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Community Impact

Your investment at work



United Way
 Kitchener Waterloo & Area

Change starts here.

www.uwaykw.org

Community Impact:

Your investment at work

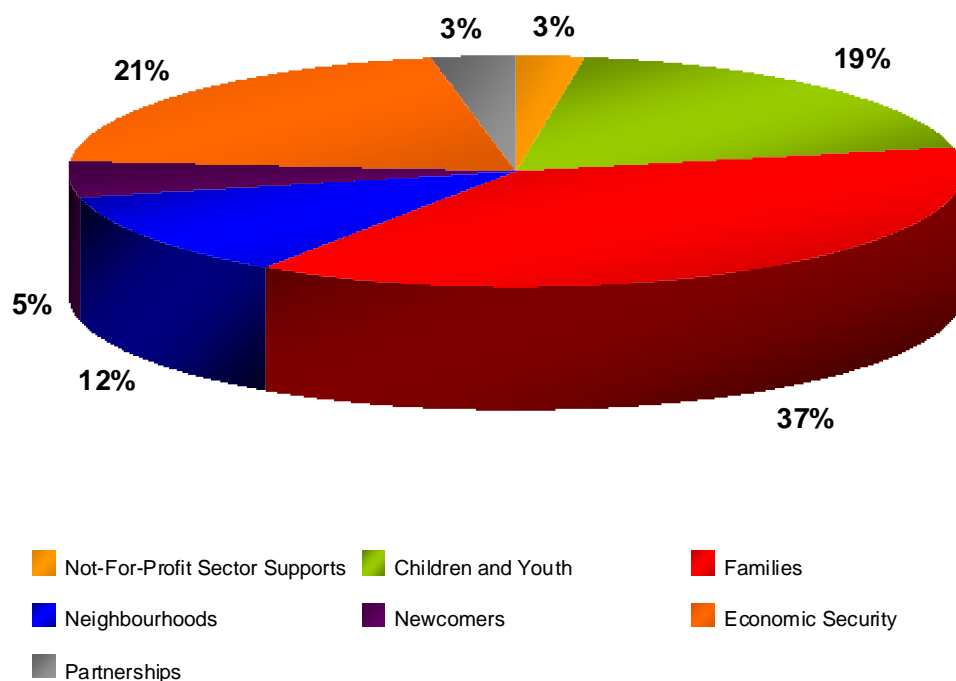
Community Impact is about achieving meaningful, long-term improvements to the quality of life in our community.

Simply put, it's about changing community conditions for the better.

It's about addressing not only the symptoms of local social challenges, but also their root causes.

2011 Investments

At present, United Way KW is investing for community impact in the following areas:



Priority: All Children and Youth Reach Their Potential

Children and youth deserve the opportunity to live, learn and grow in a stable, caring environment where their basic needs are met. This priority is focused on meeting the needs of all children and youth, including those with special needs and members of marginalized communities. In Waterloo Region, youth are defined as individuals up to age 25. Supporting the healthy growth and development of children and youth is an important goal of this community. By targeting and resolving root problems, we, as a community, will help children and youth reach their potential.

Long Term Outcomes:



Children and youth are free from abuse and neglect

WAYVE- Children and Youth Services - *Canadian Mental Health Association - Grand River Branch*
Child Witness Program - *Child Witness Centre - Serving Waterloo Region, Wellington and Brant County*



Children and youth succeed in school

In-School Mentoring - *Big Brothers Big Sisters of Waterloo Region*
Teen Counselling - *Interfaith Community Counselling Centre*
Crime Prevention K-W - *John Howard Society of Waterloo-Wellington*
Tutoring Program - *Learning Disabilities Association of Kitchener-Waterloo*
Families & Schools Together - *Mosaic Counselling & Family Services*
Virtual Y - *YMCAs of Cambridge & Kitchener-Waterloo*



