



2020-21 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

It was a common refrain in the early days of the pandemic: “We’re all in this together.” But we soon realized the pandemic would strain the social fabric of our communities along fault lines that have been unresolved for generations.

COVID-19 did not create inequities, but it has exacerbated the chronic challenges people were already facing, like poverty, social isolation, and mental health. The pandemic has also forced us to appreciate more profoundly than ever before how inequities have led to the greatest harm for

our society. COVID-19 has disproportionately impacted Indigenous peoples, Black and racialized communities, women, low-wage workers, people with disabilities, seniors, and others.

United Way East Ontario’s response to the pandemic started even before the first case of COVID-19 was declared in our region. But we didn’t immediately grasp how significant our role would need to be for what would become the greatest crisis in our lifetime.

Now, more than a year into the pandemic, we are embedded in and leading a community-wide response alongside hundreds of other

organizations from different sectors, all with commitment and common purpose.

This is the work United Way East Ontario is meant to do.

COVID-19 has underscored for United Way that philanthropy and the work of the charitable sector on our own is insufficient to achieve the social justice goals to which we aspire. and that’s not just because charities are suffering from the financial fallout of the pandemic—in fact, as you’ll see in this report, our United Way has seen incredible generosity over the past year that fuels our ability to be nimble and solutions-focused for our communities.

The pandemic urgently provoked collaboration and innovation to support the most vulnerable people in our communities through times of crisis. We will now seize the moment to align philanthropy with progressive public policy, enlightened corporate priorities, and the contribution of informed partners and stakeholders

to truly address the systemic inequities that brought us to where we are today.

Our 2020-21: Year in Review annual report is a look back on a year unlike any other: a year that compelled us to step up and ensure stability for our partner agencies; a year where we lived into our goal of being an impact-first United Way; a year that required our focus on equity and justice to address the root causes of the pandemic's disproportionate effects. But as we look back together, I also found it important to reflect on how this past year will shape what lies ahead.

We and countless other non-profits had to reimagine how we work in the face of COVID-19, in ways that were long overdue. In many cases, we have improved service delivery, reached new people in need, and reduced redundancies. I commend our staff, volunteers and partners for their bold approach that has spawned critical community initiatives to

support those most in need. **Tens of thousands of local people have relied on us to be alive, healthy and safe over the past year. Many have reached out to a distress line or a food bank for the first time in their lives, and this heightened need will not go away with the first shots of vaccine.**

United Way must continue delivering the critical services people need, and we must take the lessons of the pandemic with us to build a more equitable future.

In the thick of widespread job losses, working from home while juggling virtual learning and caregiving, loss of loved ones, and countless other challenges of the past year, we asked our communities to support United Way's work. Inviting people to partner with us when so many had lost so much, amidst incredible uncertainty, was no easy feat. But the response was humbling.

Today, I am grateful that thousands of people, in

organizations, businesses, frontline agencies, government bodies, and more, believe in the power of United Way to solve the most pressing local issues. **It will take courage, commitment, and innovation to continue tackling systemic challenges beyond the pandemic,** but we are in good company.

Thank you for being an integral part of this past year with us. I invite you to stick by our side as we forge ahead into yet another year of uncertainty.

With gratitude,



Michael Allen
President and Chief
Executive Officer,
United Way East Ontario





Follow us on social media!
Stay up to date with United Way's
impact and latest news.



TABLE OF CONTENTS

Our Role	06	Healthy People, Strong Communities	42	A Message From Our Board Chair	62
Local Love in a Global Crisis	08	Donor Testimonial	55	Financials	64
How We Make an Impact	10	What's New	56	A Message from the Chief Operating Officer and Chair of the Corporate Oversight Committee.....	64
Stabilizing Local Charities in the Face of COVID-19	12	Meet GenNext East Ontario: New name, big impact	56	Appendix	66
Our Investments Across the Region.....	14	Making energy relief more equitable and accessible	58	Outputs	66
Tackling the Tough Problems	18	Women United X Accenture	60	Outcomes.....	68
All That Kids Can Be	18	Community Builder Awards: COVID-19 Heroes	61	Measurement and Collection Methods.....	70
From Poverty to Possibility	30				

LAND ACKNOWLEDGEMENT

We acknowledge that the land on which we work, live and play is the traditional unceded territory of the Algonquin Anishinaabeg people. We extend this respect to all First Nations, Inuit and Métis peoples, their ancestors, their Elders and their valuable past and present contributions to this and our communities.

OUR ROLE

Every day, people in communities across Prescott-Russell, Ottawa, Lanark and Renfrew Counties 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, and healthy communities.

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.



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.

LOCAL LOVE IN A GLOBAL CRISIS

Helping our communities press on through COVID-19

In March 2020, the World Health Organization declared COVID-19 a global pandemic. On that day, everything changed. But, it was in the weeks before that United Way East Ontario, local public health authorities, and social services agencies gathered to see how we could support those most in need.

Over 12+ months

100+
partners



and
80+
subject matter
experts



attended
20+
Community
Response Table
meetings

To implement

60+ rapid response solutions to the social
challenges of the pandemic.

To everyone who offered a helping hand during times of great uncertainty, and to those who continue to invest so our communities are supported over the long-term: thank you. Your support empowers us to lift up the people hit hardest by the pandemic and lay the groundwork for a stronger future.



Since then, grassroots groups have formed. New, innovative services have emerged, and core programs have adapted as a result of incredible teamwork and creativity at the United Way-led COVID-19 Community Response Table—a fixture in the region that has grown to more than 100 participants. Representatives came from municipal, county, provincial and federal levels of government; public health authorities from across Eastern Ontario and beyond; frontline social and health

services; corporate partners; advocacy organizations and many others.

Bolstered by the expertise of participants at the table, we launched *Local Love in a Global Crisis* on March 17, 2020.

This initiative helped with coordination efforts and continues to raise funds and in-kind donations to support the most vulnerable people who have been sidelined by the pandemic.

As we continue to address the social challenges of the pandemic, we've reported

back on how we've made a measurable, local difference.

[Our COVID-19 Response Impact Report](#) highlights United Way East Ontario's accomplishments in the first year of the pandemic, thanks to our donors and partners. Take a look to see a summary of our work leading the COVID-19 Community Response Table, our call to government, what's next for United Way, detailed breakdowns of our impact, and much more.



READ THE REPORT

HOW WE MAKE AN IMPACT

365 days per year—in normal times, and through crises—United Way mobilizes the power of caring communities to address the most complex social issues. But, we don't do it alone.

The challenges we tackle demand collaboration. By bringing people from different organizations together to solve problems—from businesses, non-profits, governments, and more—we can have an even bigger impact and 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 wellbeing 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 tackle the tough problems:

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

Research and Evaluation: We conduct and support a breadth of research and data analysis that helps us understand and address the diverse challenges in 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 evaluate and make recommendations to fund programs, services, collaborations and initiatives that result in measurable, lasting change, aligned to our priorities.

