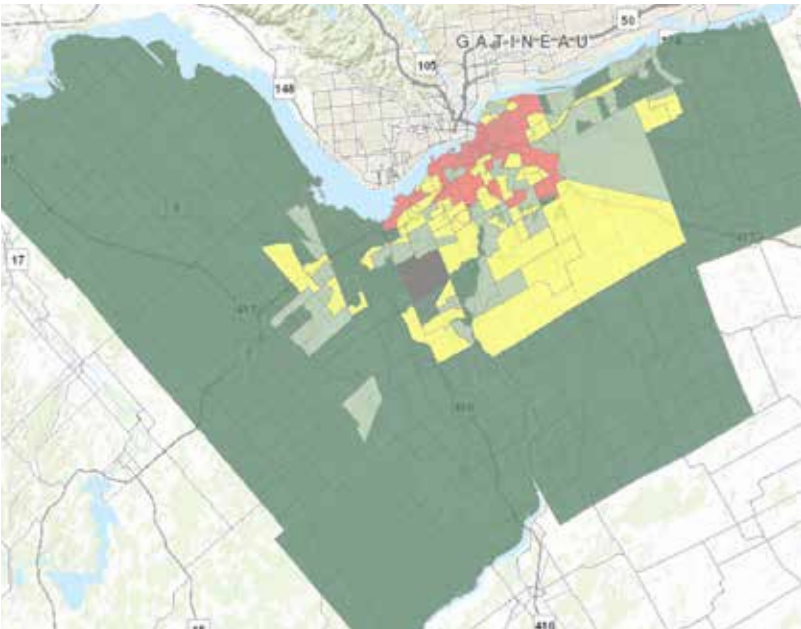
We know that people who are struggling with their energy bills are likely dealing with other strains like affording food and paying rent. United Way can help connect people to available supports that can help alleviate these challenges.



Funded by the Government of Ontario

Neighbourhood Equity Index

The health and success of our vulnerable populations are interlinked with the health of the neighbourhoods and rural communities in which they live. However, the reality is that neighbourhoods and rural communities don't all have equal opportunities for success. There are social, economic, health and geographical differences that may hinder residents from reaching their full potential.



To address these disadvantages, communities, social planners, funders and various levels of government first required a tool to measure these inequities.

United Way East Ontario, the City of Ottawa, and the Social Planning Council of Ottawa adapted the World Health Organization's Urban HEART (Health Equity Assessment and Response Tool) approach and developed the Ottawa Neighbourhood Equity Index (NEI). This tool has the ability to identify neighbourhoods/ rural communities that are struggling with the essentials of life.

The NEI builds on past work and serves as a tool that stakeholders can use to make evidence-based decisions and plan collaboratively for a more equitable, stronger, and healthier Ottawa. It also aims to educate, empower, and mobilize service providers, policy-makers and community members on equity-related issues in their communities and across the city as a whole.

Community Builders Across The Region



On September 24, for the first time under our new name, United Way East Ontario hosted four events simultaneously in Prescott-Russell, Ottawa, Lanark and Renfrew Counties to celebrate the volunteers, organizations and change-makers who work hard to make their communities a better place for everyone.

In Ottawa, Mayor Jim Watson and United Way’s Volunteer Recognition Team representatives Stefan Keyes and Suzanne Pinel unveiled 21 new names on the Wall of Inspiration. Led by the volunteer chairs and members of our Regional Advisory Councils, United Way also added the names of local Community Builders to newly-unveiled “Walls of Inspiration” housed in L’Orignal, Pembroke, and Perth—expanding our inspiring, two-decade-long tradition of recognizing the contributions of incredible individuals and organizations to communities across our region.

Record-Setting Beau’s Ride

This year’s Beau’s Oktoberfest Charity bike ride saw 398 cyclists make the trek to an incredible festival. Thanks to the generosity of riders, their supporters and our event sponsors, participants raised a record-breaking \$71,538 to provide vulnerable youth experiencing homelessness with opportunities to build a brighter future. This means that United Way can continue to invest in programs and initiatives that get at the root of youth homelessness in our region and create long-term solutions that end it for good. This not only shuts the door to chronic adult homelessness—it saves lives.



Every year, the ride grows in popularity and participants. Since 2015, the event has doubled in size and has introduced new routes since its inception. This year, cyclists departed from Cornwall, Ottawa, Bourget and Montreal—all taking different routes but joining one another at the annual Beau’s Oktoberfest in Vankleek Hill. While we set a new record, it’s most inspiring to see people coming together from across Eastern Ontario, Quebec and even the United States to show the love they have for their community and a local, family-run business.

No matter the distance between our participants and partners, each year we successfully come together, united by a common cause, to support the most vulnerable in our respective communities. The ride is just one example of this collective power.

UNITED WAY INVESTMENTS: OUR COMMITMENT TO YOU

United Way partners with hundreds of organizations across the region to tackle the greatest challenges our communities face. One of the core strategies we deploy to do this, is investment.

As part of our investment work, we engage volunteer-led panels who evaluate and make recommendations to fund high-impact programs that create lasting change—everything from homework clubs for vulnerable youth, to engaging day programs for seniors, to counselling for people struggling with their mental health. The Ottawa Neighbourhood Study (ONS) provides data on strengths and challenges for our city's neighbourhoods, which allows United Way and agency partners to identify areas that could benefit from more resources.

