



**United Way  
Centraide**  
Windsor-Essex County

# 2019/2020 IMPACT REPORT

TO THE COMMUNITY



# THANK YOU FOR SHOWING YOUR LOCAL LOVE

A generation from now, we want Windsor-Essex to be a more prosperous community where all children can achieve their dreams and reach their potential. Your donation ensures vital supports are available to children, youth and their families when and where they need them.

Here's how your gift is helping to improve local lives in Windsor-Essex County:

## FEEDING KIDS

**#UNIGNORABLE Issue:** 1 in 3 food bank users in Windsor-Essex County are children, and many kids who rely on school meals struggle to get enough to eat during the summer months when school nutrition programs are closed.

**Our Response:** United Way's Summer Lunch Program ensures kids growing up in low-income families are fed a healthy lunch during the summer months when school is no longer in session. Meals are free to kids attending the program.

**Your Impact:** In 2019, United Way's Summer Lunch Program expanded to reach more kids in the community, across more locations. We increased the quality of food offered, making sure the meals provided met the nutritional needs of all students.

# 18,381

lunches served in West Windsor & Leamington

+ 6,230 over LY

# 1,048

children fed

+ 261 over LY

# 20

Summer Lunch program sites

+ 4 over last year

## INSPIRING THE NEXT GENERATION OF INNOVATORS

**#UNIGNORABLE Issue:** Children living in low income have fewer opportunities to expand their knowledge of science, technology, engineering, art and math (STEAM) - based learning outside of school.

**Our Response:** The WE-STEAM program aims to inspire the next generation of innovators, and to help improve performance and confidence in STEAM subjects at school. By exposing kids to STEAM concepts when they are young, we can spark young minds to the possibility of future STEAM-based career fields and 21st Century jobs.

**Your Impact:** WE-STEAM programming takes place in **nine** after-school programs and summer camps in Windsor and Leamington priority neighbourhoods at no cost to participants. This year, students were able to explore and learn more about STEAM subjects as we offered more grade specific activities with direct links to the curriculum. Each program session included a healthy snack, homework help, a math specific activity and lessons in the additional areas of STEAM. The WE-STEAM program has engaged **336** kids over two years.

Learn more at [weareunited.com/WESTEAM](http://weareunited.com/WESTEAM).

# MAKING PATHWAYS TO POST-SECONDARY

## #UNIGNORABLE Issue:

A student in a low-income family has a 38% likelihood of attending college or university, whereas a student from a higher income family has a 63% chance of attending post-secondary education. For more than 4,000 children in Windsor-Essex who are growing up in a low-income family, research shows they will not escape poverty. We want to change those odds.

## Our Response:

United Way's On Track to Success (OTTS) Program offers supports that wrap around a family and help economically disadvantaged youth to stay in school, graduate, and successfully transition to adulthood. The Program helps remove barriers to success by providing academic and financial support, and social and career mentoring.

## Your Impact:

**106**

students supported

**72%**

of OTTS students are attending post-secondary education programs in the fall

**\$177,800**

in bursaries and scholarships awarded to OTTS Program graduates

The national average is **47%** for those with similar household incomes

**Student Success:** This year, OTTS graduate, Leah was awarded the Ed Lumley Bursary in the amount of **\$32,000** - a life changing award for she and her family.

Take a look at this year's On Track to Success Graduating Class Video at [weareunited.com/OTTSGrads](http://weareunited.com/OTTSGrads).

# CRADLE TO CAREER PROGRESS

This year, United Way took the next step in our mission to reduce childhood poverty in Windsor-Essex County. Working as part of the collective ProsperUs, we focused our efforts on innovative new approaches to improving outcomes for children and youth in priority neighbourhoods where the data is telling us more help is needed. Together with our partners, we implemented a series of **Data Walks** designed to help the community understand the opportunities and challenges low income families face in Windsor-Essex. We engaged **165** youth, neighbourhood residents, community members, agency staff, systems partners and elected officials across **six** communities.



OTTS Graduate, Omar will be attending the PSW Program at St.Clair College in the fall.



OTTS Graduate, Lauren will be attending the Pre-Health Program at St.Clair College in the fall.



Camp Wonder kids are surprised with backpacks filled with school supplies through United Way's Summer Lunch Program.



WE-STEAM students from St. James Catholic Elementary School learning about robotics.

# MOVING FORWARD

Over the last year, United Way/Centraide Windsor-Essex County has been working to improve school success for children and youth in Windsor-Essex County. We are very proud of the progress we are making together with our partners, donors and volunteers to find new solutions to reducing childhood poverty. As backbone organization for the collective ProsperUs, we applied our research capabilities to deepen our understanding of the barriers affecting our most vulnerable communities and build upon the strengths of our neighbourhood residents. The result was a benchmark report identifying the key milestones to addressing barriers facing local children and youth.

We're committed to our vision to support children from the time they're born until they find a career. However, the COVID-19 pandemic has prompted us to back multiple priorities as we respond to the urgent and emerging needs to support people through the pandemic. We know that this crisis has disproportionately impacted low income families, amplifying the challenges and disadvantages people living in vulnerable circumstances have been facing for years. We will keep these issues top of mind in the coming months as we begin to address the needs of our community in new and different ways. This includes how and where we deliver services and navigating how COVID-19 will impact our existing Cradle to Career implementation timeline.

## The Year Ahead - 2020/2021

United Way will continue to invest in after school programs and youth mentoring supports in priority neighbourhoods, mental health counselling and the food bank network. We will be working closely with the Federal Government to distribute \$1,339,890 to local charities to help meet the urgent need of vulnerable people affected by COVID-19. We will continue to help local neighbourhoods where children and families need the most help - Downtown Windsor, West Windsor and Leamington, as we work alongside service providers and residents within these neighbourhoods to co-design solutions to help children reach their full potential.

It will take all of us working together to achieve our Cradle to Career vision and we hope you will continue to support United Way through this difficult time in our region.

Visit [weareunited.com/ThankYou](https://weareunited.com/ThankYou) to learn more about our incredible donors, volunteers and partners. To see where your donations are being invested, visit [weareunited.com/Results](https://weareunited.com/Results).

If you have any questions about this report, our door is always open. Give us a call or drop us a line at [info@weareunited.com](mailto:info@weareunited.com) or 519-258-0000.



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United Way strives towards the highest standards of accountability and trust. Our full 2019-2020 Audited Financial Statements will be available in September 2020 at [weareunited.com/FinancialStatements](https://weareunited.com/FinancialStatements).