



2018 Impact Report

IGNITING LOCAL LOVE



United Way
Saskatoon & Area

When Jayce's kids fell behind in reading, United Way's Summer Success Literacy camps helped them improve their skills - and their confidence.

When I learned that my daughter, Nadine, was reading at a pre-K level in grade 2, it felt like a punch to the gut. I'm a single mother of four kids and had just entered university. I was so busy, I didn't realize she was floating under the radar. Once I knew, though, my focus became enhancing all my kids' learning abilities.



At first, I thought a literacy camp would just give Nadine extra practice, but right away, she showed so much improvement. She came home every day with stories about reading books with the volunteers, and I thought, 'I want my daughter to have this much excitement reading with her mom.' Within the first week, I was getting pamphlets on how to make reading fun and engaging for parents, too. I was glad to get them - they'll help me in the future with my two younger children.

My son Chase wasn't as under the radar as Nadine was, but he was reading at a lower level. So, when they were both invited to the camp the following summer, I knew it was the best choice. The camp

gave him so much confidence. Chase deals with ADHD, but the volunteers didn't discourage him for learning at a slower pace - they were patient with him.

Now that I'm a literacy teacher myself, I understand that reading is confidence. That's why I push for these camps. If any parent has access to them, they need to jump right in with their kids.

Chase and Nadine are now 7 and 10; they're both reading the *Diary of a Wimpy Kid* series and they talk about what's going to happen next. When I was first told Nadine was three grades behind in her reading level, I would never have guessed that she and Chase would be reading chapter books together two years later.

“Reading is confidence. I can't fully express what United Way has done for my kids.”

The positive effects of literacy camp last much longer than the two weeks the kids spend there; the future of my entire family has been positively impacted.

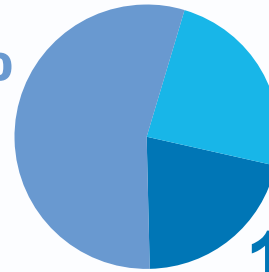


FROM LEFT TO RIGHT
Alix (Summer Success donor & volunteer), Nadine, Chase, Jayce

MOVING PEOPLE FROM POVERTY TO POSSIBILITY

Total investment \$1,184,413

56%
Housing
stability



25%
Food
security

19%
Employment and
financial security

IMPACT

EMPLOYMENT AND FINANCIAL SECURITY

30 women were accepted into a program focused on training women for a career in the trades, allowing them to gain financial independence.

FOOD SECURITY

15,850 nutritious bagged lunches were provided to children who may have otherwise gone without.

HOUSING STABILITY

United Way invested over **\$540,000** into **Journey Home**.

As of March 2018, **64** of Saskatoon's most chronically homeless citizens have been provided housing and offered supportive services delivered by Saskatoon Crisis Intervention Services. Without a place to call home, these individuals were living rough on the streets, couch surfing, staying in emergency shelters or motels, or in hospitals receiving acute psychiatric care/treatment. With the safety of shelter and support provided by trained and highly skilled social workers, Journey Home participants have been able to better and more appropriately utilize public services, and more importantly have a better quality of life.

“I was pretty much in tears wanting a place of my own, and wondering where I was going to go next.”

- Journey Home Client

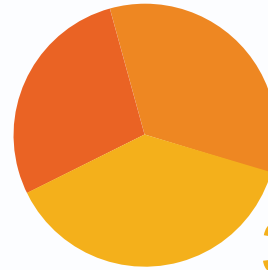


United Way works to ignite local love in the community we call home. Local love is a feeling of true passion for a strong and thriving community filled with healthy and happy people. You can channel this love with simple acts – they can be as simple as smiling at someone who is having a tough day or it can be as exciting as working with your friends to collect much needed items for local social programs.

HELPING KIDS BE ALL THAT THEY CAN BE

Total investment \$901,426

29%
Engagement
in learning



34%
Emotional and
physical well-being

37%
Connectedness and
community involvement

IMPACT

CONNECTEDNESS AND COMMUNITY INVOLVEMENT

991 children and youth were able to participate in cultural activities, giving them a sense of belonging while connecting them to their heritage.

EMOTIONAL AND PHYSICAL WELL-BEING

337 children and youth attended before and after school programming, providing them with safety and security.

ENGAGEMENT IN LEARNING

In 2017, five **Summer Success** camps delivered a two week program focused on targeted literacy strategies to help **72** students who were reading below grade level, maintain or improve their reading levels over the summer months, preventing summer slide. In addition, one of the Summer Success camps was aimed at helping **12** newcomer children develop their English language skills.

United Way invested over **\$48,000** into six of the Summer Success camps in partnership with Greater Saskatoon Catholic Schools and Saskatoon Public Schools.



- ▶ **83%** of the students who completed the literacy camp maintained or increased their pre-program reading levels.
- ▶ **83%** of students enrolled in the literacy camp self-declared as either First Nations or Métis.
- ▶ **846** take home books were distributed to language and literacy camp participants.
- ▶ **94%** of literacy camp volunteers would recommend the one-on-one reading opportunity to others.
- ▶ On average, language camp student's overall vocabulary grew by **25** words over the course of the program.

In 2017, United Way was able to spread the love in Saskatoon and area with investments of time, knowledge and financial support of close to \$4.03* million!

** United Way of Saskatoon and Area received over \$600,000 in designated donations which were distributed to other registered charities.*

A full list of United Way funded programs can be accessed at unitedwaysaskatoon.ca.

BUILDING STRONG COMMUNITIES

Total investment \$1,340,108

IMPACT

COMMUNITY ENGAGEMENT

596 community based outings were provided for individuals living with disabilities, giving them the opportunity to explore their city.

PERSONAL WELL-BEING AND SAFETY

714 face to face counseling sessions were provided to vulnerable individuals and families, offering them support in a time of need.

CONNECTED TO SUPPORTS

United Way invested over **\$82,000** into **211 Saskatchewan** which expanded its services in June 2018 to better help people connect with government, community and health services through phone support, texting and online web chat.

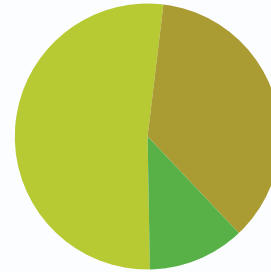
In 2017:

- ▶ **110,000** people used the 211 Saskatchewan website.
- ▶ About **15%** of the 211 Saskatchewan website users last year were from other provinces.
- ▶ **86%** indicated they found the 211 Saskatchewan website to be helpful.

Among the users of 211 Saskatchewan's online resources who completed a survey:

- ▶ The top 3 topic searches made on sk.211.ca were **mental health**, **shelter/homelessness/housing** and **food security**.
- ▶ **48%** learned about new services they did not know existed.

52%
Community supports



36%
Personal well-being and safety

12%
Neighbourhood and community engagement



“Local love is about paying attention to the wider community around you and then doing something to help.” - Shaun Dyer, United Way of Saskatoon and Area CEO

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.



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.



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. Your support makes everything possible.

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