



United Way Elgin Middlesex

Everyone in our community has a
fair shot at a good life.





United Way 101

Our Vision

- A community where everyone matters

Our Mission

- To improve lives and build community by engaging individuals and mobilizing collective action.

Our Core Values

- Empathy
- Inclusiveness
- Trust
- Collaboration
- Accountability



UNITED WAY ELGIN MIDDLESEX

Community Impact Priorities

POVERTY



MOVING PEOPLE FROM POVERTY TO POSSIBILITY

United Way is helping to meet the basic needs of our community's most vulnerable people, giving every Canadian the opportunity to realize a better future.

KIDS



HELPING KIDS BE ALL THEY CAN BE

United Way is giving children and youth the support they need to get a great start in life, do well in school, and reach their full potential.

COMMUNITY



BUILDING STRONG AND HEALTHY COMMUNITIES

United Way is creating vibrant neighbourhoods, where everyone experiences a sense of belonging and connection to one another.

Everything raised local stays local

Lasting Solutions & Collaboration

Trust, Leadership & Accountability

Community Leadership

United Way staff provide expertise, coordination and information-sharing on the following community planning committees and initiatives:

Aylmer-Elgin-St. Thomas Community Safety and Well-Being Plan

Circles Guiding Coalition

Community Action Network for Children & Youth Elgin

County of Middlesex Community Safety Plan working group

Elgin Coordinated Access Committee

Elgin Housing & Homeless Action Group

Elgin Middlesex Oxford Workforce Planning & Development Board

Elgin – St. Thomas Coalition to End Poverty

Employment Sector Council

Inclusive Economy London & Region

Living Wage St. Thomas Elgin

London's Child & Youth Network

London Community Recovery Network

London Coordinating Committee to End Woman Abuse

London & District Labour Council

London Homeless Coalition

London Middlesex Local Immigration Partnership

OW and ODSP Community Advocates Network

Street Level Women at Risk Advisory Group

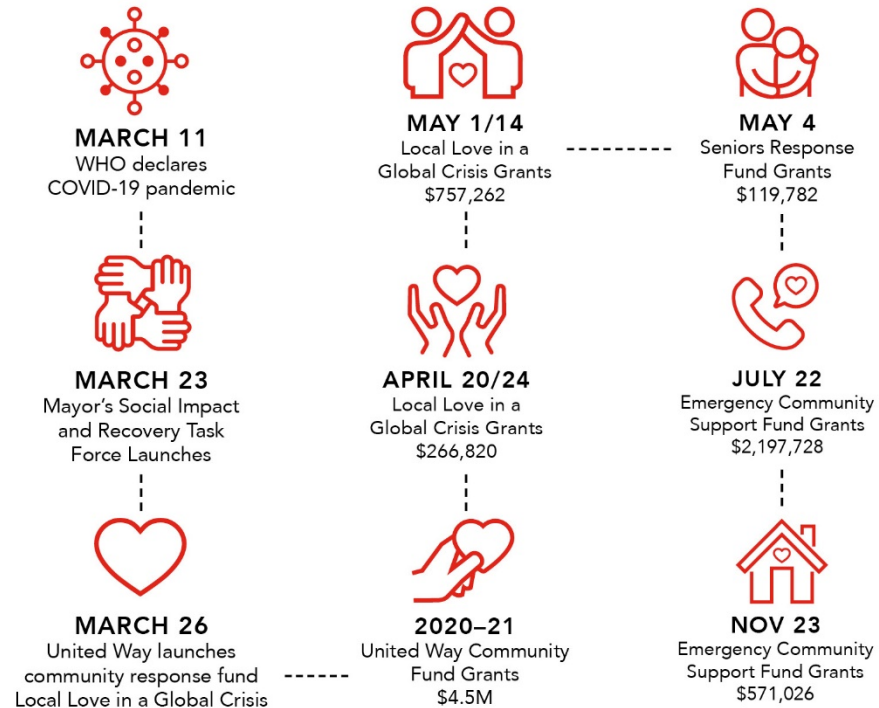
St. Thomas Elgin Community Leaders Cabinet