It is through our research on the issues and evaluation of the solutions that we are able to make good on our promise and invest resources where they are needed most and will have the greatest impact.

In 2018-19, thanks to the incredible support from our donors, we invested **more than \$7.5 million dollars** in vital local programs and coalitions across our region. We also invest in community-wide initiatives that bring the collective strength of the community together to tackle key issues, research projects that inform our areas of focus, and strategic partnerships that result in critical tools and resources for our communities. This investment is made possible by thousands of generous donors and organizations—people and partners that we are accountable to, to invest our resources wisely, efficiently, and as effectively as possible.

As we continue to evolve as United Way East Ontario, we stand true to our promise that 100% of funds raised local, will stay local—serving communities across Prescott-Russell, Ottawa, Lanark and Renfrew Counties. We will continue to make strides in aligning our strategies and co-investing where possible in collective approaches to affect systems change to address our communities' biggest issues. It is for this reason that this annual report breaks out the impact of our investment by community, to be accountable to local donors and report with transparency to those areas.



OUR INVESTMENTS ACROSS THE REGION

In 2018-19 we invested in:

52

collaborations
and initiatives

158

programs

114

community
agencies¹

As a result of these investments:

107,647

unique individuals
were supported

5,271

people volunteered
with our agency
partners

For a total of
305,099

hours

Our Focus Areas

OUR FOCUS AREAS

Total funds invested in community
work in 2018-19:

Ottawa: \$7,507,251

All That Kids Can Be: \$2,589,712

From Poverty to Possibility: \$2,047,620

Healthy People, Strong Communities: \$2,869,919

Lanark County: \$132,307

Renfrew County: \$185,000

Prescott-Russell: \$150,788



17 OUTCOMES OF OUR WORK

For a community to be great, it has to be great for everyone.

We work with local agency partners, multiple levels of government, community stakeholders and thousands of donors like you, to change lives across our region. Through research, consultation and analysis we are able to identify where our communities need help the most and where our investments will show the greatest results.

United Way is uniquely positioned to deliver on these 17 outcomes through rigorous accountability processes and capacity building for agencies.



All That Kids Can Be:

- 1 Children are ready to learn
- 2 Children and youth are engaged and active
- 3 Children and youth are successful in school
- 4 Children and youth have access to mental health and addiction supports
- 5 Children and youth in crisis have access to immediate supports
- 6 Youth housing needs are met
- 7 Resilient children and youth (New this year)
- 8 Children and youth have improved mental health (New this year)

From Poverty to Possibility:

- 9 Newcomers are engaged in the labour market
- 10 People with disabilities are engaged in the labour market
- 11 People in financial crisis receive supports
- 12 Youth are supported in their transition to employment

Healthy People, Strong Communities:

- 13 Agencies have the capacity to meet community needs
- 14 Adults have access to mental health and addiction supports
- 15 Seniors have improved well-being and are less isolated
- 16 Neighbourhoods achieve positive change
- 17 Adults in crisis have access to immediate supports

THE IMPACT OF OUR INVESTMENTS

In Ottawa



When lived experience fuels research.

While other Ottawa teens worried about their grades before falling asleep in a warm bed, Charlotte and Bailey spent their days struggling to find a place to sleep at night.

Battling addiction and mental health challenges, Bailey says he felt lonely, sad and empty while experiencing homelessness. He knew little about what local resources were available to help him, making his time on the streets very difficult.

At age 15, Charlotte got kicked out of her house by her parents and quickly found herself without a place to live.

Charlotte and Bailey’s stories are similar to many other young people in our region. If there is no early intervention, research shows that young people can be entrenched in life on the streets within two months. Though this is the reality for many local youth experiencing homelessness, Charlotte and Bailey were fortunate to be able to eventually find employment, support and a home.

Now completing her Masters at Carleton University, Charlotte has gained experience being a peer researcher that looks at the school-based experiences of young people in Ottawa. The research—supported by United Way as part of an ongoing partnership with Mitacs Canada—aims to assess how involved local schools are in responding to youth who may be at-risk of homelessness, and how they can work to prevent

and intervene successfully. Bailey works as a youth advisor in the research project.

United Way believes in getting to the root of the issue and creating long-term solutions that end youth homelessness for good—vital work that has the power to not only save lives, but also shut the door to chronic adult homelessness.

