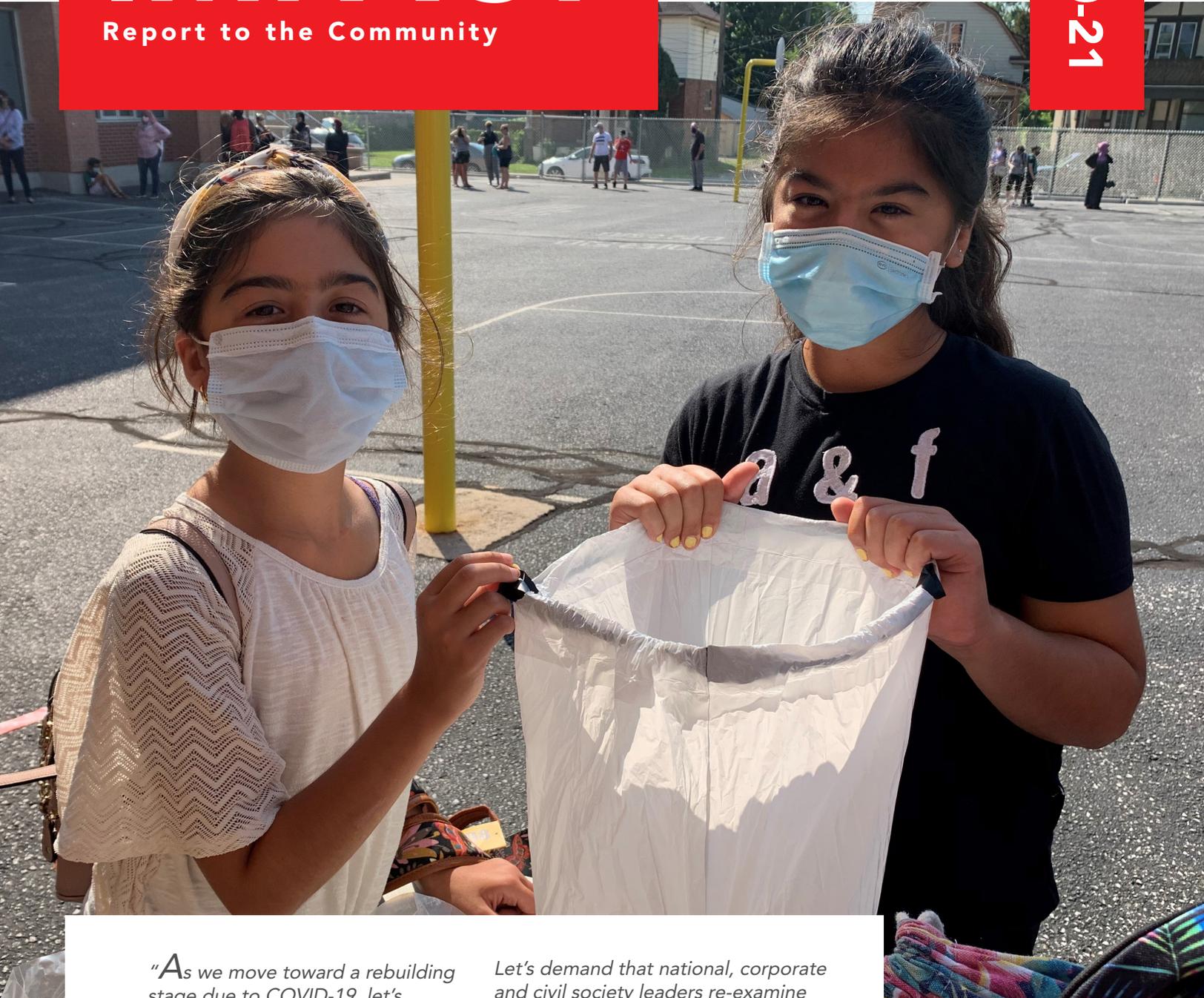


IMPACT

Report to the Community

2020-21



"As we move toward a rebuilding stage due to COVID-19, let's not be too eager to go back to the way things were. In Windsor-Essex, just like around the world, thousands of children and youth have been experiencing poverty or stuck without a path up the socio-economic ladder. Instead, let's listen to individuals and leaders closer to the ground, support and scale their best ideas, and rebuild our society stronger than before."



Let's demand that national, corporate and civil society leaders re-examine the way they work individually and collectively, in order to empower people who know their communities best and can create sustained progress toward greater opportunity for all.

Let's learn important lessons from this pandemic and be courageous about how we build a better tomorrow."

Lorraine Goddard, CEO
United Way/Centraide Windsor-Essex County



**United Way
Centraide**
Windsor-Essex County

THANK YOU FOR SHOWING YOUR LOCAL LOVE IN A GLOBAL CRISIS

United Way is committed to putting your donations to work in the most effective way possible, when and where they're needed most. We're in this together. We'll get through this together. That's the power of community and a coalition of care that is there to make sure no one gets left behind.