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.



STABILIZING LOCAL CHARITIES IN THE FACE OF COVID-19

Early in the pandemic, we knew there would be people who could not weather the effects of COVID-19 as well as others. Issues we tackle year-round like poverty, homelessness, social isolation, and mental health are not new, but COVID-19 has made them much worse.

Frontline agencies working to address these issues are experiencing never-before-seen levels of demand for their services, with new and complicated barriers in the way of reaching the people most in need. To illustrate this demand, in our open calls for proposals for community investments, **we saw a 4:1 ratio of need versus available resources.**



In response to this reality, in July 2020, we extended funding by six months (resulting in an 18-month funding cycle) to provide stability to our currently funded partners, as they saw an increase and shift in demand for support and services.

In many cases, thanks to the generosity of our donors and the Government of Canada who heeded our call for support, our partners also received

funding through *Local Love in a Global Crisis* and the federal government's Emergency Community Support Fund.

This combination of financial support—bolstered by our COVID-19 Community Response Table's advocacy and convening work—has presented our partners with new opportunities for innovation and allowed them to continue providing life-changing support for the most vulnerable populations.

Many of the projects implemented over the past year are not short-term solutions: they are the keys to making social services more integrated, accessible and inclusive. Our challenge moving forward is to sustain them to be part of the systemic transformation that our sector has been working towards for a long time.

OUR INVESTMENTS ACROSS THE REGION

In 2019-20 we invested in:

58

collaborations
and initiatives

100

programs

86

community
agencies

As a result of these investments:

90,605

unique individuals
were supported

5,692

people volunteered
with our agency
partners

For a total of

226,561

hours

How much we invested in community work in 2019-20:

Ottawa: \$5,716,871.92

All That Kids Can Be: \$2,355,222

From Poverty to Possibility: \$731,428

Healthy People, Strong Communities: \$2,630,221.92

Lanark County: \$218,920

Renfrew County: \$223,416

Prescott-Russell: \$150,261

This excludes funds raised and invested through our COVID-19 Response. Please see the [COVID-19 Response Impact Report](#) for details on the impact of that work.





17 OUTCOMES OF OUR WORK

**For a community to be great,
it must be great for everyone.**

We work with local agency partners, multiple levels of government, community stakeholders, and thousands of donors to change lives across our region. Through research, consultation and analysis, we 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 the following 17 outcomes through rigorous accountability processes and capacity building for agencies:

All That Kids Can Be:

- Children are ready to learn
- Children and youth are engaged and active
- Children and youth are successful in school
- Children and youth have access to mental health and addiction supports
- Children and youth in crisis have access to immediate supports
- Youth housing needs are met
- Children and youth are resilient
- Children and youth have improved mental health

From Poverty to Possibility:

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

Healthy People, Strong Communities:

- Agencies have the capacity to meet community needs
- Adults have access to mental health and addiction supports
- Seniors have improved wellbeing and are less isolated
- Neighbourhoods achieve positive change
- Adults in crisis have access to immediate supports



ALL THAT KIDS CAN BE

Giving kids in rural communities opportunities to thrive.

On a typical day at the Community Resource Centre (CRC) in Killaloe, you'll find kids like 12-year-old Mitchell busy playing games, preparing dinner for the group, doodling, or letting their imaginations run wild in role-play during their weekly after school program.

For many children who grow up in rural communities, accessing supportive local resources can be difficult. Commutes to programs are often lengthy, and needs are much different than in urban communities.

The CRC's programming offers family support, keeps kids learning, and provides

nutritional food and recreational activities—ensuring a better future for many children living in our region's rural areas.

In response to COVID-19, staff have worked to move programs online and increase basic supports to meet the changing needs of many families, such as grocery cards, craft and activity



**Mitchell at the Community
Resource Centre (CRC)
in Killaloe.**

As in-person programming returns, the focus will be on providing outdoor activities with smaller groups, respecting physical distancing while allowing youth to reconnect.

United Way is proud to work with partners like the Community Resource Centre in Killaloe. We know that participation in local

programs like these helps improve students' grades, self-esteem, leadership and career skills, and relationships with peers and adults—ultimately improving high school graduation rates and helping kids achieve their full potential.

[Watch the video](#)

THE ISSUE

For some local kids, growing up isn't easy. Challenges can begin before a child even steps into school for the first time.

All of the issues facing children and youth were amplified when the pandemic began affecting our communities. Remote learning, while necessary, has not worked for all kids. Youth who have barriers to internet access, are without adult supports, or need hands-on learning approaches have seen a widening academic achievement gap.

Some youth experiencing homelessness are without access to their support networks because they don't have a smartphone, computer, or reliable internet.

Additionally, more children and youth are reporting mental health issues, and the issues reported are more serious, including more problematic substance use and suicidal ideation.

70.2%

of school-aged children [saw at least one of the following progressively worsen](#) during COVID-19: depression, anxiety, irritability, attention span, hyperactivity and obsessions/compulsions.

91%

of front-line providers serving homeless youth in Canada [reported youth had experienced a significant increase](#) in feelings of isolation and loneliness.



68%

of youth graduate from high school in some Ottawa neighbourhoods, compared to over 90% for the rest of the city.

Up to

40%

of children start school without a proper foundation for learning in some Ottawa neighbourhoods.

28,000

children and youth in Ontario [have to wait up to two and a half years](#) for mental health treatment.

OUR RESPONSE

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

We continue to play a leadership and support role in initiatives critical to meeting the needs of vulnerable children and youth across our region.

Partnering for Success:

- COVID-19 dramatically changed how organizations offered critical hours (summer and before/after school) programs. There was a need for coordinated support to identify how to open programs while keeping kids and staff safe. **The Ottawa Child and Youth Initiative** developed the [‘Make a Plan for Safe Return’](#) project, which provides best practices, training, and resources so that organizations and groups can feel comfortable providing vibrant and safe programming to children, youth, and their families.
- With support from United Way, the Lanark Highlands Youth Centre, Carleton Place CORE Youth Services, Mississippi Mills Youth Centre, Big Brothers Big Sisters of Lanark County, and YAK Youth Services banded together to form the **Lanark County Youth Centre Coalition**. The coalition’s collective efforts have increased training opportunities for staff and volunteers, and enabled the sharing of resources, ideas, and enhanced program capacity—ensuring no child gets left behind.

- In 2020, [Lanark County became the first Canadian community](#) to adopt Iceland's successful model to prevent, reduce and delay the use of substances in youth.

