



United Way
Saskatoon & Area

2020 IMPACT REPORT

Changing Lives Through Local Love.

At United Way we work to ignite Local Love in the community we live in.

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.

Since 1959 United Way of Saskatoon and Area has raised over \$123 million and worked to help kids be all that they can be, move people from poverty to possibility and build strong communities by addressing systemic barriers for our city's most vulnerable citizens.

Our Impact Report highlights the acts of local love United Way was a part of in 2019. 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.

For a list of funded agencies and programs visit:
<https://unitedwaysaskatoon.ca/funded-agencies-and-programs/>

"It is through acts of Local Love and the support of our donors, volunteers, community partners that United Way is able to make long lasting and impactful change in Saskatoon. With generosity and the willingness to work together, we can build a community that includes and lifts everyone up". Sheri Benson, CEO, United Way of Saskatoon and Area





In 2019 we had **5,148 donors** support **26 community agencies and programs**, helping **1000's of individuals** improve their lives in our community.

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.

These are a few ways United Way helped share the love over the last year.

COLLECTION DRIVES

Tampon Tuesday
3,830 packages of feminine hygiene supplies collected and \$2,800 raised! Distributed to 7 communities including, Allan, Vanscoy, Delisle and Warman.

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

Stories shared with over 900+ followers on Instagram, 1,700+ followers on Facebook and 2,200+ followers on Twitter.



EVENTS

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

BEYOND SASKATOON

1,734 calls were made to a United Way funded sexual assault program in Prince Albert, providing counselling and education for women and children, community partners and the public in areas of sexual assault.



2019 ANNUAL FUNDRAISING

3 Loaned Representatives
378 Employee Campaign Chairs
15 Cabinet Members
31 Impact Speakers
475 Fundraising Workplaces
50+ Labour Unions
Over \$4 Million Raised