[Read the full story](#)



All That Kids Can Be

By The Numbers



As a result of these investments:



The Outcomes

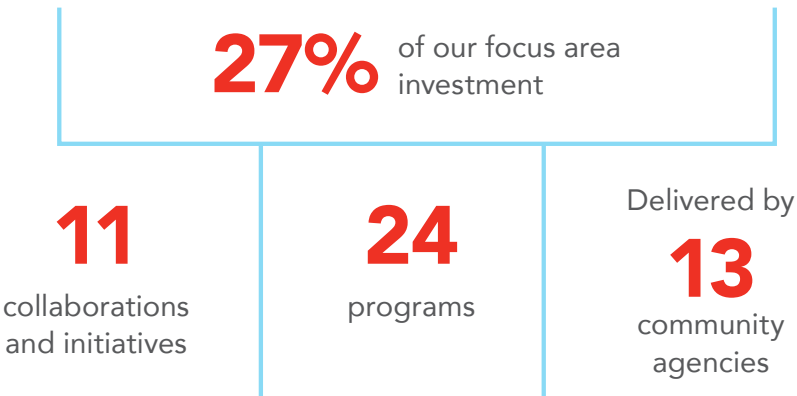
Outcomes	Results	
Children ready to learn	90% of participants reported positive parent-child activities that supported the achievement of developmental milestones ²	1,348 families/caregivers were provided with information, resources, tools, trainings, and/or teaching skills
Children and youth are engaged and active	75% of middle/high school aged-youth developed soft skills	7,863 youth participated in school and/or community-based, out-of-school time programs and/or received individualized supports ³

Outcomes	Results	
Resilient children and youth	73% of children and youth demonstrated prosocial behaviours and improved emotional well-being ⁴	2,000 children and youth demonstrated prosocial behaviours and improved emotional well-being
Children and youth have improved mental health	83% of children and youth improved mental health outcomes	252 children and youth improved mental health outcomes
Children and youth are successful in school	88% of children and youth maintained or improved academic competencies	1,177 children and youth maintained or improved academic competencies ⁵
Youth housing needs are met	92% of youth living in emergency shelters or transitional housing received supports to live independently	206 youth living in emergency shelters or transitional housing received supports to live independently
Youth reduced or stopped using drugs (non-mainstream schools)	81% of youth reported a reduction in the frequency of drug use	140 youth reported a reduction in the frequency of drug use

**Program reporting period: July 1, 2018 to June 30, 2019. Program reports due to United Way: August 15, 2019. Outcome data analyzed and reported by United Way: November 2019. Outcome measurement and collection methods available in Appendix B.*

From Poverty to Possibility

By The Numbers



As a result of these investments:



The Outcomes

Outcomes	Results	
Engagement in the labour market	68% of supported individuals gained employment	1,641 supported individuals gained employment ⁶
Engagement in the labour market	69% of participants obtained or maintained employment	1,670 individuals received job skills training
Newcomers are engaged in the labour market	67% of newcomers found employment	382 newcomers found employment ⁷
People with disabilities are engaged in the labour market	80% of job seekers with disabilities found employment	1,218 of seekers with disabilities found employment ⁸
Priority populations are engaged in the labour market	85% of employers increased their knowledge of barriers faced by priority populations	444 employers increased their knowledge of barriers faced by priority populations ⁹
Youth are supported in their transition to employment	75% of youth gained post-secondary employment, further education, or credentials	81 youth (ages 15-24) gained employment

**Program reporting period: July 1, 2018 to June 30, 2019. Program reports due to United Way: August 15, 2019. Outcome data analyzed and reported by United Way: November 2019. Outcome measurement and collection methods available in Appendix B.*

Healthy People, Strong Communities

By The Numbers



As a result of these investments:



The Outcomes

Outcomes	Results	
People in crisis have access to immediate supports	63% of individuals felt supported and had their stress levels reduced	42,690 individuals received crisis supports
Seniors have improved well-being and are less isolated	75% of seniors reported decreased isolation	1,168 seniors reported decreased isolation
Neighbourhoods achieve positive change	8,477 residents came together to engage on issues of shared importance	
Adults have access to mental health and addiction supports	88% of clients experienced a reduction in stress and anxiety	1,169 clients experienced a reduction in stress and anxiety
Individuals have access to health and physical activity	72% of children are healthier, increased their physical activity, and/or moved towards a healthy weight	422 children and youth participated in physical activity and/or healthy food access/nutrition programs

**Program reporting period: July 1, 2018 to June 30, 2019. Program reports due to United Way: August 15, 2019. Outcome data analyzed and reported by United Way: November 2019. Outcome measurement and collection methods available in Appendix B.*

THE IMPACT OF OUR INVESTMENTS

In Lanark County



Bonnie (left) and Alice (right)

Mind, body, and spirit: Lanark County seniors stay active

While raising six kids and working long, busy days to support her family, Alice always struggled to find time to connect with people in her community.

Now, at 88 years old, she's learned how to improve her social life and her health thanks to United Way partner, the Perth Enrichment Program (PEP) Seniors' Therapeutic Centre in Lanark County.

For Alice, the program makes her feel like she's part of a big family. "A lot of us are now able to do things that we weren't able to do before," she says. "There's a lot of things you can give and receive from others."

It's not just Alice who has seen the benefits. Her daughter and caregiver, Bonnie, says the program has been a big help, as she receives encouragement, support and education from the staff. "Mom comes here and I know I don't have to worry because she's having fun. I'm just grateful there's a place I can trust to take care of her," she says.

The day program helps seniors strengthen their minds through group discussions of daily quotes and the completion of cognitive worksheets. They also enjoy social time, eat healthy foods and participate in an exercise class—where Alice learned lung exercises to help with her breathing which she continues to practice at home.

United Way knows that preventing loneliness and isolation is key to a senior's well-being. Together with our donors and partners, we're enriching the lives of local seniors every day.

