



2022

UNITED WAY OF SASKATOON & AREA

# Community Impact Report



United Way  
Saskatoon & Area

# UNITED WAY IN THE COMMUNITY

We are focused on igniting local love throughout our community. We are actively involved in building capacity in our community, fundraising, sharing stories, and hosting events that bring awareness to the often-ignored social issues facing our most vulnerable community members.

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 into simple acts of kindness.

In 2021, we had 4,282 donors support United Way, including 46 community agencies and programs, helping thousands of individuals improve their lives in our community.

## TOTAL COMMUNITY INVESTMENT

# \$2,940,482

**\$1,058,954**

BUILDING STRONG  
COMMUNITIES

**\$1,014,504**

MOVING PEOPLE FROM  
POVERTY TO POSSIBILITY

**\$600,272**

ALL THAT  
KIDS CAN BE

**\$266,752**

DONOR  
DIRECTED

## LOCAL ACTS OF LOVE IN OUR COMMUNITY THIS YEAR.

### TAMPON TUESDAY

Over 36 organizations and individuals and 14 Shoppers Drug Marts collected 1,223 packages of period products and \$27,883 was raised!

This was the most successful Tampon Tuesday to date!

### DAY OF CARING

In 2021, we hosted the first Day of Caring - Winter Edition with 18 projects, 13 partner agencies, 250 volunteers, and over 190 volunteer hours.

Thank you to everyone who made this day possible.

### STUFF THE BUS

In 2021, our drive-thru Stuff the Bus collected much-needed hygiene items, baby items, and winter gear for some of our most vulnerable community members and distributed products to five local agencies. Thank you to our event sponsor, Saskatoon Co-op, and our location sponsor, Prairieland Park.

### COMMUNITY EVENTS

Virtual Pride Parade  
Rock Your Roots:  
Walk for Reconciliation  
Wicahitowin Indigenous  
Engagement Conference  
Orange Shirt Day

### BEYOND SASKATOON

1,195 calls were made to a domestic violence emergency intervention program in Prince Albert. The number of domestic violence calls doubled compared to 629 calls in 2020-2021.  
  
164 new referrals for sexual assault counselling were made on behalf of survivors.

## SUMMER SUCCESS

Summer Success is a United Way initiative that takes an upstream approach in helping vulnerable children move towards grade level reading by tackling their summer learning loss.

In 2021, along with Greater Saskatoon Catholic Schools, United Way hosted six Summer Success literacy camps, at five schools with 100 children registered and 13 teachers. The average student attendance was 69% during the program.

Thank you to our sponsors:

Cargill, K+S Potash, Conexus Credit Union, The Kinsmen Club of Saskatoon, Saskatoon and District Labour Council, and Karen & Casey Davis.



# 1,000

books were distributed through Summer Success

## JOURNEY HOME



# 74

community members

Since 2014, United Way has partnered with Saskatoon Crisis Intervention Service (SCIS) to deliver a Housing-First program named Journey Home. Over 110 chronically homeless individuals have been housed since that time. Between April 2021 and March 2022, 74 clients received Housing First case management care from the SCIS team.

Without this program, these individuals were living on the streets, staying in emergency shelters, motels, or in hospitals receiving psychiatric care.

The SCIS team includes case managers, social workers, nurses, nurse practitioners, and psychiatrists as needed. With their help, Journey Home clients are able to work towards their future.

## 211 SASKATCHEWAN



# 237,701

unique visits to the 211 Saskatchewan website

211 Saskatchewan is a joint initiative between United Way of Saskatoon and Area and United Way Regina. 211 Saskatchewan offers a database of over 6,000 community, social, non-clinical health, and government services across our province.

In 2021, 211 Saskatchewan saw an increase of 110% in call volumes compared to 2020 – particularly in housing/shelter and food security.

Last year, 237,701 unique visits were made to the 211 Saskatchewan website and 6,388 total inquiries by call, text, web chats, and TTY calls from individuals looking for support.

Thank you to our 211 sponsor: Saskatchewan Blue Cross.

## HELPING CHILDREN AND YOUTH REACH THEIR FULL POTENTIAL



**26.1%** of children in Saskatchewan live in poverty

TOTAL INVESTMENT  
**\$600,272**

Children need a good start in life to become healthy adults. Nutritional deficiencies early in life can affect the development of school-aged children and access to nutrition improves students' energy levels, concentration, and ability to learn.

Children need access to early developmental programs, positive school experiences during the middle years, and ongoing support to graduate from high school. They benefit from recreational activities, mentorship, and opportunities to discover their talents and interests.

United Way helps kids be all that they can be by focusing on a child's readiness for kindergarten, achieving grade level reading and supporting their journey toward adulthood.

**138** mentors in the school mentoring program



**13,591** meals and snacks were provided to 8 core neighbourhoods during July and August



**1,440** participants joined summer reading tents



**86.7%** of participants believed that developmental relationships encouraged youth to be their best self.

Big Brothers & Big Sisters provides direct service to children by matching volunteers and youths in quality mentoring relationships. Mentoring is a critical component in young people's lives, helping them make the decisions and connections that lead to improved opportunities in the future. Adult mentors cross racial, economic, and other bridges to mentor young people to develop strong relationships with positive role models outside their families.