BEYOND SASKATOON

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

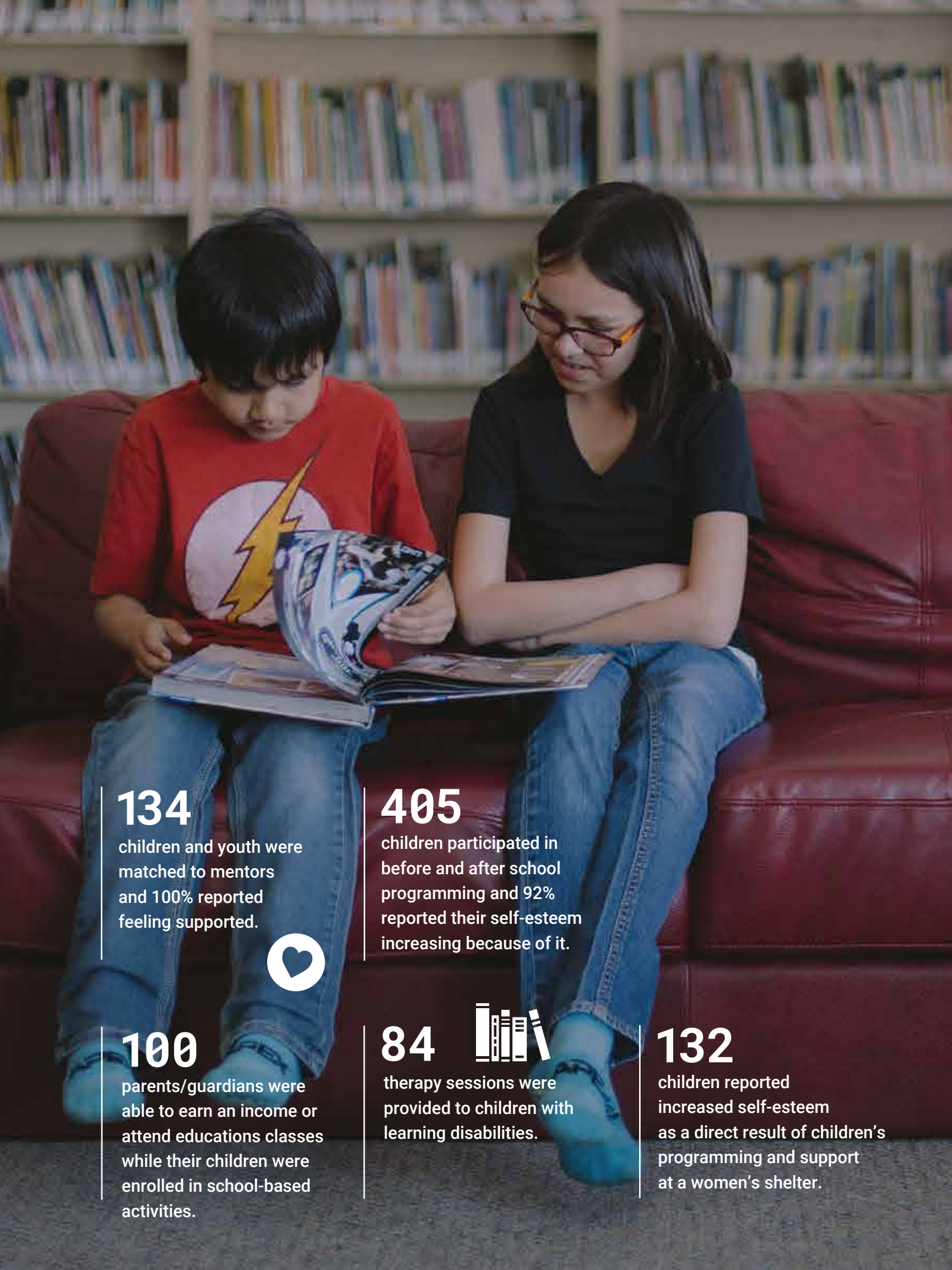


ALL THAT KIDS CAN BE

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 the support to graduate from high school. They benefit from recreational activities, mentorship, and opportunities to discover and develop their talents and interests.

United Way helps kids be all that they can be by focusing on a child's preparation for kindergarten; achievement of grade level reading and a confident journey toward independence.





134

children and youth were matched to mentors and 100% reported feeling supported.



405

children participated in before and after school programming and 92% reported their self-esteem increasing because of it.

100

parents/guardians were able to earn an income or attend education classes while their children were enrolled in school-based activities.

84



therapy sessions were provided to children with learning disabilities.

132

children reported increased self-esteem as a direct result of children's programming and support at a women's shelter.

Kiyari and her friends started a safe space for Indigenous youth to share their stories and form community.

Wāpahki, meaning tomorrow, is a United Way funded partnership between Chokecherry Studios, Okihtcitawak Patrol Group, and Prairie Harm Reduction, hosting a youth led talking circle and art therapy program which was co-founded by Kiyari and other community members.

“When I started high school, that’s where I started noticing a lot of this stuff. I was having a hard time with racism, transience, and mental health and addictions. Chokecherry was actually the space that myself and others came up with, and then a couple of years later we were able to make it come true. It became our break space where we get to talk about these barriers and not have to worry about what other people think about it.”

Kiyari identifies barriers with “education, mental health, transit, and racism.” Recently, she notes, “with the pandemic there have been a lot of overdoses, and it has been difficult to access services.” Exemplified by her experiences from a young age, as she sought to provide community members with an opportunity and space where these issues could be talked about: “Before Wāpahki my friends and I would get together and talk about these barriers and challenges that we have.”

“I wanted to do talking circles for youth within the community. I saw a need in the community, because not many organizations offer programming that gives an opportunity to identify barriers and challenges that we experience,” states Kiyari.

Once Chokecherry Studios and Wāpahki were realized a platform was created to help youth voice their concerns about inequality, modelling the experience Kiyari had when she was younger, just talking with her friends about what was happening in her life: “Talking circles have given us a platform to speak about these issues, especially with people in positions of power. A couple of weeks ago we discussed safe transit with the Mayor.” “Since starting the talking circles Kiyari’s life has been changed, as it has, “given me skills, confidence, and agency to address these challenges. It also allows us to be leaders with youth in the community.”

When it comes to racism, mental health, education, and other issues, Kiyari encourages people to “Find your comfort zone, your brave space, where you’re brave enough to confront these challenges and barriers that you experience on the daily, and share your story so that other people can know that they are not alone.”



SUMMER SUCCESS LITERACY CAMPS

Summer Success camps, in partnership with Greater Saskatoon Catholic Schools, 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.'