Planet Youth Lanark County—supported by United Way—signed a five-year service agreement with the Icelandic Centre for Social Research and Analysis, which has helped import the Icelandic model for social change to 32 countries and more than 100 communities around the world. We're proud to be part of this data-driven, community-led program to build better outcomes for local youth—building on the work we have accomplished in Ottawa through **project step** since 2007.

Stepping Up for Youth:

- United Way is a partner and principal funder of **A Way Home Ottawa (AWHO)**, a youth-driven coalition working together to prevent and end youth homelessness in the city through strategic community planning.

- In 2016, the group released initial findings and recommendations for ending youth homelessness in Ottawa. In June 2020, AWHO contributed youth-specific strategies that would advance the goal to prevent, reduce, and eliminate youth homelessness in Ottawa as part of the City's [10-Year Housing and Homelessness Plan refresh](#).

- Addressing learning loss and re-engaging the most vulnerable children and youth in their education will be essential to helping them get back on track from the pandemic, particularly for literacy and STEAM (science, technology, engineering, arts, math) learning. United Way and the **Ottawa Coalition of Community Houses** conducted a needs assessment in the Confederation Court and Banff Avenue community housing neighbourhoods—communities with high numbers of newcomer and low-income families, and single-parent households. The results helped us tailor our response for children

who face barriers to succeeding in school, especially during the pandemic. This includes delivering at-home learning kits, virtual one-on-one tutoring, and supporting STEAM-focused [MAKE it Clubs](#) to foster academic success.

- From the onset of COVID-19, **Big Brothers Big Sisters** of Ottawa and of Lanark County successfully pivoted to virtual mentorship and connectedness. United Way's support enabled the design and implementation of a new digital process for matching mentors with youth. This included info session webinars, online interviews and training with volunteer mentors, the creation of content for ongoing activities, as well as assessing and enrolling families and youth through virtual meetings. The [relationships built during these virtual mentoring sessions](#) supports the mental health and wellbeing of our region's vulnerable youth, particularly during times of isolation and stress.

GOALS FOR THE FUTURE

In 2021 and beyond, United Way East Ontario will use our tools and resources to ...

1) Address the academic achievement gap for vulnerable children and youth by:

- **Increasing programming to support early learning** for vulnerable infants and children.
- **Increasing enhanced after school programming** with a focus on literacy and STEAM.
- **Improving in-person and remote learning** activities that respond to the specific learning needs of vulnerable children and youth.
- **Continuing to support the Ottawa Child and Youth Initiative** and other regional collaborative initiatives that address child and youth wellbeing, as well as learning gap challenges for at-risk kids.
- **Increasing access to technology** and virtual programming, with an aim to reduce barriers to engagement and learning caused by digital inequities.



2) Improve infant, child, and youth mental health, and reduce problematic substance use by:

- **Ensuring ongoing support** for parent, child, and youth mental health counselling and peer supports.
- **Improving systems navigation**, access to information, and access to crisis, mental health, and substance use supports.
- **Ensuring ongoing investment in substance use prevention** and supports for youth, including backbone support for collective impact initiatives like *project step* and Planet Youth.
- **Increasing counselling, crisis, and mental health supports** for youth who are—or are at risk of—experiencing homelessness.
- **Conducting in-house research** to better understand the implications of [toxic stress](#) on vulnerable infants and children across East Ontario.

Teigan and Sandra were paired together through Big Brothers Big Sisters of Ottawa's (BBBSO) mentorship program.

THE IMPACT OF OUR INVESTMENTS

All That Kids Can Be—
Investments across our region:

7

collaborations
and initiatives

47

programs

39

community
agencies

As a result of these investments:

31,194

unique individuals
were supported

2,814

people volunteered with
our agency partners

For a total of

105,613

hours

The Outcomes: Ottawa

Outcomes	Results	
Children are ready to learn	90% of people reported positive parent-child activities that supported the achievement of developmental milestones.	655 families/caregivers were supported with information, resources, tools, trainings, and/or teaching skills.
Children and youth are engaged and active	77% of middle/high school aged youth developed soft skills like teamwork, problem-solving, and communication.	7,573 youth participated in school and/or community-based, out-of-school time programs and/or received individualized supports.
Children and youth are resilient	78% of children and youth demonstrated prosocial behaviours and improved emotional wellbeing.	1,704 children and youth demonstrated prosocial behaviours and improved emotional wellbeing.
Children and youth have improved mental health	96% of children and youth improved mental health outcomes.	460 children and youth improved mental health outcomes.
Children and youth are successful in school	90% of children and youth maintained or improved academic competencies.	920 children and youth maintained or improved academic competencies.
Youth housing needs are met	99% of youth living in emergency shelters or transitional housing received supports to live independently.	170 youth living in emergency shelters or transitional housing received supports to live independently.
Youth reduced or stopped using drugs	84% of youth in non-mainstream schools reported a reduction in the frequency of drug use.	273 youth in non-mainstream schools reported a reduction in the frequency of drug use.

The Outcomes: Lanark County

Outcomes	Results
Children and youth are successful in school	768 children have improved attitudes towards school. 896 children and youth developed new skills. 835 children are making healthier choices.
Children and youth are resilient	844 children demonstrated prosocial behaviours and improved emotional wellbeing.

The Outcomes: Prescott-Russell

Outcomes	Results
Children are ready to learn	93% of families/caregivers were supported with information, resources, tools, trainings, and/or teaching skills.

2019 was the first year we reported results as an amalgamated United Way. As we continue to align our work across the region, our reporting on outcomes will grow and strengthen each year.

*** Program reporting period:** July 1, 2019 to December 30, 2020 (18 months total, +6 months from previous years). Program reports due to United Way January 22, 2021. Outcome data analyzed and reported by United Way: February-March 2021. Insights into the outcomes are available in the Appendix.

Insights into the outcomes are available in the Appendix.



Mario is 12 years old and every other week, he looks forward to meal nights at his local youth centre.

FROM POVERTY TO POSSIBILITY

Providing work experience while fueling creativity.

As of January 2020, the unemployment rate for youth aged 15 to 24 years was 10.2 per cent in Ontario. Meaning that professional employment opportunities are still quite rare for some, and many young adults—particularly those living in low-income situations or vulnerable neighbourhoods—are struggling to find their way. Thanks to the generosity of our donors, we can help young adults navigate their path.

At Hot Shoe Productions, a social enterprise run by the Social Planning Council of Ottawa and supported by United Way East Ontario, youth learn valuable skills like responsibility, teamwork, leadership, and time-

management, all while being gainfully employed.

Youth staff are graduates from Youth Active Media, a video training program delivered in priority neighbourhoods across



Group of youth working together at Hot Shoe Productions.

Ottawa. During their time at Hot Shoe Productions, youth gain expertise in producing educational videos or promotional videos for clients, event coverage, and more—resulting in a wide range of experience that will be essential to their career paths.

