United Way Centraide Canada

Government of Canada Workplace Charitable Campaign (GCWCC) Impact Report

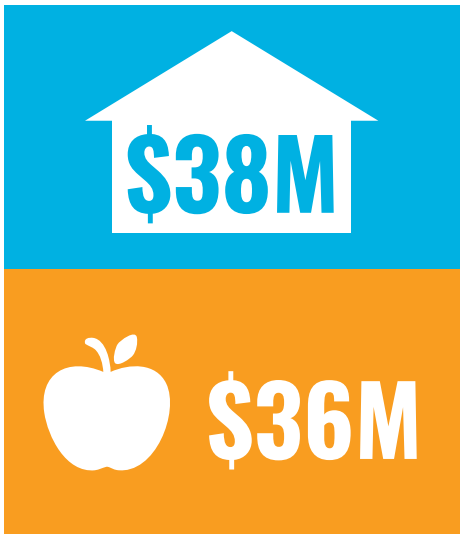
Together, we're making change possible

Introduction

As Canada's largest network of local social experts, United Way Centraide (UWC) mobilizes people and organizations across the country to support initiatives that build strong communities and tackle complex social issues. We serve those experiencing vulnerability by addressing challenges like Poverty, Mental Health, Social Isolation, Homelessness, and Food Insecurity.

In 2024, more than **52,000 federal public service employees and retirees** from more than **120 government departments and organizations** raised more than **$27.7 million** to support the work of United Way Centraide, HealthPartners and over **6,500 registered charities**. Through the Government of Canada Workplace Charitable Campaign (GCWCC), the largest and most generous workplace campaign in the country, your donations have helped move people from poverty to possibility, provide access to basic needs, such as housing and shelter, and support youth and child success. Because of your support, United Way Centraides were able to make a tangible difference in the lives of people, families and communities across the country.

Impact Highlights



Housing and Homelessness

This year, UWCs have invested over $38M in housing and shelter across the country, including $20M in housing-related assistance programs and $10M in emergency and transitional shelters. Over 379,000 people experiencing or at risk of homelessness will be able to access housing-specific support as a result.

Food insecurity

This year, UWCs have invested over $36M to ensure people have access to nutritious food. Over 1.6 million people experiencing or at risk of experiencing food insecurity will be able to access supports as a result of this investment.

Stories of Impact

Supporting young people experiencing homelessness

In Montreal, QC, we enabled Dans la rue – a leader in supporting young people experiencing homelessness – to invest in urgently needed prevention strategies.

As the largest organization in Quebec supporting young people experiencing homelessness and other vulnerabilities, *Dans la rue* focuses on strengthening the transition to independence for youth exiting the child welfare system at age 18 and collaborating with schools to address early warning signs of homelessness. Over the past year, they have made a broader impact by identifying young people at risk and helping them access the supports and services they need before they can fall into homelessness.

Responding to unprecedented community needs for food security

In Ottawa, ON, with the support of funds made available through United Way East Ontario, the Rideau Rockcliffe Community Resource Centre (RRCRC) was able to adapt its innovative food security initiatives to be more nimble, accessible, and responsive to the diverse needs of those it serves. Even in the wake of the pandemic, food insecurity has persisted as a major issue and the *RRCRC* faced an unprecedented demand for its Good Food Box program in 2023.

The Good Food Box program runs programs such as the Market Mobile, a low-cost grocery store on wheels that serves "food desert" communities where food is not easy to find, and Social Harvest, which grows fresh produce to stock the emergency food bank. Offering boxes packed with an assortment of fresh fruits and vegetables that are sold to individuals and families in need at below market price, the Good Food Box program provided 22.8 tons of produce to 2,000 Ottawa residents last year.

Thank you for your partnership

By uniting the power of people, organizations, and resources, we're creating awareness, inspiring action, and advancing positive change in communities nationwide – and this wouldn't be possible without the funds raised by the GCWCC.

The GCWCC is the largest workplace charitable campaign in the country and the generous donations of thousands of public service employees and retirees support local initiatives in United Way Centraide communities from coast to coast to coast.

We believe everyone in every community deserves the opportunity to thrive. We also know that the need in our communities continues. Thank you for your ongoing contributions to making our communities strong and healthy places for everyone. If you are able to, please consider increasing your donation.

Learn more about the work of United Way Centraide in your community.

Ways to continue your support:

Make an additional donation to your local United Way Centraide.

Consider making a gift to United Way Centraide in your will.

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