

# SUPPORTING OUR COMMUNITY

CREATING THRIVING NEIGHBOURHOODS | NEIGHBOURHOOD ENGAGEMENT



Together, we're changing lives.

The United Way Neighbourhood Engagement strategy focuses on creating stronger neighbourhoods through engagement activities that strengthen the leadership skills of local residents, increase their civic and political participation, build social capital and leverage resources. Citizens are at the centre of neighbourhood engagement and ensure residents are involved in the decisions that affect their neighbourhood.

## WHY IS THIS IMPORTANT?

- Fewer (61.9%) of Windsor-Essex County residents (12 years +) reported their sense of belonging to the community as very strong or somewhat strong, than the Ontario average (67.4%) in 2009 -2010
- Neighbourhoods with high home vacancy rates are more vulnerable to crime and vandalism

## HOW ARE YOUR DONATIONS CHANGING LIVES?

- More residents are becoming involved in their neighbourhood
- Residents are advocating for improvements in their neighbourhoods
- Resident committees are in place
- Activities that build connections between neighbours are organized

## FORD RESIDENTS IN ACTION STORY

Located in the Drouillard Road neighbourhood, the *Ford City Residents in Action* is a voluntary Resident Committee that is committed to improving the quality of life for residents in the Ford City community. They have focused on creating and implementing family friendly events that provide opportunities for individuals to meet their neighbours and engage in their community. These activities add value to the neighbourhood and foster a sense of ownership within Ford City.

The *Ford City Residents In Action* established a Resident Committee, and have been successful in fundraising and establishing relationships with 19 sponsors for their first annual Ford City Winter Wonder Festival which was held this past December and included three days of events. These events featured a dance for neighbourhood youth, tree lighting at the community centre, a hot chocolate social, door to door caroling and a family Fun Day party with face painting, door prizes, baked goods, games and much more. At the Fun Day event, all children present received a brand new toy from Santa and Windsor Fire and Rescue. Aside from the dance, all events were free of charge.

The dedicated effort of the *Ford City Residents in Action* has led to a significant increase in community involvement among residents in Ford City. Agencies in the community have been working with the residents and have realized the importance of the Resident Committee to help better engage the neighbourhood in their programs, services and events.

Through community events, such as the Winter Wonder Festival, individuals and families have been meeting neighbours and learning more about activities that they can be involved in and around Ford City. Their highly attended events have also brought in positive media attention, which has helped improve the overall neighbourhood image of Ford City.

The *Ford City Residents in Action* meet bi-weekly to create a healthier, friendlier, and unified Ford City. The group has volunteered countless hours creating successful community building events for the neighbourhood. Since the formation of the *Ford City Residents in Action* the neighbourhood has witnessed residents emerging as leaders. Their ongoing efforts are essential to creating sustainable positive neighbourhood improvements.

UNITED WAY NEIGHBOURHOOD ENGAGEMENT  
INITIATIVES FOCUS ON RESIDENTS IN FORD CITY,  
LEAMINGTON, AND SENIORS IN WINDSOR.

Please give back to  
your community.  
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