Providing opportunities for youth is at the core of Hot

Shoe Productions' mission, and United Way shares this same mentality. To show off the concrete skills they've learned, the video telling their story was shot and edited by the young people featured.

[Watch the video](#)

THE ISSUE

Across our region, there continues to be major barriers to inclusion and success in the workforce.

Indigenous peoples, youth, newcomers, Black and racialized communities, vulnerable women, and people with disabilities often face stigma, misinformed perceptions, and biased or outdated assumptions—resulting in financially precarious situations.

COVID-19 has disproportionately impacted the financial wellbeing of these equity-seeking groups. This shows up as an urgent need for food, financial assistance, and in some cases, emergency shelter. Long-term financial support,

access to basic needs, and internet and utility assistance will remain an ongoing concern, since stay-at-home orders result in increases to household costs.

In rural parts of our region, the digital divide and lack of public transportation makes access to services more challenging. With the pandemic affecting all aspects of daily life—especially finances—ensuring access to information for those who face language, literacy or connectivity issues has never been more important.

9.2%

of racialized populations are [unemployed](#) in Canada, compared to 7.3% of non-racialized people.

70%

of Canada's [job losses](#) from February-April 2020 were jobs held by women—many of which were working part-time in low-paid service and care work.



59%

of working age adults with disabilities are [employed](#), compared to 80% of those without disabilities.

20.9%

of Ontario youth aged 15-24 are [unemployed](#) as of February 2021, up 9.8% from February 2020.

OUR RESPONSE

United Way believes that everyone deserves a job, a purpose, and a sense of belonging. Together, we can ensure more people in our communities achieve financial independence and stability.

Our role as a convener means we're able to leverage our network of partners and donors to help our communities come together for solutions that will work across our region. We do this through initiatives that unite key stakeholders on a collective mission.

Equity in Employment:

- In response to COVID-19 restrictions, the **Employment Accessibility Research Network (EARN)** transitioned vital in-person events like learning seminars and career fairs to online platforms so that employers, service providers, and people with disabilities could still meet their employment and hiring goals. By pivoting to alternate modes of communication and engagement, EARN also reaffirmed its commitment to championing diverse and accessible workplace cultures.
- A November 2020 event, 'Ask the Employer!', allowed jobseekers with disabilities to participate in one-on-one virtual practice interviews with a series of employers. Best practices learned from designing and delivering virtual events like these will help EARN broaden its footprint across East Ontario.
- The disproportionate impact of COVID-19 infection rates among racialized and immigrant communities—along with global awareness and action against anti-Black racism incited by the



killing of George Floyd in the spring of 2020—heightened awareness and urgency for employers to address systemic barriers to newcomers’ employment. **Hire Immigrants Ottawa (HIO)** responded to an increased demand for enhanced capacity and skills-building from businesses and organizational leaders. Two key programs, Cross-Cultural Competency Training and Fostering a Workplace Culture of Belonging were delivered to hundreds of employers to support them in creating workplace

environments that are diverse, inclusive, and foster a sense belonging.

- With partners from across the country, Hire Immigrants Ottawa launched the **#Immigrants-Work** national campaign to raise awareness about the contributions of immigrants to the Canadian economy, as well as their continued impact in the country’s pandemic response. The campaign also promoted best practices and tools to support rebuilding Canadian businesses with a focus on immigrant inclusion.

Community-based employment programming and community wealth building activities that train, hire, and support job seekers from priority communities will have an increasingly important role in the coming months, as we work to ensure that under-represented workers participate in the post-COVID-19 economic recovery.

GOALS FOR THE FUTURE

In 2021 and beyond, United Way East Ontario will use our tools and resources to ...

1) Build an equitable economic recovery by:

- **Increasing access to employment**, including support for social enterprises, that improves employment outcomes for vulnerable women, youth, people with disabilities, newcomers and Indigenous peoples across East Ontario.
- **Improving access to financial education and counselling**, as well as tax and financial literacy supports.
- **Supporting access to and availability of basic needs**, including: food, personal protective equipment (PPE), and utilities relief.
- **Convening employer leadership tables** to increase labour market participation for under-represented communities, including: youth, newcomers, people with disabilities, and Indigenous youth.



- **Contributing to regional economic recovery** by creating awareness, educating, and championing the adoption of [community wealth building principles](#).
- **Researching employment barriers** for people with disabilities and developing environmental scans looking at employment for Indigenous youth, as well as a cross section of youth who often face barriers when entering the labour market.
- **Developing new employer tools** to support diversity, equity, inclusion, and belonging in workplaces.

Chantel found support with the Arches program to overcome her addiction challenges and start fresh as an Educational Assistant at local daycares.

THE IMPACT OF OUR INVESTMENTS

From Poverty to Possibility—
Investments across our region:

16

collaborations
and initiatives

17

programs

16

community
agencies

As a result of these investments:

5,701

unique individuals
were supported

185

people volunteered with
our agency partners

For a total of

7,880

hours

The Outcomes: Ottawa

Outcomes	Results	
Engagement in the labour market	68% of participants gained or maintained employment.	441 supported individuals gained employment. 4,659 individuals received job skills training.
Newcomers are engaged in the labour market	67% of newcomers found employment.	466 newcomers found employment.
People with disabilities are engaged in the labour market	80% of job seekers with disabilities found employment.	231 job seekers with disabilities found employment.
Priority populations are engaged in the labour market	92% of employers increased their knowledge of barriers faced by priority populations.	1,044 employers increased their knowledge of barriers faced by priority populations.
Youth are supported in their transition to employment	60% of youth gained post-secondary employment, further education, or credentials.	84 youth (ages 15-24) gained employment.
People in financial crisis receive supports	2,502 people in financial crisis received financial services and supports.	

The Outcomes: Lanark County

Outcomes	Results
People in financial crisis receive supports	62% of clients reduced their reliance on government financial support. ¹

2019 was the first year we reported results as an amalgamated United Way. As we continue to align our work across the region, our reporting on outcomes will grow and strengthen each year.

*** Program reporting period:** July 1, 2019 to December 30, 2020 (18 months total, +6 months from previous years). Program reports due to United Way January 22, 2021. Outcome data analyzed and reported by United Way: February-March 2021. Insights into the outcomes are available in the Appendix.

