

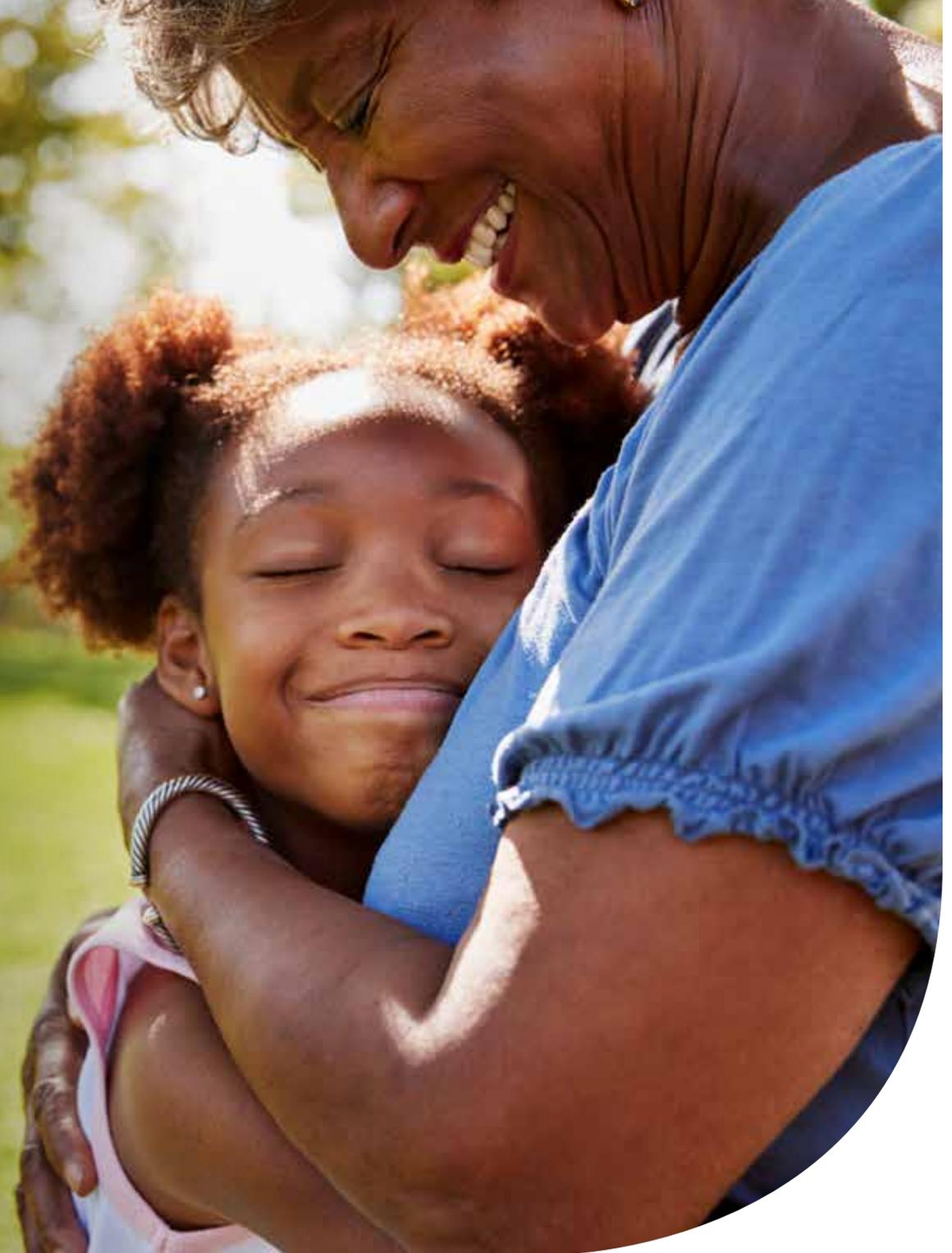


United Way
East Ontario

WORKING WITH COMMUNITIES
IN PRESCOTT-RUSSELL, OTTAWA,
LANARK AND RENFREW COUNTIES

**WE CARE ABOUT OUR
COMMUNITIES, AND WE
KNOW YOU DO TOO.**

Let's tackle the tough
problems. Together.



Dear colleagues in the Federal Public Service,

Over the years, I have met thousands of people within the Government of Canada. I know that within each of you is a strong desire to better our communities. For many of you, it's the reason you decided to become a public servant.

Your desire to improve our communities is shown in the commitment you bring to your work, and also, in the amazing impact you create each year through the Government of Canada Workplace Charitable Campaign.