[Read the full story](#)



By The Numbers

13
collaborations
and initiatives

7
programs

Delivered by
6
community
agencies

As a result of these investments:

3,474
unique individuals
were supported

103
people volunteered
with our agency
partners

For a total of
33,771
hours

The Outcomes

Outcomes	Results
Children and youth are successful in school	90% of individuals felt supported and had their stress levels reduced

**As we make strides in aligning our measurement and reporting for investments made across our region, we will continue to expand outcomes and results as they are solidified.*



THE IMPACT OF OUR INVESTMENTS

In Renfrew County



A light in the dark: How Julie found support through a family crisis

When Julie's daughter began struggling with her mental health in 2011, Julie had a hard time understanding what her daughter was going through and felt very alone. She was able to find support after coming across

a newspaper ad that connected her to the Robbie Dean Family Counselling Centre—a safe place where residents of Renfrew County can access free wellness programs and mental health support.

The Robbie Dean Centre became a haven for Julie that helped her with her daughter, allowed her to then support her peers, and in 2018, became a place of solace where she returned to for support when her eldest son died by suicide.

"It is a place to come and realize that it's not just my family, it's not just me, there's many of us," she says. "We are stronger in groups. We are stronger together."

[Read the full story](#)

In partnership with United Way, the Centre ensures clients have access to the services they need and deserve, says its executive director, Monique Yashinskie. "United Way has helped and continues to help the Robbie Dean Centre be a place where individuals and families are given the tools to manage their mental health and maybe even begin to see hope where they could no longer see it," she says.

By receiving support from people affected by similar tragic experiences, Julie says it makes all the difference in the road to healing and understanding. Now, Julie gives back by co-facilitating a peer support group for other parents with children struggling with a mental illness.



By The Numbers

5
collaborations
and initiatives

10
programs

Delivered by
10
community
agencies

As a result of these investments:

3,699
unique individuals
were supported

106
people volunteered
with our agency
partners

The Outcomes

Outcomes	Results
Children and youth are successful in school	87% of participating youth demonstrated improvement in behaviour

**As we make strides in aligning our measurement and reporting for investments made across our region, we will continue to expand outcomes and results as they are solidified.*



THE IMPACT OF OUR INVESTMENTS

In Prescott-Russell



A star is born: Océanne's big break

When Océanne grows up, she wants to sing in front of thousands of cheering fans. As a 16-year-old girl with autism, she knows there is a group that can not only help her fulfill her dreams—but also build the connections, confidence and skills she needs, no matter where she ends up.

For the past four years, Regroupement Autisme Prescott-Russell has helped prepare Océanne and other teens with autism for their future through socialization and pre-employment programs.

The goal is to help children, youth and adolescents improve their communication and socialization through various therapeutic programs. Thanks to United Way, youth with autism in Prescott-Russell are able to access affordable services to help them on their path to independence.

To prepare the teens for future employment, the program also pairs teens with employment partners. Océanne spends a portion of each Sunday working at numerous local businesses where she's learned various skills and gained valuable experience.

With her newfound confidence, Océanne recently performed a song titled 'Unique' at We Day 2019—a tune written by the youth at Regroupement Autisme Prescott-Russell with help from a professional composer.

With lyrics highlighting how people with autism bring sunshine into the world, Océanne had the opportunity to reach her dreams and sing in front of thousands of cheering fans.

[Read the full story](#)



By The Numbers

5
collaborations
and initiatives

14
programs

Delivered by
13
community
agencies

As a result of these investments:

23,684
unique individuals
were supported

698
people volunteered
with our agency
partners

The Outcomes

Outcomes	Results
Children and youth are engaged and active	90% of participating youth indicated having a change of attitude towards the LGBTQ+ community

**As we make strides in aligning our measurement and reporting for investments made across our region, we will continue to expand outcomes and results as they are solidified.*

DONOR TESTIMONIAL—
LEAVING A LEGACY



After 15 years of dedicated work at United Way East Ontario, Carole Gagnon decided it was time for retirement. She worked many years supporting our communities’ most vulnerable people as the Vice President of Community Impact, transitioning to Vice President of Resource Development in the latter part of her career.

When she retired, Carole knew she wanted to continue to support her community. She also knew that leaving a gift in her will was the best way to continue supporting the issues she cares about most.

We spoke with Carole about why she chose to leave a legacy gift...

Why is charitable giving a priority in your life?

Charitable giving has always been a part of my life. Throughout my upbringing, my parents instilled values that were all about giving back to our community. I grew up in Timmins, Ontario, and although my family didn't have much, I remember my mother making meals for others and sharing with families less fortunate than ours. I was always aware of the vulnerable people around me and I did what I could to help.

I'm grateful that for most of my life, I've been in a position to provide support to others. But we all know that while we may be comfortable and healthy today, our realities could change tomorrow—for a lot of different reasons. When it came to updating my will, I wanted to make sure that I continued to give. The most natural thing for me to do was to continue to align my giving with an organization with whom I have the most shared values—taking care of the most vulnerable and investing dollars where they are needed the most.

Why is leaving a gift to your community something that's important to you? Why United Way?