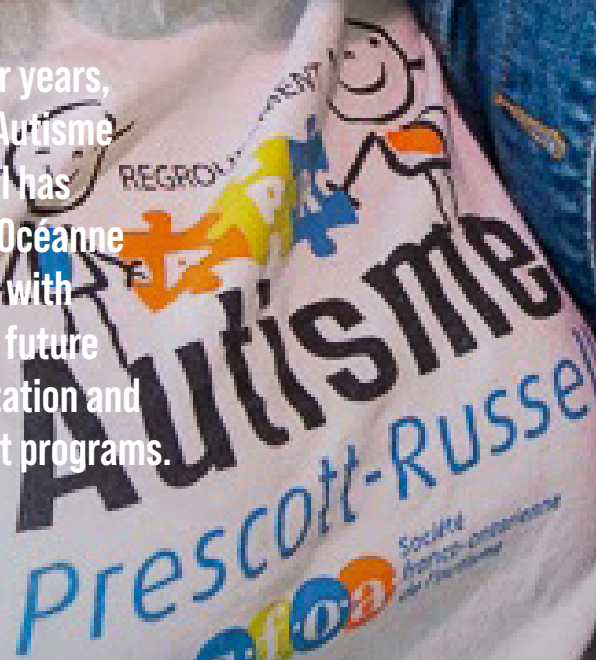
Insights into the outcomes are available in the Appendix.

¹ This result represents one program and is not representative of Lanark County as a whole.





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.



HEALTHY PEOPLE, STRONG COMMUNITIES

Supporting unsung heroes.

Every day, thousands of behind-the-scenes helpers keep our communities safe and healthy. Volunteers, neighbours, and informal caregivers keep the most vulnerable people connected and cared for—responsibilities made even more critical by COVID-19.

For Barbara, taking care of her husband David—who has Alzheimer’s—is a 24/7 job. Like most caregivers, however, she needs respite to maintain her own health and wellbeing. Before the pandemic, she would attend a monthly support group and David would attend three day programs each week. COVID-19 changed everything.

United Way East Ontario’s partnership with the Champlain Community Support Network (CCSN) has ensured volunteers can quickly move into action to address the most pressing local needs. Volunteers continue to deliver groceries, meals, and essential items to isolated seniors, while also conducting telephone wellness checks.



**Group of volunteers
working with the
Champlain Community
Support Network (CCSN).**

For Barbara, attending online caregiver groups and having David join virtual day programs to keep him cognitively active helps her maintain a sense of normalcy. [The Eastern Ontario Caregiver Strategy](#), released by United Way in partnership with the CCSN and Champlain Dementia Network, also serves as

a roadmap to better serve informal caregivers like Barbara.

In partnership with the CCSN, United Way continues to support those lending a helping hand.

[Watch the video](#)

THE ISSUE

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

World events in 2020—like the murder of George Floyd and other Black people at the hands of police, a sharp increase in violence and hate crimes against Asian communities, and the unequal effects of COVID-19—all influenced our work in this space. We know that institutional oppression, systemic and overt racism, and chronic exposure to discrimination are often the root causes of why socially disadvantaged communities experience poor health outcomes at higher rates. These equity disparities continue to have ripple effects across our region.

In addition, seniors and their informal caregivers were among the most impacted by the pandemic and its

associated public health restrictions. Many in-person day programs that once provided respite to caregivers have had to close their doors, leaving seniors isolated and disconnected. Our networks continue to raise concerns about the high rates of stress being felt by families in lockdown, increased crisis situations like violence in homes, and concerns about access to recreation and community-based services. The digital divide and technology disparities continue to be a priority for our work.

1 in 3

caregivers in Canada are [distressed](#), which can include feelings of anger or depression, or the inability to continue with caring activities.



30%

of Ottawa's Black community who tried to access mental health services [felt prejudice or negative attitudes](#) from their service providers.

7x

Canadians in [severely food-insecure households](#) are seven times more likely to report moderate or severe anxiety symptoms than those in food-secure households.

42%

of Ottawa residents [reported](#) that their mental health and emotional wellbeing was worse after March 2020.

OUR RESPONSE

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

Our goal is to create neighbourhood equity by building a set of social, economic, cultural, healthy living, and civic engagement opportunities for all residents. We do this through initiatives that unite key stakeholders on a collective mission.

Equity in Communities:

- In response to a rise in hate crimes and hate speech in Ottawa, United Way launched the [United for All](#) coalition in 2019 in partnership with dozens of local organizations. In 2020-2021, the group made strides in developing an informed, collaborative response to hate and violence in our region. The coalition introduced an action plan to align the group's work against a set of proven strategies to strengthen our communities. United for All's approach has also been introduced in Prescott-Russell, Lanark County and Renfrew County, where local representatives and partners have been

empowered to deal with issues in the rural context. In February 2021, more than 100 partners attended a coalition meeting to clarify the role of policing in addressing hate in our communities.

- The **Ottawa Neighbourhood Equity Index** is a tool developed by United Way, the City of Ottawa, and the Social Planning Council of Ottawa in 2018 to assess how neighbourhoods compare when it comes to factors that impact wellbeing. In 2020, an [analysis](#) revealed the extent to which Black and racialized communities experience significantly



higher rates of poverty and inequitable employment outcomes when compared to the general population. We could see the same for other vulnerable populations that are the target of hate, such as Indigenous peoples. This analysis paves the way for service providers and policy makers to understand the economic and cultural roots of hate and violence, while identifying the right responses to build a more equitable, stronger, and healthier Ottawa.

- After completing the Ottawa Neighbourhood Equity Index in 2018, the focus shifted to expanding

the coverage to include United Way East Ontario's full geographic scope: Prescott-Russell, Lanark County and Renfrew County. [The Eastern Ontario Regional Data Project](#) was designed with three main components: developing a high-level data profile of our rural communities to help with immediate planning needs (completed in July 2020); developing a rural atlas of Eastern Ontario comprised of a series of online maps (completed in September 2020); and developing a full-fledged rural equity index of our region (ongoing).

Audrey, Creating the Change We Want (CCWW) graduate and Tong, community developer at Centretown Community Health Centre.



Collaborating for Connection, Safety and Wellbeing:

- Building on two reports about vulnerable seniors published by United Way in [2017](#) and [2019](#), the Champlain Dementia Network, the Champlain Community Support Network, and United Way formed a partnership to develop the **Eastern Ontario Caregiver Strategy**. The strategy is our region's first coordinated approach to supporting informal caregivers—the family members, friends, and

neighbours who provide regular care to aging seniors in need of support with daily living. Released in October 2020 and informed by local caregivers, the strategy is designed to provide us and the local social services sector with a common set of objectives, empowering us to better support those in need.

- COVID-19 measures meant that people had a harder time connecting to the resources and relationships

they depended on. Our communities responded incredibly quickly to these challenges, **using partnerships to create innovative solutions** that opened up new channels for outreach, care and support, and building resources that have become foundational to our collective work. Examples include: Counselling Connect, the Ottawa Black Mental Health Coalition, Seniors' Centre Without Walls (which expanded regionally in



2020), and Unsafe at Home (covering Ottawa, Lanark County and Prescott-Russell). United Way has played a critical role in supporting, profiling, and advocating on behalf of these initiatives through investments, storytelling, and highlighting impact through platforms such as the COVID-19 Community Response Table and [our call to government](#).

