

2021-22



IMPACT

REPORT TO THE COMMUNITY



United Way
Centraide
Windsor-Essex County

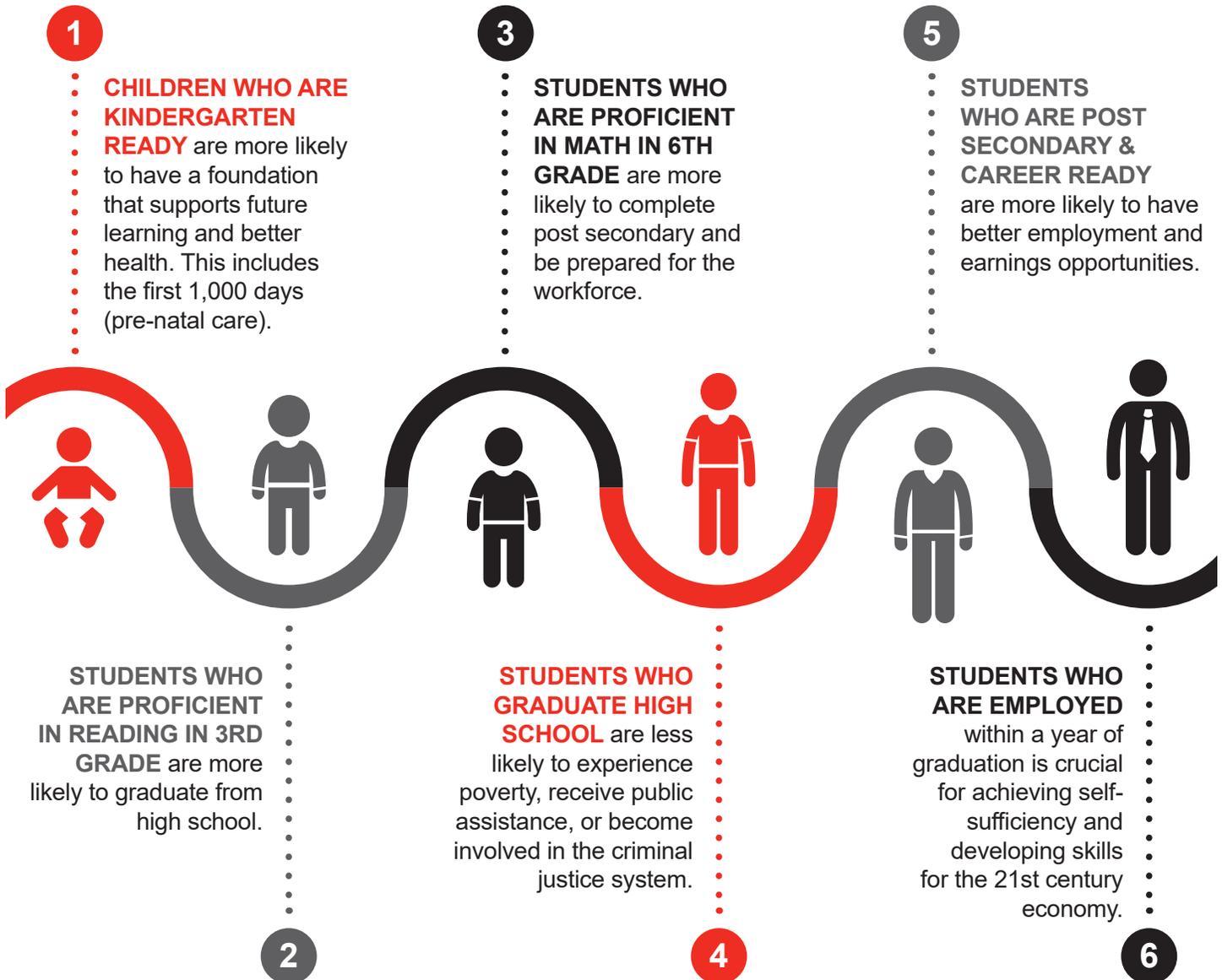
CRADLE TO CAREER - POWERED BY UNITED WAY

United Way's all-in on the Cradle to Career (C2C) strategy – a new approach to support children and youth from the time they're born until they find a career. The C2C strategy leverages the combined investments of a broad cross-section of community partners through a community collective called ProsperUs.

United Way has a unique role in this collective – we are the proud Backbone Organization for the Cradle to Career strategy. As the Backbone Organization, we're guiding the work, engaging with residents, convening partners, and supporting partners to drive results.