St. Thomas & District Labour Council

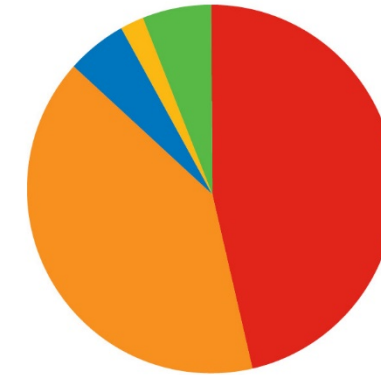
St. Thomas Economic Development Corporation






West Elgin Homeless Coalition

Our Pandemic Year



TOTAL INVESTED: **\$9.5 MILLION**



-  **46.5%** - UWEM Annual Community Fund
-  **40.1%** - One-Time Local & Federal Relief Funding
-  **6.1%** - Community Services
-  **5.2%** - Donor Designations
-  **2.1%** - Strategic Investments

IMMEDIATE RESPONSE

Local Love in a Global Crisis

On March 11, the WHO declared COVID-19 a global pandemic. On March 26, United Way launched a community response fund, answering the call to support our community's most urgent needs.





United Way

| Agency | Program |
|---|---------------------------------------|
| thehealthline.ca | 211 |
| Big Brothers Big Sisters of London & Area | Community-based mentoring |
| John Howard Society | Youth outreach |
| March of Dimes Canada | Assistive devices program - Middlesex |
| Merrymount Children's Centre | Mutual Aid Parenting Program |
| SARI Therapeutic Riding | Therapeutic riding program |
| Stevenson Children's Camp | Summer camp program |
| Women's Rural Resource Centre | Children's program |
| Women's Rural Resource Centre | New Beginnings Loan Fund |
| YMCA Southwestern Ontario | YMCA community school program |
| Youth Opportunities Unlimited | Next Wave Youth Centre |



Don't struggle alone.
Call 2-1-1 to connect with
mental health supports.



HELP STARTS HERE



Impact Report 2020-21



Locally, United Way Elgin Middlesex funds data collection for the engine 211 Navigators use 24/7 to help callers find non-emergency supports and services close to home.



United Way
Elgin Middlesex

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United Way is deeply connected to the communities we serve. We know what's happening on the frontlines in our communities and what we're seeing as a funder and collaborator.

*Sara Middleton, Director, Community Impact,
United Way Elgin Middlesex*

 Impact Report 2020–21



NATIONAL
HOUSING
STRATEGY

Canada's National
Housing Strategy



A place to call home

placetocalhome.ca



OPPORTUNITY FOR ALL

CANADA'S FIRST POVERTY REDUCTION STRATEGY

| | | |
|---|---|--|
| CANADA'S OFFICIAL POVERTY LINE |  | <ul style="list-style-type: none"> The first official poverty line in Canada's history |
| TARGETS |  | <ul style="list-style-type: none"> Reduce poverty by 20% by 2020 and by 50% by 2030, as measured by Canada's Official Poverty Line Reduce chronic homelessness by 50% End all long-term drinking water advisories on public systems on reserve by March 2021 Housing need reduced or eliminated for 500,000 households |
| NATIONAL ADVISORY COUNCIL ON POVERTY |  | <ul style="list-style-type: none"> Track and publicly report on progress, provide advice and continue dialogue with Canadians |
| MEASUREMENT AND TRACKING PROGRESS |  | <ul style="list-style-type: none"> Improve understanding of poverty by regularly updating Canada's Official Poverty Line, addressing data gaps and tracking progress through an indicator dashboard |
| POVERTY REDUCTION LEGISLATION |  | <ul style="list-style-type: none"> Propose to legislate the vision, targets, Canada's Official Poverty Line as the official measure of poverty and accountability mechanisms |

PILLARS



DIGNITY
Lift Canadians out of poverty by ensuring basic needs are met



OPPORTUNITY and INCLUSION
Help Canadians join the middle class by promoting full participation in society and equality of opportunity



RESILIENCE and SECURITY
Support the middle class by protecting Canadians from falling into poverty and by supporting income security and resilience

Government investments that support poverty reduction

A COURSE OF ACTION THAT IS meaningful, measurable and monitored

Thank you!

Questions?