- **Creating the Change We Want (CCWW)** is a United Way-supported initiative

that helps residents build skills and confidence to make positive changes together. In March 2020, 23 CCWW trainees graduated the program just as the pandemic began. The work of these graduates became essential during COVID-19, as they continued building community virtually by keeping people connected to neighbours and supports, reducing isolation, and fostering belonging. Despite the

pandemic, 81 per cent of trainees reported increased ability to support residents, thanks to training and capacity building. All of the activities allowed community members to share how they were coping, and created spaces of inclusion through connections with race, culture, language, and faith.

GOALS FOR THE FUTURE

In 2021 and beyond, United Way East Ontario will use our tools and resources to ...

1) Improve equity, wellbeing and connectedness by:

- **Increasing access to remote and in-person day programming and caregiver supports** for isolated and vulnerable seniors, in alignment with recommendations from the vulnerable seniors report for Ottawa and rural counties, and the Eastern Ontario Caregiver Strategy.
- **Continuing to convene the COVID-19 Community Response Table** and engage regional leaders, networks, and organizations to deepen our understanding of the impact the pandemic is having on the most vulnerable people; and to identify, advocate for and invest in solutions.
- **Providing backbone support for United For All**, and working regionally to address issues of hate and violence.
- **Increasing counselling and supports** for people experiencing mental health and problematic substance use, including remote access and in-person counselling and peer supports.



- **Supporting innovative initiatives** that increase collaboration, integration, and access to mental health and crisis supports for underserved communities, including: Indigenous peoples; Black and racialized communities; rural, francophone, and 2SLGBTQ+ communities; people with disabilities; women and children living in unsafe homes, and neighbourhoods with high rates of poverty.
- **Working with United Way Centraide Canada** to build United Way East Ontario's capacity to address diversity, equity, and inclusion issues and build region-wide Indigenous collaboration.
- **Expanding United Way East Ontario's data capacity** to better understand region-wide challenges that are impacting our local communities, like isolation and poverty.
- **Preparing a report for internal use** to better understand the issues of poverty, safety and vulnerability for women and girls in our region, including the impact that COVID-19 has had on their health and economic wellbeing.

**Erich and Chantale
found counselling support
thanks to our partner,
Parents' Lifelines of
Eastern Ontario (PLEO).**

THE IMPACT OF OUR INVESTMENTS

Healthy People, Strong Communities—
Investments across our region:

36

collaborations
and initiatives

36

programs

31

community
agencies

As a result of these investments:

53,710

unique individuals
were supported

2,693

people volunteered with
our agency partners

For a total of

113,068

hours

The Outcomes: Ottawa

Outcomes	Results	
People in crisis have access to immediate supports	77% of individuals felt supported and had their stress levels reduced.	42,007 individuals received crisis supports.
Seniors have improved wellbeing and are less isolated	86% of seniors reported decreased isolation.	1,040 seniors reported decreased isolation.
Neighbourhoods achieve positive change	1,349 residents came together to engage on issues of shared importance.	
Adults have access to mental health and addiction supports	74% of clients saw an improvement to their mental health.	4,203 clients had access to mental health and addiction supports.
Individuals have access to healthy foods and physical activity	87% of children ate healthier, increased their physical activity, and/or moved towards a healthy weight.	2,371 children and youth participated in physical activity and/or healthy food access/nutrition programs.

The Outcomes: Renfrew County

Outcomes	Results
Adults have access to mental health and addiction supports	75% of clients achieved their counselling goals.

2019 was the first year we reported results as an amalgamated United Way. As we continue to align our work across the region, our reporting on outcomes will grow and strengthen each year.

*** Program reporting period:** July 1, 2019 to December 30, 2020 (18 months total, +6 months from previous years). Program reports due to United Way January 22, 2021. Outcome data analyzed and reported by United Way: February-March 2021.

Insights into the outcomes are available in the Appendix.



“DONOR TESTIMONIAL



“For decades I’ve made United Way an integral part of giving back to my community, both as a donor and a volunteer. I view United Way of East Ontario as the trusted partner to leverage my gift by directing it to those who need it most, in the way that benefits them most. Even in our beautiful community, there are still so many people and programs that need our help. Across our region, we are not immune from the challenges associated with poverty, the academic learning gap, seniors living in isolation, mental health and basic needs for all ages. I choose to support United Way East Ontario because they have a deep understanding of the

issues and needs facing our community. They know where the gaps are and who to bring together to maximize the impact. I want to live in a community where children have the opportunities they need to be successful and happy, where people living in poverty have the opportunity to gain new skills and to build a better life for themselves and where the elderly have opportunities for connection and engagement. United Way East Ontario brings organizations together and leverages partnerships to achieve these goals with optimal results—for that reason, I will always support United Way East Ontario.”

Chantal Bernier,
Counsel, Dentons Canada
Major Donor and Volunteer

WHAT'S NEW

Meet GenNext East Ontario: New name, big impact

If you've ever been to a Mix & Mingle or the mega networking-event-for-a-cause called Schmoozefest, you have GenNext to thank. Launched in 2005, GenNext Ottawa has grown to be the go-to gathering of people in their 20s and 30s who want to create lasting change in their community. Powered by United Way, GenNext is on a mission to bring together, inspire, and empower the next generation of change-makers to help solve complex social issues.

In 2017, the four United Ways of Prescott-Russell, Ottawa, Lanark County and Renfrew County unified into a single organization, and in 2019 took on the new name of United Way East Ontario. As one voice, we became even stronger—understanding, researching, and working on both rural and urban issues. We knew that GenNext Ottawa was soon to follow on this journey, and on February 24, 2021, GenNext Ottawa became GenNext East Ontario.



GenNext
East Ontario

Mental Health Youth Homelessness Diversity & Inclusion Equitable Employment



GenNext's scope isn't the only thing that's changed—it's now better aligned to United Way East Ontario's goals and impact strategies: tackling the issues of youth homelessness, mental health, diversity and inclusion, and equitable employment. Together with

a dedicated, long-standing base of supporters, donors, partners and sponsors, we're excited for what the future of GenNext East Ontario holds.

[Explore GenNext East Ontario](#)

**GenNext East
Ontario's causes.**

Making energy relief more equitable and accessible

In early March 2020, United Way East Ontario [launched a community outreach pilot program](#) with the AffordAbility Fund Trust (AFT). The theory was that if we provide focused, holistic outreach and support for people who struggle to pay their hydro bills, they'd be better off

long-term. To bring these benefits to as many people as possible who experience energy poverty, we partnered with other United Ways, local utility companies and frontline agencies across Ontario.

Throughout the pilot, we aimed to find hard-to-reach individuals who just

need a little extra guidance navigating the various energy programs available to them. This included seniors, people with disabilities, newcomers—anyone facing barriers to accessing information or who may struggle with isolation, lack of transportation, digital



literacy, language barriers, or other challenges.

