



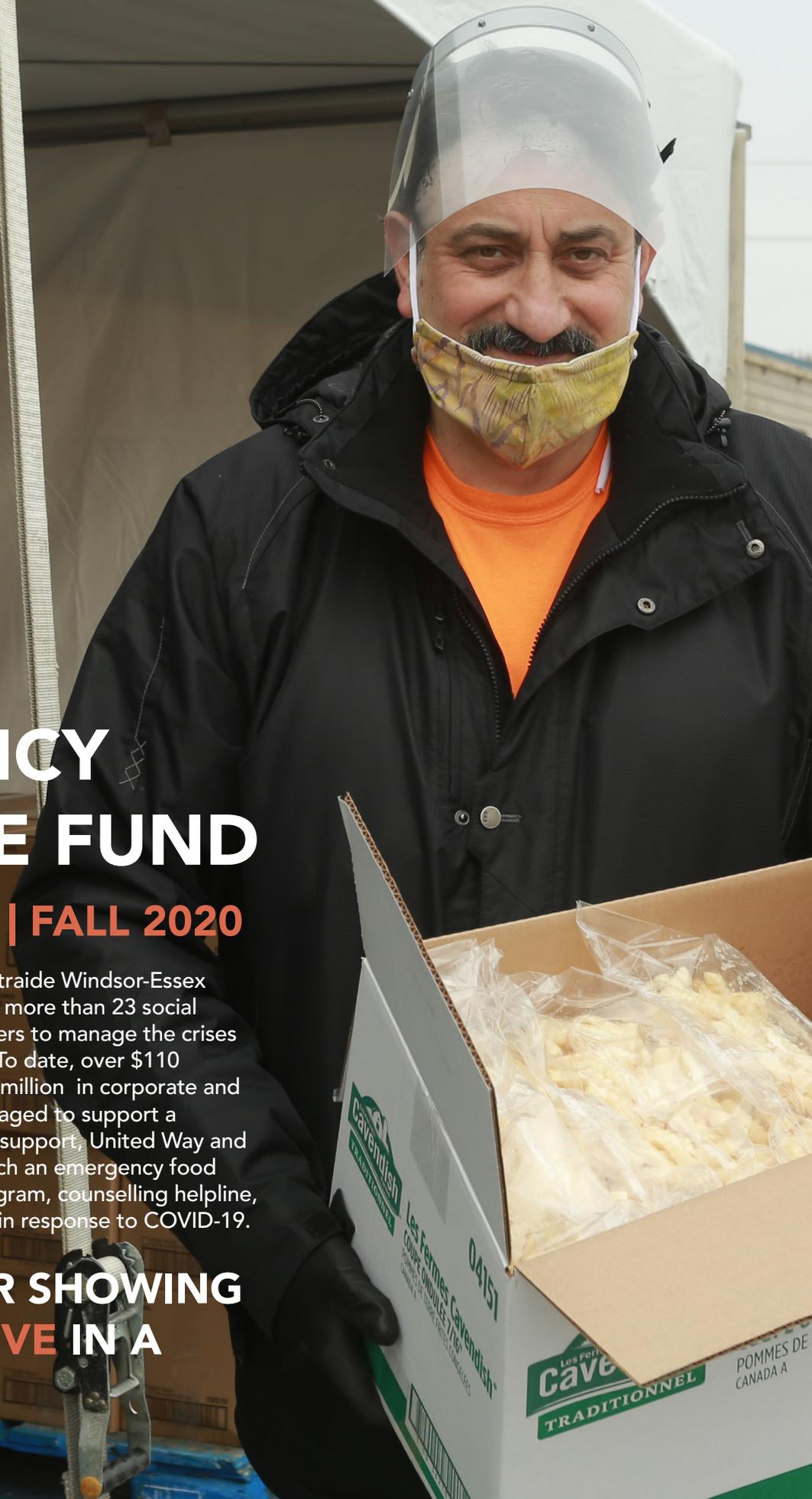
**United Way  
Centraide**  
Windsor-Essex County

# COVID-19 EMERGENCY RESPONSE FUND

## IMPACT REPORT | FALL 2020

Since March 2020 United Way/Centraide Windsor-Essex County has built a local coalition of more than 23 social service, business, and labour partners to manage the crises that emerged from the pandemic. To date, over \$110 thousand was raised online and \$2 million in corporate and government funds have been leveraged to support a Windsor-Essex response. With this support, United Way and its partners have been able to launch an emergency food helpline, seniors assurance call program, counselling helpline, and virtual youth programming— all in response to COVID-19.

**THANK YOU FOR SHOWING  
YOUR LOCAL LOVE IN A  
GLOBAL CRISIS.**





# UNITED WAY'S COVID-19 RESPONSE

## Emergency Access to Food

The Windsor-Essex Food Helpline ensured that individuals and families who were in need or self-isolating could safely access emergency food. In the eight weeks of offering the helpline with the help of amazing volunteers from Green Shield Canada, Windsor-Essex Children's Aid Society and individuals from the community, we were able to support more than 7,300 individuals and children.

### Did You Know?

30% of callers seeking help were unemployed because of COVID-19.

**3,300** referrals to food support programs  
**1,534** food baskets delivered (700 callers received a prepackaged basket from a drive-thru food hub)  
**\$45,000** in grocery gift cards distributed to over 1,000 people

## Advocacy Brings Investment

United Way played a leadership role in working with our Members of Parliament to ensure our voice was heard in Ottawa, on behalf of many local non-profits.