C2C MILESTONES

The Cradle to Career strategy has several key milestones to set children and youth on a path to success in school and in life. With our partners, we are investing in community-based solutions that will create opportunities for children to be supported through each milestone.





One of our most critical roles is to engage and build the capacity of other community partners and residents to participate in this work. To do this, we've taken on the role of evaluation of the community solutions, which includes the collection, management and analysis of program data. This data is critical to our success – helping us to continuously improve and report results.

We're also a member of the ProsperUs Investor's Table, a collective of partners who have committed to financially sustaining the work of the Cradle to Career strategy. This work would not be possible without the support of countless partners, donors and volunteers.



MILESTONE ONE:
KINDERGARTEN-READY

OUTCOMES: Children who are ready for kindergarten are more likely to have a foundation that supports future learning and better health. This includes their first 1,000 days (prenatal care).

PROGRESS: Twenty-four members of the Community Action Network (CAN) Working Group spent several months identifying community assets and prioritizing barriers within their respective neighbourhoods. These 24 residents, along with 28 service providers and subject matter experts, worked together to design solutions to these barriers. The group collectively spent 882 hours completing this work with our support.



Community Action Network (CAN) Working Group members: (Left to right) Rose Ageitos (Past Chair), Star Casimir, Louise Cervini (Current Chair)

MILESTONES TWO & THREE:
MEETING ELEMENTARY MATH AND LITERACY STANDARDS

OUTCOMES: Students who are proficient in grade 3 reading and grade 6 math are more likely to complete secondary school and be prepared for the workforce.

PROGRESS: Ignite Academy, the first community solution to come out of the community consultation process, launched in May 2022. Ignite Academy is a new out-of-school solution designed to improve math and literacy skills for children between Grades 2 and 7, while providing wrap-around support for families. This locally designed solution launched in September 2022 and aims to scale up to support up to 360 students across six program sites. Ignite Academy will be hosted within neighbourhood school communities in Windsor and Leamington.

Ten community partners are working together to deliver Ignite Academy. United Way staff and volunteers will be delivering academic tutoring programming for the Ignite Academy community solution.



A PROSPERUS COMMUNITY SOLUTION

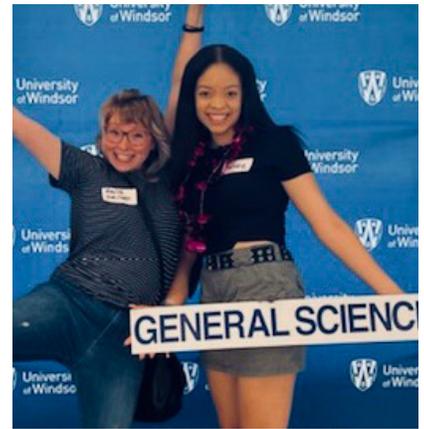
IGNITE 
ACADEMY

**MILESTONES FOUR & FIVE:
GRADUATING HIGH SCHOOL
POST-SECONDARY AND
CAREER READINESS**

OUTCOMES: High school graduates are more likely to have better employment and earning opportunities and are less likely to experience poverty, receive public assistance or be involved in the criminal justice system.



United Way Staff Member, Liam-Giles Hayes & Mackenzie, On Track to Success Graduate



United Way Staff Member, Kaila DiCecco & Renee, On Track to Success Graduate

PROGRESS: United Way's signature On Track to Success (OTTS) program celebrated several accomplishments over the past year, including the one-year anniversary of the newest site in Downtown Windsor. This year, we also formally launched the Ujima Initiative, a Black youth empowerment initiative for OTTS students, as well as On Track On Campus, a program to support OTTS graduates navigate their first year of post-secondary education.

**ON TRACK TO SUCCESS
ACHIEVEMENTS**



95.8%

Percentage of students who graduated high school on time in 4 years.

11.6% higher than the provincial average.



\$178K

The dollar amount of bursaries awarded to On Track to Success program graduates this year.



89%

Percentage of program graduates currently enrolled in a post-secondary program.

National average is 47% for similar household income.

**This is actually 13% higher than last year, which was previously our highest rate to date for the program.*



87%

Percentage of students still enrolled in the program. This retention rate is much higher than similar youth programs.



ADETUTU OLAWORE

PARENT OF TEAJAI, AN OTTS STUDENT

“As a single mom, I’m often on the road to work, or working, and it’s reassuring to know the Success Coaches are always there to have Tejai’s back. This year, he had an athletic event in Hamilton, and the OTTS team helped with gas, food – they left no stone unturned. OTTS has been there not just academically but in every aspect. My children are always looking forward to Christmas season because the sponsors that pick my family... I don’t know who they are, what they look like, or how they do it... but they always make our Christmases memorable. On Track is not all just about academics, it’s about family. Thank you for everything that you’ve done for us.”