Soon after the pilot launched, COVID-19 restrictions came into play and we quickly shifted our pilot to 100 per cent virtual outreach. That meant Zoom presentations, phone calls, electronic brochures, social media campaigns,

and flyer mail-outs. Despite having to pivot entirely, the AFT and Home Assistance Program (HAP) managed to help more than 200 households across Ottawa, Simcoe-Muskoka, and Bruce Grey access energy-saving retrofits like smart thermostats, fridges, freezers, and heat-pumps.

The AffordAbility Fund capitalized on local relationships and organizations to reach people who could benefit the most from energy-saving programs. Tahani, a 61-year-old Ottawa resident, told us how much the program impacted her family.



There are people who come to Canada and can live here for a while, and don't know about what's available ... When I see something that helps me, I would like to spread it out for everyone who's looking to do something, and start a new life here in Canada." –Tahani

[Read more](#)



Women United X Accenture

Accenture has been a long-time supporter of United Way East Ontario through various programs, initiatives, sponsorship and engagement opportunities. This year, Accenture joined Women United as a title program sponsor for the next three years—demonstrating their commitment to making a difference for women in our region.

Aligning their community support to their organizational values, Accenture knows that a workplace culture of equality is a powerful multiplier of innovation and growth. 2021 marked the company's 17th year celebrating International Women's Day—an opportunity to recognize the outstanding accomplishments of women

around the world and engage in open, honest and meaningful conversations to further advance a culture of equality.

During United Way's International Women's Day event on March 8, 2021—[A Conversation with Dr. Vera Etches](#)—Accenture's Claudia Thompson, a long-time Women United member, officially announced the new partnership between Accenture and Women United.

Powered by incredible partners like Accenture, Women United can continue to tackle the most pressing issues facing women and their families across our region.



“It is important to build a culture that values inclusion in the workplace and it's equally important that we extend that culture beyond our workplace to the communities in which we live.”

Claudia Thompson

Managing director of risk management and quality lead at Accenture Canada

Community Builder Awards: COVID-19 Heroes

In June 2020, United Way East Ontario [partnered with Apt613](#) to honour volunteers who stepped up to respond to the pandemic with a Community Builder Award (CBA). Apt613 helped us identify five “COVID heroes” and reimagine our Community Builder program for the pandemic context. After the success of ‘COVID Heroes,’ we went on to celebrate 28 local volunteers with virtual Community Builder Award presentations between then and March 2021.

Virtual celebrations for Community Builders have meant that even more people can join in on the recognition of local volunteers. Over the course of the past year, we held four surprise award presentations over Zoom, where recipients were unknowingly joined by fellow recipients, their award nominators, family, and friends—with some supporters logging in from across the country! This new virtual model has empowered recipients to form connections

with one another and learn about each other’s passions—building a network of community builders who are now invested in each other’s work.

The names of all recipients will be placed on United Way Walls of Inspiration across our region as a permanent reminder of their contributions.

[Nominate a volunteer for a Community Builder Award](#)



A MESSAGE FROM OUR BOARD CHAIR

I want to offer my thanks and gratitude to the many volunteers, partners, donors and other stakeholders who have offered their support during an exceptionally difficult year. Your loyalty has empowered United Way East Ontario to respond rapidly to the most pressing local needs through COVID-19.

The most significant public health crisis of our time has only amplified the challenges in our communities. At the same time, it has shown me that the United Way we have become is tailor-made to tackle these issues head-on.

As Board Chair, I am able to see United Way live into its mission, vision and promise—even more directly than before the pandemic.

For more than a decade, United Way has been on a journey to demonstrate its true value to the communities it serves as a convener, collaborator, advocate and change-maker—above and beyond its traditional reputation as a fundraiser. We refer to this transformation as becoming an impact United Way. In my second and final year as Board Chair, it was my goal to ensure United Way had a

healthy and modernized governance structure to live into this mandate.

For this to take hold, the executive team and I recalibrated our volunteer cohort to better align with the needs in our communities. We invited subject matter experts to join us as members around the Board and other volunteer tables, we sought greater diversity and representation among Board members, we consolidated committees, and adjusted bylaws to provide structure and guidance to a modernized, streamlined, and impact-oriented approach.

Past Boards of United Way had more than 30 members, with a focus on increasing United Way's fundraising capabilities. Now, the Board of Directors is oriented toward finding opportunities to collaborate across sectors to move the needle on our impact priorities. We

are represented now by post-secondary institutions, community developers, policy analysts, public health experts, business, labour, government and more.

Our aim is to provide sound leadership to the organization and to the communities we serve by better structuring ourselves to represent the issues we aim to address. The pandemic has shown us that if we do not have these important structures and voices in place, it is harder to create measurable, lasting change.

This transformation is ongoing, and we will always strive to do better and grow for the people who need us. For now, I am confident in United Way East Ontario's governing body to support the organization as it forges through the uncertain times that lie ahead.

As we emerge from the pandemic—and we will—we will need an even sharper

focus on addressing the chronic inequities that challenged our communities over the past year. With new voices around our table, we are better positioned to tackle those issues.

I know we can count on your support too.

Sincerely,



Danya Vered
Board Chair,
United Way East Ontario



FINANCIALS

A Message from the Chief Operating Officer and Chair of the Corporate Oversight Committee

In any given year, United Way East Ontario must balance taking care of our communities with our organization's financial health—priorities that rely on each other to be successful.

COVID-19 brought incredible uncertainty for all charities, due to an economic downfall and the very real prospect of fewer philanthropic dollars available to invest in our work. At the same time, we stepped up to play a critical role in responding to the pandemic, which meant demand for our services quickly outpaced the resources we had available.

In the early months of the pandemic, we made the

decision to keep our full staff cohort and maintain our investment levels to keep our organization nimble and our communities strong. We are grateful to have benefitted from government resources like the Canada Emergency Wage Subsidy (CEWS), and the Canada Emergency Rent Subsidy (CERS) to ensure United Way could carry out our mission in the face of the greatest public health crisis of our time. **Taking care of our staff enabled us to take care of our communities.**

We started our new fiscal year less than one month into the pandemic. At that point, we did not know if the donors and partners we relied on would have the means to support our work.

But we pushed forward, knowing thousands of people were relying on us.

Despite all the challenges, our communities showed immense generosity over the past year.

Many donors went above and beyond their usual contributions, and we also secured new funding sources, like the Emergency Community Support Fund and New Horizons for Seniors Program—proactively put in place by the federal government as emergency assistance for Canadians. As a result, we ended our 2020-2021 fiscal year with significantly more resources than we anticipated. This means we are well-positioned

for 2021-2022 to strengthen the capacity of the local charitable sector and make substantial impact in our communities.