The health and well-being of seniors is an issue that has always interested me. Long before I joined United Way, I was connected to seniors through volunteerism and by serving on boards of organizations that work to address their needs. United Way has supported seniors since the very beginning, and so I've chosen to leave a legacy gift that will continue to support this population. I know their needs will change and evolve, and I trust United Way to determine how my donation will have the greatest impact as time goes on.

Throughout my 15 years at the organization, I saw the care that volunteers and staff took in understanding their communities to make decisions that would have the best results—it's something I truly respect.

What would you tell someone who is looking to include a charitable gift in their will?

Writing a will is tough for anybody. It involves a lot of difficult conversations and planning. Naturally, the first thing on our minds is making sure our families and loved ones are taken care of. In addition to supporting those close to you, if you are able to, consider leaving a charitable gift to an organization that you trust and understand.

My career in the non-profit sector has shown me that legacy gifts truly make a difference. I know that the gift that I'm leaving will allow the organization to do what they do best—be flexible, nimble, and able to respond rapidly to emerging needs, or fund areas they otherwise couldn't.

Oftentimes, legacy gifts allow United Way to respond in a crisis. Does COVID-19 get you thinking about that?

I commend United Way for being responsive to emergency situations. There is a need for an organization that is focused on supporting the most vulnerable—it's important that in times like these, they are committed to continuing that mission.

This pandemic, if anything, reinforces my choice. If we look at how challenges are magnified during crisis situations, we can see just how much our continued support is needed. It's our responsibility as a community to help ensure that the proper supports are in place to maintain the health and well-being of our most vulnerable people. Legacy gifts and United Way can make sure that these groups don't fall through the cracks.

I trust United Way to understand the needs of their communities. Whether they are supporting local people by directing legacy gifts to where they're needed most during a crisis, or advocating to government groups for increased support, I know that United Way is taking the best steps towards helping those who depend on them.



Carole Gagnon

HERE FOR COMMUNITY

United for All

In recent years, Ottawa has seen a rise in hate crimes and hate speech toward religious and cultural groups, Indigenous community members and more. According to Statistics Canada, police-reported hate crimes in Ontario jumped by 67 per cent in 2017. In that year, Ottawa ranked among the top 10 cities with the highest reported hate crime rates in the country.

In response to these issues, the city's leading organization formed United for All.

Launched in 2019, the initiative comprises a growing list of local organizations that have come together to address the issues of hate, violence and extremism in Ottawa. The group has a table of champions representing the leadership of the city, and member organizations that demonstrate the diversity of the Ottawa community.

In this first year, the coalition worked on building a city-wide approach to tackling hate and violence with a goal of securing public and private funding to bolster its work. Still in its early stages, we know that the



coalition's success hinges on support from government, partners, community members and more. United for All has a long-term goal to build social resilience, to support education, advocacy and research, and ultimately, to overcome hate and violence in Ottawa. We must remember: diversity and inclusion are our community's greatest strengths.

Local Love in a Global Crisis— COVID-19 Response

Since the beginning of March, United Way East Ontario has been bringing together a table of public health authorities, municipalities, frontline social service agencies, corporate partners, and many others.

At the request of Ottawa Public Health—before the COVID-19 pandemic had started to affect Ottawa and the surrounding region—United Way pulled together this growing group into the COVID-19 Community Response Table to address the social needs in our communities while public health authorities took on the health needs.



We also activated the [Local Love in a Global Crisis](#) campaign: a community response to help with coordination efforts and raising funds for those most vulnerable during COVID-19.

We knew that in our region, many people could not afford to adequately prepare for how COVID-19 affected their family. Many did not have support, should they need to self-isolate. Those who already face barriers—things like poverty, homelessness and social isolation—needed even more help during this time.

Working with community partners, United Way focused our work to address the following greatest needs: Help for seniors, basic needs, capacity for community services, mental health support, and support



for volunteers. As we did with the floods and tornadoes, we were—and continue to be—inspired by the outpouring of support from individual donors, organizations, and local businesses who want to see our communities thrive.

Each week, the table of partners identifies challenges in our communities, and how different organizations can work together to address those issues. Informed by regional health units and a variety of community tables, our scope includes the unique challenges being faced region-wide by both urban and rural populations. With so many engaged partners who are laser-focused on a common goal, the group is able to respond quickly to the needs as they are identified.

While writing this report, our communities' needs are still very real and pressing. We will continue to adapt how we engage with and support our communities as this crisis evolves, ensuring that vulnerable populations are never left behind.

A MESSAGE FROM OUR BOARD CHAIR

The pages of this report tell two very important and related stories: the scope of local impact and lives changed that United Way’s initiatives and partnerships have throughout our united region, and the continued need for United Way’s leadership as the challenges across our communities evolve.

Our collective success will stem from our ability to learn and adjust as the world around us continues to transform. I am proud to say that my first year as Chair of United Way East Ontario’s Board of Directors has been marked by just that.

Since joining the board in 2015, I have witnessed the organization grow and adapt to the changing charitable landscape and the desires and expectations of our donors.

This past year, we have worked with partners to streamline our processes, so that we can be more efficient in our daily work. We have also taken strides in how we communicate our impact to our supporters, who may not have been so familiar with the breadth and depth of the work United Way does year-round.