Through the GCWCC, thousands of public servants in our region support United Way East Ontario each year. Though it's not often mentioned in the news, the GCWCC is the largest workplace giving initiative of its kind in Canada.

Each year, thanks to you and your colleagues' support of United Way, people in our region have

somewhere to turn. This means people with mental health challenges can access counselling. It means that those experiencing a crisis can call the Distress Centre Hotline. Newcomers and people with disabilities can find jobs that match their skills. And kids in priority neighbourhoods can participate in after school and summer programs that ensure they have the same chances for success as any of their peers.

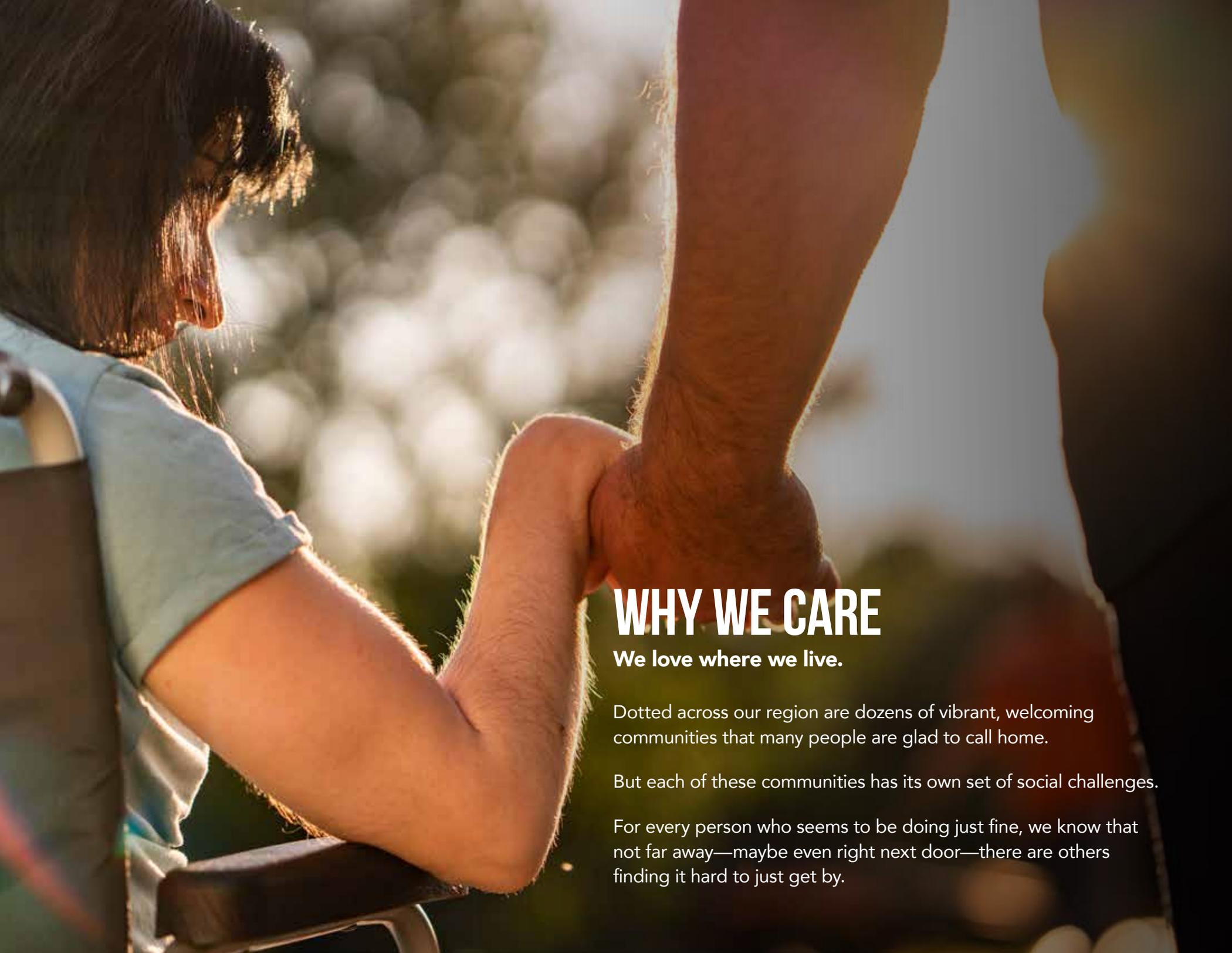
These, and other impacts described in the subsequent pages, are made possible thanks to you.

We are so grateful for your tremendous support.