Children and youth are healthy

Big Bunch - *Big Brothers Big Sisters of Waterloo Region*
One-To-One Match Program - *Big Brothers Big Sisters of Waterloo Region*
Prevention and Education - *Brain Injury Association of Waterloo Wellington*
Friends - Children and Youth Services - *Canadian Mental Health Association - Grand River Branch*
Healthy Start - Children and Youth Services - *Canadian Mental Health Association - Grand River Branch*
Therapeutic Horseback Riding - *Central Ontario Developmental Riding Program – Pride Stables*
Children's Program - *Interfaith Community Counseling Centre*
Temper Taming - *KW Counselling Services*
Lifeline - *R.O.O.F. - Reaching Our Outdoor Friends*
Youth Centre - *Woolwich Community Services*
Elmira District Secondary School (EDSS) Program - *Woolwich Counselling Centre*
Elementary Schools Program - *Woolwich Counselling Centre*
Overnight Camp Financial Assistance - *YMCAs of Cambridge & Kitchener-Waterloo*

Priority: All Families are Strong

Families are one of the most important and basic units of every society. They may be multigenerational, diverse, or extended – reflecting a broad range of roles and living arrangements. Strong families are characterized by resilience, caring, mutual support, low incidence of violence, high economic security, low divorce/separation rates, and high involvement in community affairs. Together, we can help families build resilience, increase bonds and strengthen ties to the community.

Long Term Outcomes:

→ Families are free from violence

Family Violence Prevention - *John Howard Society of Waterloo-Wellington*
Family Violence Counselling - *Mosaic Counselling and Family Services*
Outreach Program - *Women's Crisis Services of Waterloo Region*
Residential Program - *Women's Crisis Services of Waterloo Region*

→ Families are resilient and supported by their community

Community Development and Education Services - *Canadian Mental Health Association - Grand River Branch*
Friendly Visiting - *Community Support Connections - Meals on Wheels and More*
Individual, Family, Couple Counselling - *Interfaith Community Counselling Centre*
Family and Community Solutions - *KW Counselling Services*
Therapeutic Counselling - *KW Counselling Services*
Individual Family and Group Counselling - *Mosaic Counseling and Family Services*
Therapeutic Counselling - *Shalom Counselling Services Inc.*

→ Families with complex needs are supported

Distress Centre - *Canadian Mental Health Association - Grand River Branch*
Revive - *Community Justice Initiatives of Waterloo Region*
Stride - *Community Justice Initiatives of Waterloo Region*
Crisis Intervention - *Community Support Connections - Meals on Wheels and More*
Live and Learn - *House of Friendship*
Community Aftercare - *John Howard Society of Waterloo-Wellington*
Information & Referral - *KW Access-Ability*
Recreation - *K-W Access-Ability*
Resource Centre - *Learning Disabilities Association of Kitchener-Waterloo*
Out of Home Respite - *Parents for Community Living*
Women's Health - *Planned Parenthood Waterloo Region*
Therapy Dog - *St. John Ambulance - Kitchener-Waterloo Branch*
St. Jacobs Family Support - *Woolwich Community Services*

Priority: All Neighbourhoods are Inclusive and Thriving

Neighbourhoods can be understood as networks of informal support between neighbours within more formal geographic boundaries. Thriving neighbourhoods are characterized by increased trust and a high degree of organization. Respect and appreciation create neighbourhoods that are not just places to live, but true communities. Being proud of our neighbourhoods – our home – is important to this community. By targeting the root causes of neighbourhood challenges, we can create inclusive and thriving neighbourhoods.

Long Term Outcomes:



Neighbourhoods have inclusive and safe gathering places

United Way does not currently invest in programs within this long-term outcome.