STUDENT SUCCESS: WE-STEAM

#UNIGNORABLE ISSUE: Children living in priority neighbourhoods have fewer opportunities to expand their knowledge of STEAM subjects (science, technology, engineering, arts and math) outside of school.

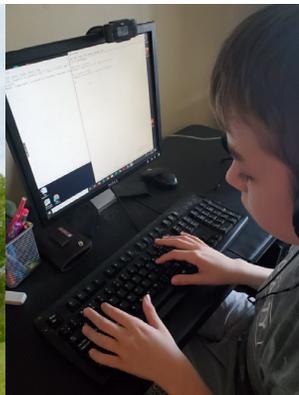
YOUR IMPACT: The WE-STEAM program helps improve performance and confidence in STEAM subjects at school, sparking young minds to the possibility of STEAM-based career fields and 21st Century jobs. Over the life of this pilot program, WE-STEAM was embedded in nine local after-school programs, engaging 369 kids over the past three years.

On a weekly basis students learned about circuits and energy to make music together, virtually explored our solar system and the universe beyond, used coding to create games and program robots, and stayed connected online as well as in-person, with social distancing protocols in place.



SHOW
YOUR
LOCAL
LOVE

9 volunteers contributed
209 volunteer hours to the
WE-STEAM program last year



WE-STEAM participant Tucker impressed us with his coding knowledge.

Visit weareunited.com/Tucker to learn how your support is making a difference.

AFTER-SCHOOL PROGRAMS

YOUR IMPACT: Last year your donation supported 405 students through local after-school programs. Our partners pivoted their services to respond to emerging needs during the COVID-19 pandemic. Kids participated in online programming and received homework help. Books, activity kits and food were also regularly delivered to kids at home. Seeing the friendly, caring face of a familiar program staffer was also welcomed by families during the pandemic. An additional 70 students participated in a virtual learning pilot.

Jessica, a mom with children in a United Way-supported after-school program displays activity kits being delivered to her home.





TRUSTED FEDERAL PARTNER DURING COVID-19

In May 2020, the Government of Canada created the Emergency Community Support Fund (ECSF) to provide financial support to charities and other qualified groups which are adapting frontline services to support vulnerable Canadians during the COVID-19 pandemic.

United Way was selected to partner with the Federal government to support the investment of \$1.76 million in our local community because of our ability to respond rapidly to the community's unique needs during the pandemic.

United Ways across Canada supported this important effort. To see the national impact of this Federal investment on vulnerable Canadians, visit <https://impact.unitedway.ca>

Another \$483,065 was raised by United Way to support the local Covid-19 Emergency Response.



Read Nicole's story (photo right) at weareunited.com/Impact

LOCAL IMPACT BY THE NUMBERS

- **25,142** unique people served, with funds distributed to 52 local projects, 73% of which were new programs and partners not currently supported by United Way
- **23,933** social inclusion phone calls
- **28,006** home care visits
- **5,401** calls to help find or navigate community services
- **13,832** mental health calls
- **53,198** meals, food baskets and essential items delivered/served

ON TRACK TO SUCCESS: YOUR IMPACT

Ninety-six students are getting academic, social and career mentoring support as well as wrap-around supports for their families, providing things like food, mental health counselling, transportation, access to technology and more to help them graduate high school and get a post-secondary or trade education.

Adam (photo left) is a recent university grad and volunteer tutor who has been coaching On Track to Success (OTTS) grade 12 student, Victoria (right), weekly in chemistry over the last year.

"When I started, I wasn't sure what I wanted to do when I get to university. I knew that I liked chemistry. I liked sciences and I liked a little bit of everything really in school, but Adam's tutoring really made me more confident, knowing that it's hard, but I can do it," says Victoria.

Donating time and talent

65 volunteers put in 3,357 volunteer hours working with students in the On Track to Success program

BIG PLANS: *This coming fall United Way plans to launch a third cohort of On Track to Success in downtown Windsor.*



EQUITY, DIVERSITY AND INCLUSION

United Way Canada, local staff and the Board of Directors are taking a serious look at our work in the community through the lens of equity, diversity and inclusion (EDI). Local United Way staff are involved in **extensive training and reflection** to ensure our workplace culture authentically reflects these ideals. Diverse voices are also being welcomed to the table to reflect the communities that we serve.

United Way is listening, learning and **setting goals** to create a more equitable, diverse and inclusive space for all. To get the ball rolling, United Way's Board of Directors has the first all-female Corporate Officer team in United Way's history.

CRADLE TO CAREER – POWERED BY UNITED WAY

United Way continues to power the work of **ProsperUs**. Our 2021-22 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.

This year we have been working with residents, service providers and subject matter experts to develop new programs and services to support this work. The first round of C2C community solutions will launch by January 2022 and will focus on food and nutrition, mental health, after-school programs and our signature On Track to Success program. The strategy also leverages the combined efforts of **50+ community partners** and an emerging network of catalytic philanthropists and investors to support the community-wide strategy.

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 2020-21 audited financial statements will be available to the public in October 2021 at weareunited.com/FinancialStatements

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

