



**United Way**  
Saskatoon & Area

## **2019 IMPACT REPORT**

Changing Lives Through Local Love.

# UNITED WAY IS IGNITING LOCAL LOVE

United Way works to ignite *Local Love* in the community we call home. Local love is a genuine feeling that everyone deserves a safe place to live, work and raise their family. Through simple acts, like smiling at a person on the street or making a financial donation, local love is spread throughout our community and can help tackle #UNIGNORABLE issues such as mental health, homelessness, hunger, social isolation, education inequality, domestic violence, unemployment and poverty.

For the past 60 years, United Way of Saskatoon and Area has raised over \$119 million and worked to help kids be all that they can be, move people from poverty to possibility and build strong communities locally by addressing systemic barriers for our city's most vulnerable citizens. Our work involves

making informed financial investments that address short-term issues that are often ignored while focusing on making long-term positive change.

This Impact Report highlights the acts of local love United Way was a part of in 2018. Through the support of volunteers, labour unions, partners, sponsors and donors, United Way can invest time, knowledge and resources into community programs and initiatives that help change lives. A full list of United Way funded programs and audited financial statements can be found on our website.

**"As a unique community of donors, volunteers, and community partners, United Way of Saskatoon and Area ignites a collective desire to improve lives and make Saskatoon a strong and vibrant community for everyone."**

– Shaun Dyer  
CEO, United Way of Saskatoon and Area





# UNITED WAY IN THE COMMUNITY

We are focused on igniting local love throughout our community which means we are actively involved with sharing stories on social media, organizing collection drives, fundraising, and hosting events that bring awareness to the often-ignored social issues facing our community. These acts of local love can have an immediate impact on so many lives.

**United Way works year round to impact the lives of individuals, children and families in our community.**

## THESE ARE A FEW WAYS UNITED WAY HELPED SHARE THE LOVE OVER THE LAST YEAR.

### COLLECTION DRIVES

#### Tampon Tuesday

Over 3,750 packages of feminine hygiene supplies collected and over \$4,000 raised!

#### United Way Community Kick-off and Stuff the Bus event

Filled 1 city transit bus full of hygiene supplies and distributed items to 5 local organizations.

### SOCIAL MEDIA

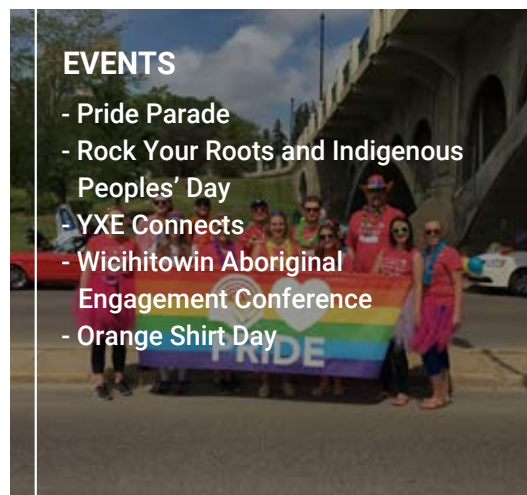
New to Instagram December 2018

Stories shared with over 1,200+ Facebook followers and 2,100+ Twitter followers



### EVENTS

- Pride Parade
- Rock Your Roots and Indigenous Peoples' Day
- YXE Connects
- Wicihitowin Aboriginal Engagement Conference
- Orange Shirt Day



### BEYOND SASKATOON

998 calls were made to a sexual assault program in the city of Prince Albert, providing counselling and education for women and children, community partners and the public in areas of sexual assault.



### 2018 ANNUAL FUNDRAISING

4 Loaned Representatives  
368 Employee Campaign Chairs  
11 Cabinet Members  
18 Impact Speakers  
475 Fundraising Workplaces  
50+ Labour Unions  
\$4.03 Million Raised



### BEYOND SASKATOON

528 domestic violence emergency calls were responded to in the city of Prince Albert, providing immediate support to victims and families including follow up support ensuring that they are connected to ongoing services.



# ALL THAT KIDS CAN BE

Children need a good start in life to become healthy adults. They need access to early literacy and developmental programs; positive school experiences during the middle years and support to graduate from high school. They benefit from recreational activities, mentorship, and opportunities to discover and develop their talents and interests.