Neighbourhoods have strong, accessible supports and services

Outreach Support - *ACCKWA*
Social Support - *Brain Injury Association of Waterloo Wellington*
Volunteer Development and Information Services - *Canadian Hearing Society - Waterloo Region*
Counselling & Referral - *Canadian National Institute for the Blind*
Independent Living Skills - *Canadian National Institute for the Blind*
Library Services - *Canadian National Institute for the Blind*
Orientation & Mobility - *Canadian National Institute for the Blind*
Core Funding - *Community Care Concepts of Woolwich, Wellesley and Wilmot*
Resolve - *Community Justice Initiatives of Waterloo Region*
Community Centre Program - *House of Friendship*
Community Support Services - *Independent Living Centre of Waterloo Region*
Patient Care - *St. John Ambulance - Kitchener-Waterloo Branch*
Community Information - *Woolwich Community Services*
Growing Together - *Woolwich Community Services*



Neighbourhoods have diverse groups that are connected and working together to take action

United Way does not currently invest in programs within this long-term outcome.

Priority: All Newcomers are Welcomed and Supported

The needs of newcomers are an increasingly important priority for social investment. Regardless of their skill level and available support networks, newcomers face challenges in accessing employment and education as well as feeling a sense of belonging in a new country and new community – areas essential to their success and happiness. Efforts to eliminate these barriers will help newcomers feel welcomed and supported as they settle into new communities.

Long Term Outcomes:



Newcomers are meaningfully employed

Learner Resource Centre - *Focus for Ethnic Women*



The community is inclusive and newcomers are free from discrimination

Diversity Initiatives - *Extend- A-Family Waterloo Region*

Cultural Interpreter Program - *Kitchener-Waterloo Multicultural Centre*

New Canadian Membership Financial Assistance - *YMCAs of Cambridge & Kitchener-Waterloo*



Newcomers are involved in and have a voice in community settings

Healthy Lifestyles - *Focus for Ethnic Women*

Therapeutic Counselling for Newcomers - *KW Counselling Services*

Newcomer Outreach - *Mosaic Counselling and Family Services*

Newcomer Youth - *YMCAs of Cambridge & Kitchener-Waterloo*

Priority: All People are Economically Secure

When people are economically insecure, they lack access to basic needs such as shelter, food and clothing. Consequently, their capacity to participate in community life is reduced, and isolation often results. Financial strain can have negative effects on both physical and mental health. Income discrepancies impact individuals and the community. By targeting root causes, we can help break the cycle of poverty for future generations and improve the quality of life for the people of Waterloo Region.

Long Term Outcomes:

➔ Education, training and learning opportunities are affordable and accessible to all

Adult Literacy, 1-1, and small group tutoring - *The Literacy Group of Waterloo Region*

➔ People have sufficient and stable employment

Lunch Box - *R.O.O.F. - Reaching Our Outdoor Friends*
Help Centre for the Unemployed - *The Working Centre*

➔ People have basic needs met

Settlement and Outreach - *Kitchener-Waterloo Multicultural Centre*
Credit Counselling - *Mosaic Counselling and Family Services*
Charles Street Men's Hostel - *House of Friendship*
Emergency Food Hampers - *House of Friendship*
Assistive Devices Program - *Ontario March of Dimes*
Mary's Place - *YWCA Kitchener-Waterloo*

Beyond Programs...



Partnerships:

In addition to programs and services, it is important for United Way to invest in partnerships that address community conditions. United Way is currently involved in the following community initiatives:

- Alliance for Children and Youth of Waterloo Region
- Labour Program of Waterloo Region
- Opportunities Waterloo Region
- Waterloo Region Immigrant Employment Network (WRIEN)
- 211



Not-For-Profit Sector Supports:

As well, a strong and resilient not-for-profit sector is key to ensuring that the social support networks needed by all community members are available and sustainable. For this reason, United Way is committed to investing in not-for-profit sector supports and is currently investing in the following organizations:

- Capacity Waterloo Region (Tides Canada)
- Volunteer Recruitment and Referral (Volunteer Action Centre)
- Waterloo Region Shares (The Food Bank of Waterloo Region)



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