Building on the legacy and leadership of our fundraising, which dates back more than 100 years in Canada, we are proud that the trust that we have cultivated with our donors has bolstered a shared appreciation of the other tools we use to create impact in our communities: research, advocacy, investing, and convening.

Our communities are facing challenging times, and the pandemic is only serving to exacerbate existing pressures around unemployment and precarious employment, rising household debt, changes to the workplace, and inequalities related to social determinants of health. This is why our role as a local leader and unifier is more important now than ever before.

Our volunteers, staff, and leadership teams are consistently ensuring we are collaborating with the right people to truly understand our communities—

asking ourselves how we can most effectively address local needs, and approaching opportunities in the rapidly changing charitable sector untethered from the norms of the past. United Way’s value has never been more clear: we know our region, we know what the most pressing needs are, and we are in the best possible position to provide support and report back on the impact.

When our communities are faced with a challenge, municipal leaders, social service providers, and vulnerable groups look to United Way to help get things done.

Our work in coordinating a response to recent natural disasters and our current pandemic is a clear example of this—one where United Way brokers partnerships, collects information, advocates for government support, and rallies residents to help their neighbours by making a donation to United Way. More often than not, crisis situations bring challenges that already existed to the surface. When United Way responds, it not only helps us act faster and plan smarter for the next time, but it helps us further understand the gaps that need to be addressed at all times.

2019-2020 showed that Prescott-Russell, Ottawa, Lanark and Renfrew Counties still need United Way—a United Way that truly reflects the region and the people within each community.

There is so much that unites the urban and rural worlds. Seeing what’s working in each of the communities we serve and being able to leverage lessons learned for the broader region has been a highlight for me. Issues like vulnerable seniors span across geographic boundaries, and by working together we are responding to challenges more quickly, effectively, and creatively than ever before.

As we reach our first full year as United Way East Ontario in September of 2020, I look forward to continuing to positively impact the lives of our communities’ most vulnerable people—together.

Thank you for believing in the power of a united region.



Sincerely,
Danya Vered

Danya Vered
Board Chair, United Way East Ontario

APPENDIX A

Investment Breakdowns by Region

Terminology

Focus Areas: Through research, consultation and analysis we’re able to identify where our community needs help the most and where our investments will show the greatest results. The three focus areas (All That Kids Can Be, Poverty to Possibility and Healthy People, Strong Communities) each concentrate on specific needs, and connects with programs and services to make the greatest impact possible.

Priority Goals: United Way’s current priority goals for investment focus on specific issues that cut across disadvantaged populations to achieve community impact. To advance these priority goals, we invest for results in terms of people served, program outcomes and lives changed for the better. These goals are designed to: Address root causes or systemic issues, offer rich opportunities to align the work with multiple community partners, enable evidence-based approaches and capitalize on community energy.

Strategic Investments: Investments to support organizations or partnerships fulfilling mandates set out by the United Way East Ontario’s Board.

Community-Wide Initiatives: Based on research, Community-Wide Initiatives operate to enhance existing community impact and investment strategies in one or more priority goals. Community-Wide Initiatives mobilize multiple stakeholders in order to address community-wide challenges and create a collective response to affect systemic change.

Donor Designed Investments and Affinity Programs: An investment in a focus area, priority goal, program or project, achieved through highly-customized cultivation, solicitation, and stewardship of a donor and in consultation with priority goal partners through the Donor Designed Investment Program.

Testamentary Fund: Internally restricted funds are established through United Way East Ontario’s Board policy for any testamentary gift received without express direction from a donor/testator and for which the intent cannot be reasonably determined to be of an endowed nature. The first \$100,000 received in a year will be internally restricted for Community Impact for allocation as one-time funding for programs and community initiatives. The remainder is internally restricted for operations. The funds are to be used for activities that advance one or more of United Way’s focus areas and strategic priorities.

Our 2018-19 Investments in Ottawa:

All That Kids Can Be

Priority Goal Funding ¹⁰			
Investment Area	Program(s)	Type of Program	Total Investment
Critical Hours	15	Homework clubs, social recreation, leadership development, mentorship	\$1,152,374
School Readiness	5	Parenting support, parent-child activities, skill development	\$300,646
Youth Homelessness	4	Homelessness prevention, social enterprises, transitional housing services	\$345,448
Mental Health & Addictions (Children and Youth)	3	Parent supports, refugee supports, counselling and addiction support programs	\$139,134
Crisis Supports (Children and Youth)	1	Crisis support services	\$47,529

Community-Wide Initiatives – 12 month funding period¹¹

Investment Area	Program(s)	Type of Program	Total Investment
Critical Hours/ School Readiness	1	Ottawa Child and Youth Initiative (OCYI)—Community collaboration	\$75,000
Mental Health/ Addictions	5	project step (non-mainstream school and out-of-school support programs, counselling, parent programs, research, school-based counselling programs)	\$270,000

Donor Designed Investment(s) and Affinity Programs – 12 month funding period¹²

Investment Area	Program(s)	Type of Program	Total Investment
Critical Hours	7	Enhanced Homework Clubs and Summer Achievement Gap Program (6 program sites), Art Now programming	\$179,388
Mental Health/ Addictions	1	Rapid Opioid Response, school counselling	\$60,000 (funds remaining)