United Way works to help kids thrive by supporting programing focused on:

- connectedness and community involvement;
- emotional and physical well-being; and
- engagement in learning.

**143**

children were matched with adult mentors and 87% reported feeling supported.

**337**

children participated in before and after school programing and 88% reported feeling better about themselves.

**36**

youth participated in a carpentry skills building program.

**38,061**

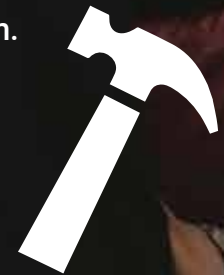
number of times a downtown youth support centre was accessed, offering crisis support, meals and snacks and agency referrals.

**200**

tutoring sessions were provided to children with learning disabilities, allowing them to return to/or stay in school.

**140**

children were provided financial subsidies to attend preschool, giving them a 4-8 month advantage in skill development and preparing them for kindergarten.





# SUMMER SUCCESS LITERACY CAMPS

Summer Success camps deliver a two week program focused on targeted literacy strategies to help students in grades 1 to 4 maintain or improve their grade level reading during the summer

months. The program aims to prevent students from falling further behind during summer holidays; this digression is also known as 'summer slide.'



84

students participated in 6 Summer Success literacy camps.

89%

of the students who completed the program maintained or increased their pre-program reading levels.

2,158

nutritious snacks and lunches were provided by the Saskatoon & District Labour Council's Summer Snack program.



55

adults volunteered for a total of 130 hours.

697

take home books were distributed.





# POVERTY TO POSSIBILITY

Every individual and family deserves to have their basic needs met.

United Way invests in programs and services that address the root causes of poverty so that individuals and families can be supported to live a sustainable and healthy life.

United Way works to move people from poverty to possibility by supporting programing focused on:

- employment and financial security;
- food security; and
- housing stability.

**30**

women were accepted into a program allowing them to build a career in the trades industry.

**319,086**

breakfasts and lunches were served to vulnerable individuals and families that may have otherwise gone without.

**159**

individuals were assisted with finding and maintaining housing and 100% reported an improved quality of housing.





# JOURNEY HOME

Journey Home is the result of United Way's vision – that everyone in our community deserves a safe place to call home.

In April 2018 a Point-In-Time Homeless Count was conducted identifying chronically homeless individuals who have been homeless for six months or more and episodically homeless individuals who have experienced three or more episodes of homelessness in the past year. The count revealed that 475 individuals, including 11 children, were experiencing homelessness.

Since its inception in 2014, Journey Home has housed 79 of Saskatoon's most chronically homeless individuals, and reduced overall public service consumption by 57% among program residents, resulting in more than \$700,000 in civic cost savings.

Other public service reduction includes a 74% drop in police detention time, a 58% reduction in ambulance rides, and 91% drop in acute psychiatric day hospitalization.\*

\*Reduction stats based on 35 Journey Home participants who gave consent to have their information tracked and shared.