96

students participated in 6 Summer Success literacy camps.



89%

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

2,200+

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



34

adults volunteered for a total of 93 hours.

796

take home books were distributed.



POVERTY TO POSSIBILITY

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

United Way is investing in programs and services that address the root causes of poverty, build the capacity and assets required to move individuals and families from poverty into sustainable, healthy lives.

United Way moves people from poverty to possibility by ensuring basic human needs are met; individuals attain stable housing and families to have a safe place to call home.

30

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

243

individuals participated in financial literacy programs.



UP TO 1000

meals were served daily to vulnerable individuals and families that may have otherwise gone without.



113

individuals with mental health issues participated in a transitional employment program.

505

individuals and families participated in food skills and nutritional education programming and 85% had increased access to nutritious food.



JOURNEY HOME

Delivered by Saskatoon Mobile Crisis, 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 bi-annual 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 99 of Saskatoon's most chronically homeless individuals and reduced overall public service consumption by 58% among program residents, resulting in more than \$820,425 in civic cost savings.

Other public service reduction includes a 74% drop in police detention time, a 58% reduction in ambulance rides, and a 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.

BUILDING STRONG COMMUNITIES

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

United Way builds strong communities by supporting positive mental health initiatives; creating a barrier free path to services and connecting people to their community.





7,189

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



988

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

931

individuals and families accessed supports for individuals with HIV/AIDS and 88% reported getting access to services they need.

1,763

LGBTQ+ individuals were connected with social support groups.



1,726

counselling and support sessions were provided to sexual assault survivors.





Nich found a community of support for LGBTQ2S+ youth and a place to call home through a United Way funded agency.

“When I was younger, my family faced a lot of mental illnesses, and mental health struggles. That led us to becoming financially unstable. My dad ended up losing his job and wasn’t able to find work and my mom was on disability. So, there was a lot of financial struggle there, and it was quite difficult. It was to a point where my family was almost out on the street, because we weren’t sure if we were going to be able to pay the mortgage.”

Aware of the financial struggle his family faced, Nich moved in with a friend at a young age to help. “It was confusing and frustrating for me because I wanted to stay with my family for as long as I could. I have always had this dream that I would stay with my parents until I was 18 or 19, they would help me find a place, and I would move in and it would be great. Unfortunately, that didn’t happen. It was very confusing being away from my parents and not having much contact with them.”

Moving out at such a young age placed considerable stress and pressure on Nich, causing his studies to suffer: “My grades dropped significantly; I was not maintaining a very good attendance; it was a struggle.” In addition to the financial and familial struggles Nich faced, there was the added challenge of being a trans person and enduring daily discrimination: “Every day of my life I experienced discrimination, especially in high school. I didn’t go a lot of the days because the bullying had gotten so bad. I had actually had rocks thrown at me a number of times due to my transition. People would scream at me and tell me that I wasn’t a ‘proper person’. I also faced a lot of discrimination in the workplace. I had managed to find a job, but was fired due to being trans. They felt that I was going to bring down their income.”

Moving to OUT Saskatoon’s Pride Home provided Nich with a place to live, support, and a community of LGBTQS+ youth to connect with. “I was comfortable with transitioning when I was living rurally, but it was definitely a struggle, and I often faced thoughts like, ‘If I hadn’t transitioned, maybe life would be easier for me, and I would have more friends, and wouldn’t be discriminated against.’ When I moved into Pride Home I found quite a few individuals that appreciate me for who I am, and it has really helped me to realize that this is who I am and that’s okay”.

As Nich shares his story, he also shares this final message of hope: “Remember that it’s not always going to be as dark as it is in that place and time, and that every new day is a new blank slate. Though it may repeat, often times it is going to change for the better. It’s just taking those little steps. Even a little bit of progress is still progress.”

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.