Testamentary Fund Initiative(s)

Investment Area	Program(s)	Type of Program	Total Investment
Impact Initiatives	2	Youth Ottawa, Ottawa Child and Youth Initiative	\$8,500
Youth Related Research	2	Mauril Belanger, Mitacs Internship	\$11,693

From Poverty to Possibility

Priority Goal Funding			
Investment Area	Program(s)	Type of Program	Investment
Employment for Newcomers	6	Supportive employment programs/employment readiness programs	\$383,184
Employment for People with Disabilities	3	Social enterprises/supportive employment programs/employment readiness programs	\$184,979
Financial Crisis	1	Financial literacy/crisis	\$73,760
Youth Employment	1	Employment supports	\$10,685
Community Wide-Initiatives – 12 month funding period			
Investment Area	Program(s)	Type of Program	Investment
Employment for Immigrants and New Canadians	6	Hire Immigrants Ottawa (HIO)	\$32,212 (in-kind) \$506,339 (grants)
Employment for People with Disabilities	1	Employment Accessibility Resource Network (EARN)	55,159 (in-kind) \$212,589 (grants)

Grants Based Initiatives – 12 month funding period

Investment Area	Program(s)	Type of Program	Investment
People with Disabilities/ Employment for Newcomers	4	Ontario Trillium Foundation, Royal Bank of Canada	\$294,000
Energy Poverty	2	Low-Income Energy Assistance Program, Hydro-Relief	\$294,713

Healthy People, Strong Communities

Priority Goal Funding			
Investment Area	Program(s)	Type of Program	Investment
Mental Health/ Addictions	14	Counselling/Peer supports	\$768,897
Crisis Supports	6	Distress Lines/Crisis Counselling/ intervention	\$394,980
Successful Aging	12	Programs that help seniors remain in their home/Recreational program/Day program	\$500,603
Strong Neighbourhoods	4	Resident engagement/Supporting community initiatives/ Asset mapping	\$527,086

Strategic Investment(s) – 12 month funding period¹³

Investment Area	Program(s)	Type of Program	Investment
Crisis Supports	1	211 (Referral service)	\$106,219
Strong Neighbourhoods	1	Ottawa Neighbourhood Study	\$115,000
Mental Health	1	Labour Community Services	\$112,695

Donor Designed Investment(s) & Affinity Programs – 12 month funding period

Investment Area	Program(s)	Type of Program	Investment
Strong Neighbourhoods	2	Spark, Pave the Way	\$30,000

Testamentary Fund Initiative(s)

Investment Area	Program(s)	Type of Program	Investment
Strong Neighbourhoods	1	Social Development Fund Investments	\$30,000
Mental Health Research	1	Project for Transitioning Youth	\$15,000

Rapid Response

Investment Area	Program(s)	Type of Program	Investment
Systems Navigation and Support, Basic Needs & Mental Health Supports	14	After the Storm	\$239,439

Our 2018-19 Investments in Lanark County:

Organization	Investment
Adult Learning & Training Centre	\$7,950
Lanark Highlands Youth Centre	\$7,125
Ontario 211	\$4,000
Big Brothers Big Sisters of Lanark County	\$51,443
Lanark County Interval House	\$14,875
Mills Community Support Corporation	\$20,550
Perth Enrichment Program for Older Adults	\$17,000
Lanark County Community Justice Inc	\$1,500
YAK Youth Centre	\$6,864
Algonquin College - Perth	\$1,000

Our 2018-19 Investments in Renfrew County:

Organization	Investment
Arnprior Family Resource Centre	\$9,000
Pembroke and Area Boys and Girls Club	\$40,000
Family and Children’s Services of Renfrew County	\$11,741
Hospice Renfrew	\$15,000
Community Resource Centre - Killaloe	\$20,000
North Renfrew Family Services	\$20,949
Petawawa Military Family Resource Centre	\$5,000
The Grind	\$35,000
Phoenix Centre for Families and Children	\$10,000
Galilee Centre Arnprior	\$5,644
211 Ontario	\$12,666

Our 2018-19 Investments in Prescott-Russell:

Organization	Investment
Banque Alimentaire Central d’Hawkesbury (BACH)	\$9,000
Banque Alimentaire d’Embrun (bons voisins)	\$9,000
Centre Chrétien Viens et Vois	\$6,400
Centre Novas-CALACS	\$12,000
CMHA (Association canadienne de santé mentale)	\$15,000
Groupe Action	\$9,000
L’Orignal Food Bank	\$8,000
Le Phénix	\$12,000
Parents’ Lifelines of Eastern Ontario	\$14,727
Société Franco-Ontarienne de l’autisme	\$15,000
Services Communautaires Prescott-Russell	\$15,000
Upper Canada Leger Centre for Education and Training	\$9,000
Ontario 211	\$10,261
Kawabanga	\$6,400

APPENDIX B

Outputs, Outcomes, and Measurement Collection Methods (Ottawa)