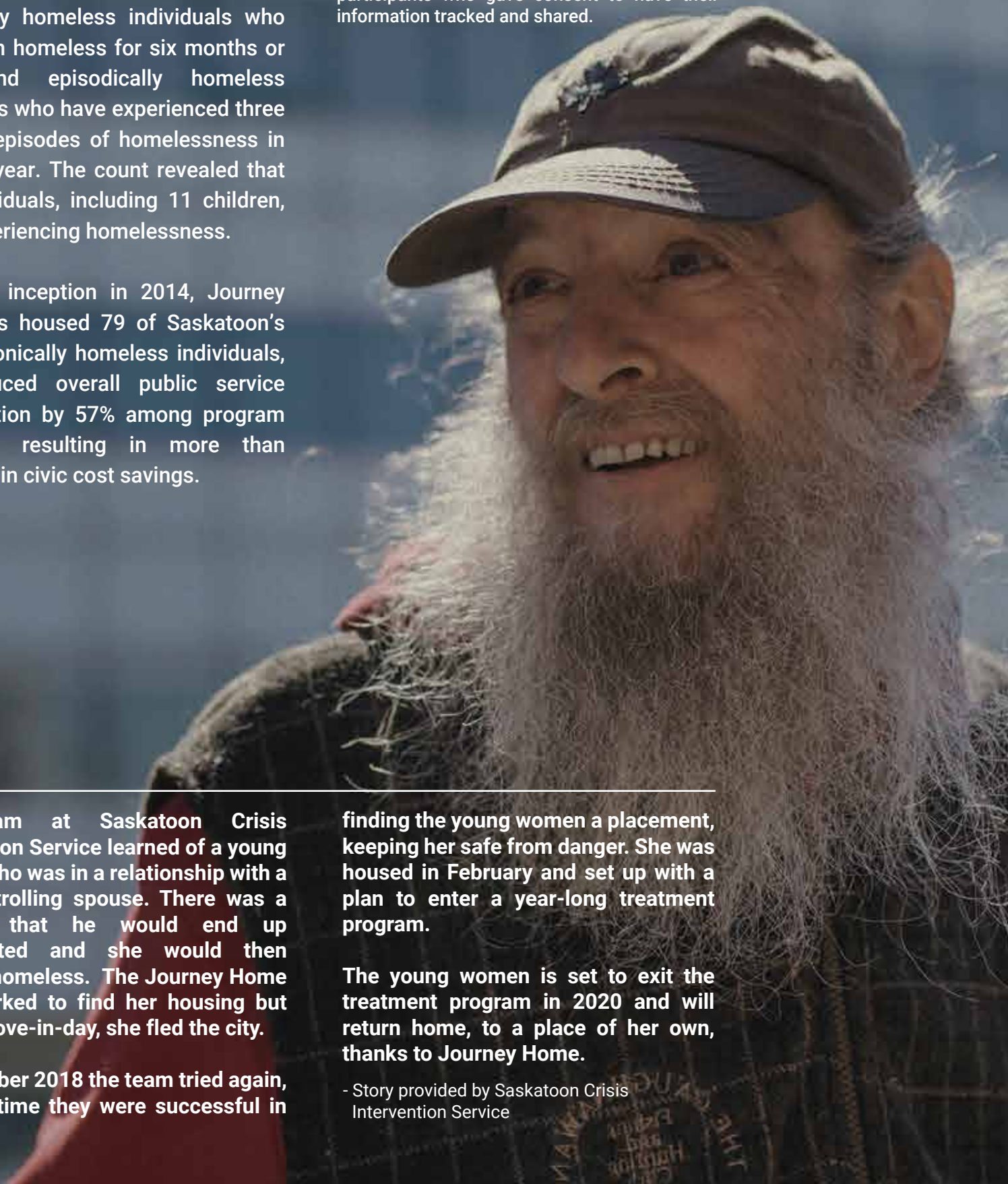
The team at Saskatoon Crisis Intervention Service learned of a young woman who was in a relationship with a very controlling spouse. There was a concern that he would end up incarcerated and she would then become homeless. The Journey Home team worked to find her housing but before move-in-day, she fled the city.

In December 2018 the team tried again, and this time they were successful in

finding the young woman a placement, keeping her safe from danger. She was housed in February and set up with a plan to enter a year-long treatment program.

The young woman is set to exit the treatment program in 2020 and will return home, to a place of her own, thanks to Journey Home.

- Story provided by Saskatoon Crisis Intervention Service



# BUILDING STRONG COMMUNITIES

Inclusion and engagement helps offset social isolation and strengthen the ability to integrate successfully into the community and workplace. When individuals and families can access supports and services that build skills and confidence, they are better equipped to overcome life challenges.

United Way works to build strong communities by supporting programming focused on:

- connection to supports;
- neighbourhood and community engagement; and
- personal well-being and safety.

931 

individuals and families were provided access to HIV/AIDS services and 88% of people surveyed reported they received the service they needed.

782

court hearings/appearances were made on behalf of clients who could not afford this service otherwise.

202

criminalized women were connected to addictions treatment providing them the opportunity for a better life.

3,402

LGBTQ+ individuals were provided with peer support in a safe and inclusive space.