We can also plan for and invest in the modernization of our organization. COVID-19 forced United Way and many other charities to be creative and resourceful to keep our virtual doors open over the past year. Now we can be more intentional about keeping pace with a digital-first workforce and fundraising climate, while responding to the challenges amplified by COVID-19.

The pandemic is not over, and our economic future is still unpredictable. But our strong financial circumstances

mean United Way can continue to be here for the people who need us, now and over the long term.

With appreciation,



Ed Wolkowycski, CMA, CPA
Vice President, Corporate Services and Chief Operating Officer,
United Way East Ontario



Thom Donnelly
Treasurer and Chair,
Corporate Oversight Committee,
United Way East Ontario

TO READ OUR FULL 2020-21 AUDITED FINANCIAL STATEMENTS,
VISIT: [UNITEDWAYEO.CA/ABOUT-US/FINANCIAL-STATEMENTS](https://unitedwayeo.ca/about-us/financial-statements)

APPENDIX

Outputs

Outputs measure the quantity and quality of services provided by partner agencies (e.g. clients served, hours of service, activities that took place, sessions held, pamphlets produced, etc.).

In other words, outputs measure how much we made possible and how well it was executed.

Outputs by Focus Area Comparison (Ottawa)

Focus Area		2019-20	2018-19	2017-18
All That Kids Can Be	Unique individuals supported	12,513	13,008	11,775
	Programs	31	46	68
From Poverty to Possibility	Unique individuals supported	5,508	8,034	5,698
	Programs	15	24	21
Healthy People, Strong Communities	Unique individuals supported	51,013	55,748	68,317
	Programs	25	57	70

Note: The number of programs we invest in changes year to year based on updated priorities and activities, and by prioritizing collective impact initiatives where many partners work toward a common goal. Our outputs are also influenced by moving from a three-year funding cycle to a one-year funding cycle and fluctuations in the dollars we have available to invest.

Outputs by Focus Area Comparison (Lanark County)

Focus Area		2019-20	2018-19
All That Kids Can Be	Unique individuals supported	862	2,536
	Programs	4	4
From Poverty to Possibility	Unique individuals supported	15	266
	Programs	1	2
Healthy People, Strong Communities	Unique individuals supported	665	672
	Programs	4	1

Outputs by Focus Area Comparison (Renfrew County)

Focus Area		2019-20	2018-19
All That Kids Can Be	Unique individuals supported	862	3,136
	Programs	6	6
From Poverty to Possibility	Unique individuals supported	0	0
	Programs	0	0
Healthy People, Strong Communities	Unique individuals supported	852	563
	Programs	4	4

Outputs by Focus Area Comparison (Prescott-Russell)

Focus Area		2019-20	2018-19
All That Kids Can Be	Unique individuals supported	17,437	14,570
	Programs	6	6
From Poverty to Possibility	Unique individuals supported	628	2,039
	Programs	1	1
Healthy People, Strong Communities	Unique individuals supported	1,180	7,075
	Programs	3	7

Outcomes

Outcomes measure the broader results achieved through the delivery 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, behaviours or circumstance. For agencies who work at a system level, outcomes could be changes in (or the maintenance of) system-level stats, conditions, policies, etc.

In other words, outcomes measure if people are better off, or in the case of system level programs, whether or not the desired goal has been achieved. **United Way East Ontario sees outcomes as the best measure of impact when reporting on our investments.**

2019 was the first year we reported results as an amalgamated United Way. Given that a large portion of our data is currently Ottawa-based, our insights into the outcomes are disproportionate in comparison to Prescott-Russell, Lanark County, and Renfrew County. As we continue to align our work across the region, our reporting on outcomes will grow and strengthen each year.

Insights Into the Outcomes: All That Kids Can Be

In Ottawa, we saw a slight decrease in the number of children and youth served, but there is a somewhat significant increase in the outcome results, particularly for 'Children and youth have improved mental health' and 'Youth housing needs are met', in comparison to [last year's data](#). The most significant change was the improvement in child and youth mental health, which measures whether participants saw an improvement in their mental health from day one of program participation to when results were measured by staff.

In Lanark County, our agency partners have become much better at measuring their impact, and we have more data to show our results. There was a decrease in the number of individuals served but an observed improvement to outcomes.

Based on research and data, what we've heard and seen through the COVID-19 Community Response Table, regular conversations with agency partners, we speculate there may be a few reasons for these findings:

- Due to the pandemic, many in-person programs did not run from March 2020 onwards, and/or had to reduce the numbers of participants, which affected our partners' ability to reach more youth during summer and fall programming.
- The extended funding period allowed for our partners to continue services, which may correlate with stronger success in school.
- Our agency partners have improved how they report back on results and outcomes, and are most often using our standard indicators and making evidence-based decisions.
- Participants' feelings of positivity and support could have been heightened during the pandemic because there may have been a greater appreciation for services.
- Agency partners adapted and pivoted service delivery in order to prioritize mental health, success in school, housing needs, and emotional wellbeing.

Insights Into the Outcomes: From Poverty to Possibility

In Ottawa, we saw a decrease in youth employment by 15 per cent, which is representative of the numbers across the city and in Ontario. According to a [study by Ottawa Public Health](#) and recent reports for Ontario, post-secondary graduates and young adults (19 to 24 years old) have experienced higher unemployment rates. However, we see a significant increase in the percentage of employers with increased knowledge of employment barriers.

Insights Into the Outcomes: Healthy People, Strong Communities

In Ottawa, there is a clear evolution in our agency partners' knowledge of measuring performance, with more organizations reporting using standard indicators. Agencies can now report on mental health outcomes, and therefore we changed the result measures for 'Adults have access to mental health and addiction support'. The percentage is lower than last year's data, but it is a better measure of whether we achieved our objective.

In Renfrew County, many of our agency partners adapted their services to be able to meet the basic needs of residents. The decrease in number of individuals served can be correlated to the impact of the pandemic on access to services.

Measurement and Collection Methods

Indicator Assessment Definitions for Agency Partners

This is how we ask our partners to report back on the front-line work United Way donors have helped make possible.

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.

ABOUT UNITED WAY EAST ONTARIO

Working with communities in Prescott-Russell, Ottawa, Lanark and Renfrew Counties, United Way East Ontario invests resources where they are needed most and will have the greatest impact. Through research, evaluation and partnerships with community experts, we identify the root causes of the biggest social challenges facing our communities and help find solutions that change tens of thousands of lives for the better. 100% of donations to United Way are put to work in the communities where they are raised to help those most in need.

**VIEW OUR 2020-2021 HONOUR ROLL FOR
A LIST OF UNITED WAY EAST ONTARIO'S
MOST NOTABLE PHILANTHROPISTS.**



United Way
East Ontario