"My son now has a male relationship that is all his, which he has been missing since the passing of his father. A positive male role model is vital in a boy's life. It's great to see him look forward to things and share in that excitement."  
– Parent or guardian



## CREATING A SENSE OF BELONGING AND CONNECTION TO ONE ANOTHER

**20%** of Canadians experience mental illness

TOTAL INVESTMENT  
**\$1,058,954**

The strength of a community is in the wellbeing of the people who live there. When community members can access the supports and services that build skills, increase confidence, and support mental health, they are better equipped to overcome challenges and work through setbacks. Positive mental health gives people the emotional strength to cope with trauma, adversity, and life's 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. Connection and involvement in the community can strengthen an individual's ability to successfully integrate into the community and transition into the workplace.

**5,054** hours of individual counselling were provided by one agency 

 **1,685** mental health inquiries to 211 Saskatchewan

**4,800** calls from incarcerated community members for information about community supports 

In 2021, United Way supported Global Gathering Place (GGP) – a drop-in centre that provides personalized, heartfelt settlement assistance to refugees and immigrants. GGP equips newcomers with the knowledge, skills, and connections to become integrated, thriving community members.

Every year, thousands of people around the world leave their homelands and relocate to Saskatchewan. Last year, 3,815 newcomers immigrated to our province, and 38% moved to Saskatoon; many fleeing places of war, hunger, famine, and persecution.

Many immigrants and refugees face significant barriers when assimilating to a new community. From cultural challenges to language barriers, relocating to a new country, especially

under duress, can be emotionally taxing and take its toll on an individual's mental health.

Increasing access to resources for new Canadians including activities and events that promote social inclusion can help integrate immigrants and refugees into the local community.



**75%** of clients who received counselling services through Global Gathering Place were refugees.



## EVERYONE DESERVES A SAFE PLACE TO CALL HOME

**49%** of community members experiencing homelessness are chronically homeless

TOTAL INVESTMENT  
**\$1,014,504**

Every individual and family deserve to have their basic needs met. Homelessness is a serious issue in our community which is often accompanied by additional challenges such as food security and mental health issues.

capacity, and help lift individuals and families out of poverty.

When individual's basic needs are met, they can move from surviving individuals to thriving community members.

The Point-In-Time Homelessness Count conducted in Saskatoon earlier this year found 550 adults and children experiencing homelessness, 270 (49%) of these individuals were chronically homeless, meaning they have experienced homelessness for more than six months in the past year. This is an increase of 15% compared to the last count in 2018.

 **12** workshop series focusing on RESPs and Tax Basics

**13,050** meals served to individuals who were experiencing homelessness



People who are not chronically homeless but face housing instability in the form of moving frequently, falling behind on rent, or couch surfing, are more likely to experience poor health in comparison to their stably housed peers.

 **87** participants received social and community reintegration services

United Way partners with agencies to support programs and services which address the root causes of poverty, build

Last year, United Way responded to an emergent need in the community by providing \$65,000 to support the Saskatoon Tribal Council (STC) Emergency Wellness Centre (EWC) which opened in December 2021 to provide shelter beds, 24 hour care, and wrap around services to community members in-need.

Approximately 36 people visited the warm up centre each night.

When community members have access to safe and stable housing, they can focus on rebuilding their future.

United Way also supported the Salvation Army with a one-time grant of \$32,000 to the Crossroads Residential Services warm-up centre to expand their services and ensure community members could escape the cold between the hours of 10:00pm and 8:00am.

**685** EWC intakes (between Dec 15, 2021 - March 31, 2022)





## NURTURING AN INCLUSIVE COMMUNITY

Inclusion is a fundamental principle of United Way and we are committed to accelerating strategies that embrace diversity, increase accessibility, and advance equitable outcomes that are reflective of the community. A key priority is authentic Indigenous engagement and understanding that Indigenous Peoples are historic to the land and woven into the fabric of our community. United Way will continue to prioritize efforts that advance reciprocal relations with Indigenous Peoples and contributes to a community where everyone is respected.

Guided by the Truth and Reconciliation Commission of Canada's Calls to Action, United Way is dedicated to improving the quality of life of community members that have been negatively impacted by residential schools and social isolation. It is our responsibility to acknowledge the historical truth that has created a space of vulnerability of Indigenous communities, and further our focus to bring people together and collectively develop innovative opportunities in the spirit of reconciliation.

In 2021, United Way embraced the Calls to Action within the organizational structure, community impact strategies, and strategic direction of the organization. It was our honour, once again, to sponsor and support the seventh annual

Wicahitowin Indigenous Engagement Conference. The theme of the event, Seven Sacred Teachings, provided participants with the opportunity to interact and learn about Indigenous beliefs and values that are shared by generations through the traditions of storytelling and ceremony.

**United Way focuses on Calls to Action #57, #66 and #92.**

- 57** Provide education on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration of Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law and Aboriginal-Crown relations. This will require skills-based training in intercultural competency, conflict resolution, human rights, and anti-racism.
- 66** Establish multi-year funding for community-based youth organizations.
- 92** Adopt the United Nations Declaration on the Rights of Indigenous Peoples as a reconciliation framework and to apply its principles, norms, and standards to corporate policy and core operational activities involving Indigenous Peoples and their lands and resources.



## SURVIVOR'S CIRCLE

Recognizing that Elders, Knowledge Keepers, and Elders Helpers are a key part of healing, United Way provided operational support to the Saskatoon Survivor's Circle (The Circle). The Circle is a group consisting of residential school survivors, 60s scoop survivors, and day school Survivors who help guide and assist community organizations to implement and answer the TRCs Calls to Action. We value knowledge sharing and learning from each other as our community continues its journey towards Truth and Reconciliation.



# ACTS OF LOCAL LOVE

## 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.

## 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.