Outputs by Priority Goal and Focus Area
2018-19 in comparison to 2017-18

Focus Area	Priority Goal	Total # Served 2018-19	Total # Served 2017-18
All That Kids Can Be	Critical Hours	7,863	7,702
	Crisis Supports— Children and Youth	32	61
	Youth Mental Health	3,892	2,817
	School Readiness	994	976
	Youth Homelessness	227	219
From Poverty to Possibility	Youth Employment	21	20
	Employment— Newcomers	1,877	1,269
	Employment— People with Disabilities	1,433	1,206
	Crisis Supports— Financial Literacy and Utility Assistance	4,703	3,203

Healthy People, Strong Communities	Crisis Supports— Adults	38,801	45,483
	Mental Health	4,443	7,752
	Successful Aging	2,044	6,677
	Strong Neighbourhoods	8,299	8,388
	Agency Capacity Building	2,161	17

Outcomes

Outcomes measure the broader results achieved through the provision of services, in this case at the program or project level. Outcomes quantify the actual effect the agency’s efforts have on its objectives. For agencies who deal with clients, outcomes could be changes in (or maintenance of) skills, knowledge, attitudes, behaviour or circumstance. For agencies who work at a system level, outcomes could be changes in (or the maintenance of) system-level states, conditions, policies, etc. In other words, outcomes measure if anyone is better off, or in the case of system-level programs, whether or not the key desired goal has occurred.

Measurement and Collection Methods

Indicator Assessment Definitions for Partner Agencies:

Type: Output or Outcome

Indicator description: Provide the actual indicator. The description should be succinct and without ambiguity. An outcome indicator normally implies directional change using words such as increase, decrease, strengthening, reduce, improved etc. An output indicator typically reports on short-term results or actions that are needed in order to achieve an outcome and uses action words such as trained, completed, identified, held, disseminated, evaluated, launched etc.

Target: Targets should be specific, realistic and ambitious. With few exceptions, targets should be numeric. They cannot be a range (e.g. 45-55 is not acceptable, 50 is acceptable). There is no need to qualify a target (e.g. 50 children) because who or what the agency is measuring should be very clear in the indicator description (e.g. increase in children attending homework clubs).

Indicate target increase percentage: If a partner is eligible and is requesting a multi-year agreement, they may wish to increase some or all of their targets for indicators past year one. If they wish to do this, they can indicate the percentage they would like their target to increase by. For example, if their target is 50 and in year two they want it to be 60, and in year three 72, then their increase is 20 per cent. This is optional.

Unit of measure: The most common units of measure will be number or percentage. For activities such as getting a policy approved or holding a major event, a unit of measure such as complete/incomplete may be more appropriate.

Definition: Agencies have the opportunity to outline what the different terms/words used in the indicator mean to them, since often, terms used are open to interpretation. For instance, in the indicator “decrease in the number of people using drugs”, it would be helpful to further define that ‘people’ are program clients and to be counted as someone no longer using drugs, they must have been off drugs for at least six weeks by the end of the one year program.

Frequency and timing of data collection: How often and when data is collected. Daily, weekly, monthly, quarterly, each January and July, annually, etc. Is there a specific time period when data is collected (e.g. only during the school year, during tax season)?

Method to data collection or calculation: A description of the approach or plan to collect the data, including where data will be kept and how results will be calculated.

Data source: Where the data needed to calculate or track the indicator will be coming from. It should be clear whether the source is internal to the organization or external. If an agency is asked to provide evidence of the figures it calculated or provided for an indicator, they are expected to provide documentation or a source.

Person(s) responsible for data collection: When designing an indicator, it is important to think about who will be responsible for collecting and maintaining the data, to ensure that it will be feasible to collect. Is this a staff member? A consultant? A volunteer? The title of the person responsible should be identified.

FOOTNOTES

- 1) Agencies may have programs under different focus areas and may be represented more than once. The number of agencies is the total number we have invested in, and does not equal the sum of the number of agencies in each Focus Area.
- 2) Parent-child activities include activities to assess, educate and support families with young children to prepare for their transition to school.
- 3) Includes participants of Pave the Way and Art Now programs.
- 4) Prosocial behaviours are voluntary acts intended to benefit others, such as cooperating, helping, and volunteering.
- 5) Academic competencies consists of the skills, attitudes and behaviours of the learners.
- 6) Absolute result includes EARN and HIO.
- 7) Absolute result includes HIO.
- 8) Absolute result includes EARN
- 9) Absolute result includes EARN and HIO.

- 10) All investments made through United Way’s Call for Proposals period are in projects or programs that will advance our priority goals. Priority goal partners identify indicators with targets that align to our goals and report against those targets in an annual program report for each year of their funding.
- 11) Based on research, Community-Wide Initiatives operate to enhance existing community impact and investment strategies in one or more priority goals. Community-Wide Initiatives mobilize multiple stakeholders in order to address community-wide challenges and create a collective response to affect systemic change.
- 12) An investment in a focus area, priority goal, program or project, achieved through highly customized cultivation, solicitation, and stewardship of a donor and in consultation with priority goal partners through the Donor Designed Investment Program.
- 13) Investments to support organizations or partnerships fulfilling mandates set out by the United Way East Ontario board of directors.

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