Adetutu (mother) and children TJ, Sara, & Wally



BRANDON, OTTS PROGRAM GRADUATE

“I want to give a special thanks to Rob Tamblin for believing in me and supporting me throughout the last 7 years. I wouldn’t be where I am today without his support. He helped me find my path and getting my foot in the door into an industry I could only dream of being a part of. As the first person in my family to attend college, having his support really meant a lot and allowed me to focus on school and not worry as much about being able to afford to go to college. You are an incredible person, Rob, and I can’t thank you enough.”



ROB TAMBLYN, OTTS DONOR

“To those of you who are considering donating to the program – these young adults just need a little extra support to help them to graduate and move to post-secondary school. As graduates of the program, like Brandon, they now have so many more possibilities and opportunities to succeed in life than if they did not make it through grade 12 and beyond. Please take up the call to donate and make a difference in a child’s life and in your community.”



MILESTONE SIX:

MEANINGFUL EMPLOYMENT

OUTCOMES: Young adults who are employed within a year of graduation to achieve self-sufficiency and develop skills for the modern job economy.

PROGRESS: This year, United Way, the Backbone Organization for ProsperUs, will engage with youth, service providers and subject matter experts to design new solutions that will address barriers to meaningful employment.

FOUNDATIONS OF SUCCESS

Across every milestone, it's critical for children and families to have access to nutritious food, mental health counselling and other supports, such as transportation and housing. That's why United Way continues to support the Windsor-Essex Food Bank Association and delivers the Summer Eats for Kids program during the summer months when school nutrition programs are closed. We also support programs like Backpacks to Success and Rebuilding Wheels Rebuilding Lives, a program that provides refurbished vehicles to local families to maintain employment or attend post-secondary education. Mental health supports are also delivered through United Way's On Track to Success, mentoring and out-of-school programs, and family counselling programs.



This past year, the **SUMMER EATS FOR KIDS PROGRAM**

supported **930** local families in need and provided **4,088** free food boxes to our region.

Throughout this important summer initiative, we were able to distribute **2,500** books to encourage summer literacy.

We also distributed over **2,000** backpacks with school supplies and **200** gift cards to help children feel prepared for the next year of learning.





UNLOCKING YOUTH POTENTIAL

United Way's 2022-23 investments will support the Cradle to Career (C2C) strategy to ensure that a generation from now, Windsor-Essex County is a more prosperous community where all children have the ability to achieve their dreams and reach their potential.



We can't take action against child poverty without advancing equity

Poverty is much more than just living in a low-income household – it reflects economic well-being, access to educational opportunities, socioeconomic status, health and physical wellness, as well as social exclusion. It is a systemic issue impacting some groups more than others, with the burden of poverty often falling disproportionately on young people, Indigenous people, racialized people, 2SLGBTQ+ people, immigrants, women, and those with disabilities. Specifically, Indigenous and Black communities have historically faced structural and systemic disadvantage that continues to be felt today.

This is why we are committed to moving beyond diversity and inclusion to become an anti-oppressive, anti-racist, and equity-minded organization that is more effective in advancing equity with the community.

Looking Ahead

As we look ahead to design other solutions in priority neighbourhoods, barriers and assets will be top of mind. Together with our partners, we will find ways to best support residents while leveraging the many strengths of existing programs in the community. This year, United Way will be working with our partners to plan new food programming for elementary-aged children and work to address mental wellness supports and counselling wait lists.

We'll also be launching a new Community Connectors initiative which will leverage the networks we're helping to build in West Windsor, Downtown Windsor, and Leamington. This initiative is a grassroots systems navigation solution which will help us build deeper relationships in neighbourhoods and support residents in finding the help they need for their families through peer-to-peer support. Additionally, On Track to Success will be launching an Executive Mentorship program, helping young people develop professional networks, and find employment and career mentoring opportunities.

This has been an exciting year for the Windsor-Essex County community – **and we're just getting started!**



THANK YOU

Visit weareunited.com/ThankYou to learn more about our incredible donors, volunteers, and partners. To see where your donations are being invested visit weareunited.com/Impact.

United Way strives towards the highest standards of accountability and trust. Our 2021-22 audited financial statements will be available to the public in October 2022 at weareunited.com/FinancialStatements

If you have any questions about this report, please reach out at 519-259-6164 or info@weareunited.com.



**United Way
Centraide**
Windsor-Essex County

Charitable Registration # 108160334 RR0001