1,319

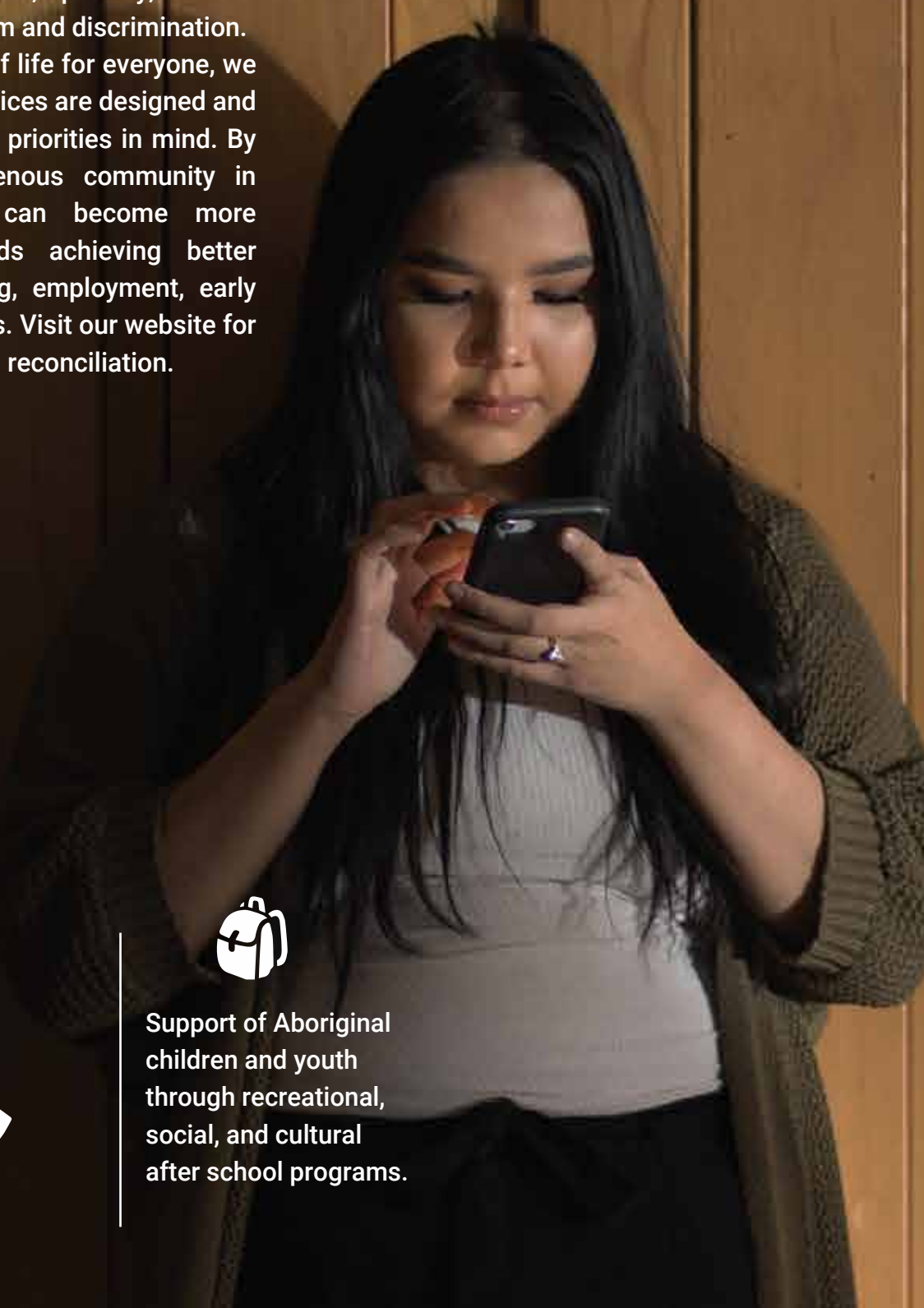
individuals participated in cultural programming, including Aboriginal language and traditional parenting classes.

100%

of Indigenous youth participating youth theatre programs demonstrated improved life skills through the development of confidence and cultural identity.



Support of Aboriginal children and youth through recreational, social, and cultural after school programs.



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.

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.

Sponsored by:



211 Saskatchewan connects people to a database of over 5,000 community, government and non-emergency health services across the

2019 service usage results

166,676

unique visits were made on the 211 Saskatchewan website.

TOP 3

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

1,091

phone calls, 173 texts and 257 web chats were made between January to December 2019. A 79% service increase from 2018.

88%

of people surveyed reported they found the website useful and 69% learned about a new service they did not know existed.



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.



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.

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