Mark Taylor

Vice-President, Resource Development,
United Way East Ontario



WHY WE CARE

We love where we live.

Dotted across our region are dozens of vibrant, welcoming communities that many people are glad to call home.

But each of these communities has its own set of social challenges.

For every person who seems to be doing just fine, we know that not far away—maybe even right next door—there are others finding it hard to just get by.



OUR IMPACT

Alongside a vast network of supporters and partners, we strive to break down barriers and improve the communities we serve in three focus areas.

All That Kids Can Be

We believe that every child has the right to a good life, a safe place to grow up, to learn, and to make good friends—no matter where they live or what their personal circumstances are.

Thanks to the GCWCC, United Way plays a key role in initiatives critical to meeting the needs of vulnerable children and youth by:

Ensuring kids are engaged and active.

7,863 youth participated in school and/or community-based, out-of-school time programs and/or received individualized supports.

Supporting youth who experience homelessness.

206 youth living in emergency shelters or transitional housing received supports to live independently.

Working to end the harms from youth substance misuse.

140 youth reported a reduction in the frequency of drug use.



From Poverty to Possibility

A job, a purpose, a sense of belonging—we can ensure more people in our communities achieve financial independence and stability.

United Way leverages our network of partners and donors to help our communities come together to create real solutions like:

Helping newcomers find employment, and support employers in growing their cultural competencies.

382 newcomers found jobs and 444 employers increased their knowledge of barriers faced by priority populations.

Ensuring people with disabilities are engaged in the labour market.

1,218 job seekers with disabilities found employment.

Assisting people facing financial crisis in their lives.

3,900 people received financial services and supports.



Healthy People, Strong Communities

We are committed to making sure our communities are great for everyone by improving equity, connections and overall well-being.

Thanks to the GCWCC, United Way strives to build healthy and vibrant communities for people of all ages, backgrounds and circumstances by:

Providing immediate supports to adults in crisis.

42,690 people received crisis supports, through distress help lines and other means.

Giving seniors improved well-being and reduced isolation.

1,168 seniors reported decreased isolation.

Ensuring adults have mental health supports, when they need them.

1,169 people experienced a reduction in stress or anxiety.



TAKING ACTION ON URGENT CHALLENGES

When crisis strikes, together we take action.

- In 2018, tornadoes ripped through our region. United Way formed *After the Storm* to address urgent and long-term needs.
- In 2019, the spring thaw and rains caused massive flooding across Eastern Ontario. Through *After the Floods*, we were there to help.
- In 2020, a global pandemic reshaped our society—creating lasting, local implications. United Way activated *Local Love in a Global Crisis*: a community response to help those most vulnerable.

Recovery after an unexpected community crisis can continue long after the immediate needs are met.

Thanks to partners and supporters like you, we can ensure communities affected by crisis have the long-term mental health supports they need to heal, that those most vulnerable to isolation are engaged, and that basic needs are met.



GET INVOLVED

There are so many ways to understand what types of changes you are making happen in our communities.

Lived Experiences: Groups have the opportunity to take a tour and visit support services in key neighbourhoods across Ottawa. Employees can also volunteer for those who are looking to have a hands-on impact in a specific area. Both of these can be customized based on group size and time commitment.

There is also the opportunity to experience the first-hand challenges that homeless youth face by spending time and learning from youth with lived experiences of homelessness. Youth will lead a group and have one-on-one discussions about their own stories and the difficulties they have had to overcome.

Simulation Experience: Participate in an activity that puts your group in the shoes of someone who requires the support of United Way. As their stories are shared, you will be engaged with these people as they make decisions about their life that many of us are unlikely to ever face. This experience offers unique insights into the everyday struggles faced by individuals and families in need.



Skills-based Volunteering: Organizations can support our communities by offering mentorship or lending their skills and expertise to those in need. For example, those employed in human resources can participate in mock interviews to help people with disabilities looking for employment. Based on the skills offered, United Way can identify appropriate opportunities to match skills with local needs.

Join Our Newsletter: United Way releases news and impact stories on our website and social media channels on a regular basis. To make sure you never miss an important update or touching story, please consider signing up for our monthly digital newsletter. You'll receive stories of people who have been personally touched by our communities' local love, and so much more, straight to your inbox: UnitedWayEO.ca/Newsletter

For more information, please contact our donor hotline at 613.228.6767 or by email at info@unitedwayeo.ca.

**We know that you care about your
community, and that you want the
chance to be there for one another.**

.....

TAKE ACTION TODAY:

Visit UnitedWayEO.ca/Get-Involved
to learn more and get started.



United Way
East Ontario