As a trusted partner of the Government of Canada, United Way has allocated \$1.34 million in Federal funding to Windsor and Essex County charities who are adapting their frontline services to support vulnerable residents during COVID-19. In June and July, 35 local projects received funding to assist people living in poverty, children, youth, seniors, newcomers, individuals with disabilities, people experiencing mental illness and addiction, and migrant workers. United Way advocacy also helped the community access \$102.5 thousand in seniors supports through the Government of Canada's New Horizons for Seniors program.

These funds flow through to other non-profits and are not used to support current United Way investments.

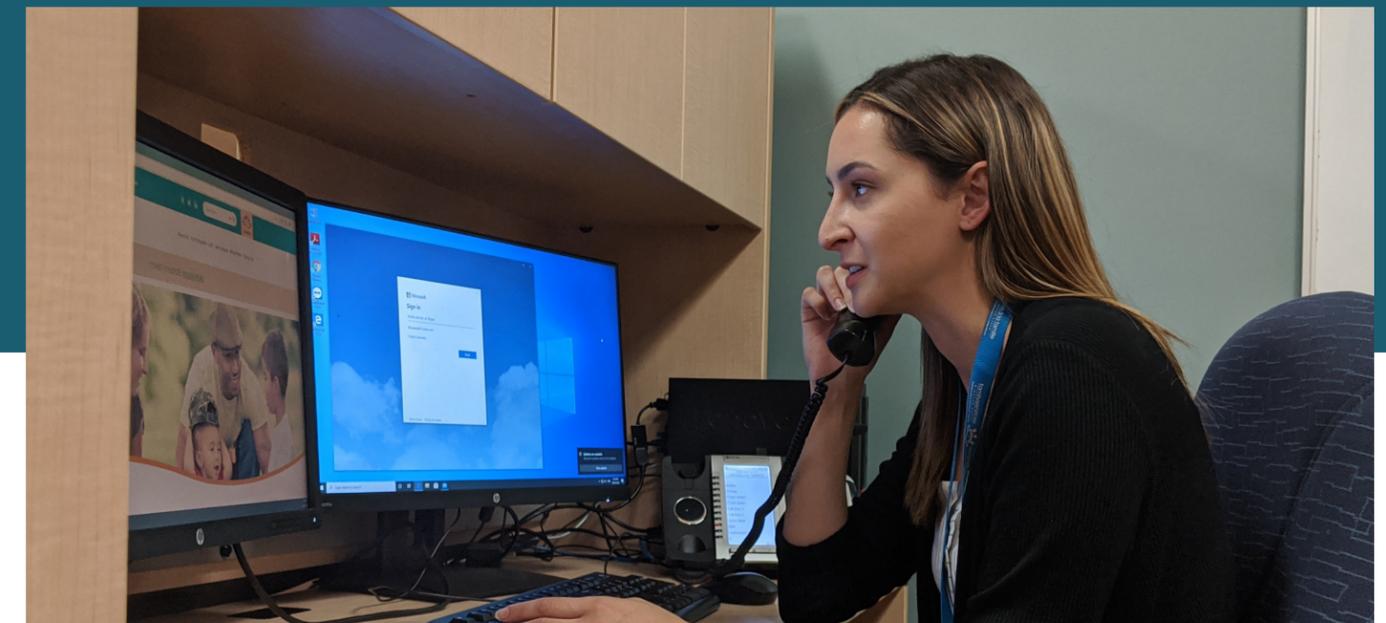


## Counselling During a Crisis

Since 2015, United Way has made counselling more accessible by ensuring that no one had to pay more than they can afford to get the help they need. Counselling centres were unable to welcome clients because of COVID-19—creating new stress due to the pandemic. To respond, United Way and its partners launched a free 24/7 multi-language counselling phone helpline to help people cope with stress and anxiety.

On the day the Counselling helpline launched, it received two calls from local residents considering suicide. Together, we saved lives from **DAY ONE**. Since April:

- 802** calls received
- 454** counselling sessions (phone + video conference)
- 173** referrals made to other services in the community



## Safely Supporting Isolated Seniors

Knowing that seniors faced additional barriers during these unprecedented times, a coalition of 11 different community partners coordinated an assurance line to meet the unique needs of seniors. These phone assurance checks provided seniors with referrals to meet their basic needs, and support packages delivered safely to their homes. The calls were also to check in on the emotional welfare of isolated seniors.

**3610** calls to seniors | **2296** support packages delivered

Personal support packages included cleaning, basic hygiene, and medical supplies, personal protective equipment, games, activity books and grocery gift cards. 687 unique individuals were served by these deliveries.

## Support for Volunteers

**133** volunteers recruited & trained to deliver safe supports to local social service agencies.



Virtual career mentoring session on engineering with Alireza Pasha, MASc Candidate, University of Windsor

## SUPPORTING YOUTH DURING COVID-19

When students didn't return to the classroom after March break, a survey of youth after the pandemic began revealed how COVID-19 has amplified issues affecting youth including increasing feelings of isolation and boredom, financial hardship, concerns with grades and graduation, heightened family conflict, feelings of anxiety and food insecurity.

In addition to missing the in-school experience, youth in United Way's On Track to Success program were also feeling the loss of the out-of-school programming including tutoring and mentoring.

United Way shifted its programming online, ensuring students had access to technology. We worked with other agencies to provide online tutoring, post-secondary transition supports, wellness activities, and career navigation workshops. We also recruited 30 new highly skilled tutoring volunteers and plan to continue to offer these services into fall 2021.

**94** youth participated and were supported by over 384 volunteer hours

**93%** of participants found that the online career mentoring, social programming and tutoring were useful

**83%** agreed that the session made them feel supported during this time of crisis

## THANK YOU



**United Way  
Centraide**  
Windsor-Essex County

Learn more about COVID Fund donors and corporate partners and watch the Donor Town Hall video at [weareunited.com/COVID-19](https://weareunited.com/COVID-19).

**Contact Us**

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