274



clients participated in financial literacy workshops and 96% reported accessing information about banking, budgeting and credit to help advance their financial well-being.

7,618

calls regarding mental health and addictions, suicide prevention and sexual assault were handled through mobile crisis services.





# AUTHENTIC INDIGENOUS ENGAGEMENT

Our community is strongest when everyone has the opportunity to reach their full potential.

Inclusion of the Indigenous community and respect for their culture, traditions and governance structures is a fundamental value of United Way of Saskatoon and Area.

Indigenous peoples continue to be over-represented in statistics related to homelessness, poverty, school readiness, and experiences of racism and discrimination. For our city to improve the quality of life for everyone, we need to ensure that community services are designed and delivered with our local people and priorities in mind. By authentically engaging the Indigenous community in decision making, United Way can become more responsive and effective towards achieving better outcomes in the areas of housing, employment, early years education, and health services. Visit our website for more details on our journey towards reconciliation.



# 211 SASKATCHEWAN



A significant barrier for individuals and families to accessing the services they need is the complexity of finding the information they are looking for. Whether it is finding assistance with basic needs such as food, shelter and employment, looking for support for an aging parent, or trying to find childcare, navigating through information can be overwhelming, confusing and ultimately a roadblock to finding support.

211 Saskatchewan connects people to a database of over 5,000 community, government and non-emergency health services across the province. People can access this service by text, website and webchat, or phone. It is available 24 hours a day, 7 days a week, 365 days a year in over 175 languages, including 17 Indigenous languages available by phone.

In June 2018, United Way of Saskatoon and Area and United Way Regina traveled across the province visiting 7 locations; Saskatoon, La Ronge, Prince Albert, Swift Current, Moose Jaw, Estevan and Regina to officially launch the 211 service expansion and inform each community of the new phone, text and web chat services.

This service expansion was possible thanks to the generous support from the Community Initiatives Fund and CanPacific Potash.

**"It was important for CanPacific Potash to work with a community-based partner that would reach people throughout the province, not only Saskatoon where we are based. We were thrilled to have the opportunity to support United Way Regina and United Way of Saskatoon and Area through the 211 Saskatchewan initiative; a province wide community navigation service."**

**We have seen United Ways across Canada successfully implement the 211 service and we are very pleased to play a small part in getting Saskatchewan's full program underway."**

- David Waugh, CEO, CanPacific Potash Inc.

**"211 provides timely and easy access to information and referral services for all Saskatchewan residents regardless of location, language or time of day."**

**With our shared goal of improving wellbeing and quality of life for all people and communities in our province, the Community Initiatives Fund was pleased to partner with United Way Regina and United Way of Saskatoon and Area to support the expansion of 211 delivery, and to decrease the barriers encountered by those seeking the supports and opportunities they require."**

- Tracey Mann,  
Executive Director, Community Initiatives Fund

United Way is dedicated to helping individuals and families access the supports they need easily and without barriers.

## 2018 SERVICE USAGE RESULTS

**118,791**

unique visits were made on the 211 Saskatchewan website.

**TOP 3**

Top three searches included mental health, homelessness/housing and income support.

**577**

577 phone calls, 127 texts and 107 web chats were made between March and December.

**87%**

87% of people surveyed reported they found the website useful and 66% learned about a new service they did not know existed.





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Changing lives through

# LOCAL LOVE

for

# 60 YEARS

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## DID YOU KNOW?

In 1972, designer Saul Bass created the iconic United Way logo, depicting the helping hand cradling mankind and surrounded by a rainbow symbolizing hope. Our community impact mission – to improve lives and build community by engaging individuals and mobilizing collective action – reflects the ideas outlined in our logo and in our work today.

# ACTS OF LOCAL LOVE



## ENCOURAGE OTHERS

You can show your local love by using your voice, getting informed, and educating your friends, family and co-workers about the growing needs in our community.

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## VOLUNTEER

Whether you are passionate about improving social conditions or are new to the community and looking for an opportunity to connect, you can show local love by giving your time and getting involved.

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## DONATE

By donating to United Way, you move families and individuals out of poverty into healthy and sustainable situations; you create opportunities for participation in community initiatives; and you provide children and youth with the means to become successful young adults.

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