



United Way
Northumberland

2017/2018 IMPACT REPORT



WHAT DOES
LOCAL LOVE
LOOK LIKE?



LIFE HAPPENS.

Things happen that are out of our control... People lose their employment in a tough economy; a fire devastates a home; a child is bullied and might need a mentor; someone you know becomes a victim of violence; a senior living on a fixed income has difficulty paying their bills; a friend is suffering from mental health issues; or you lose a loved one suddenly and can't cope.

“WHEN A DIFFICULT SITUATION LIKE THIS HAPPENS, UNITED WAY AND OUR FUNDED COMMUNITY PARTNERS ARE HERE.”

OUR COMMUNITY INVESTMENT



25,346 people in Northumberland County were able to access the support they needed because of a United Way funded program or service.

Focus Area Funded:

Kids

39%

invested in helping kids to be all that they can be.

Community

36%

invested in helping build strong communities

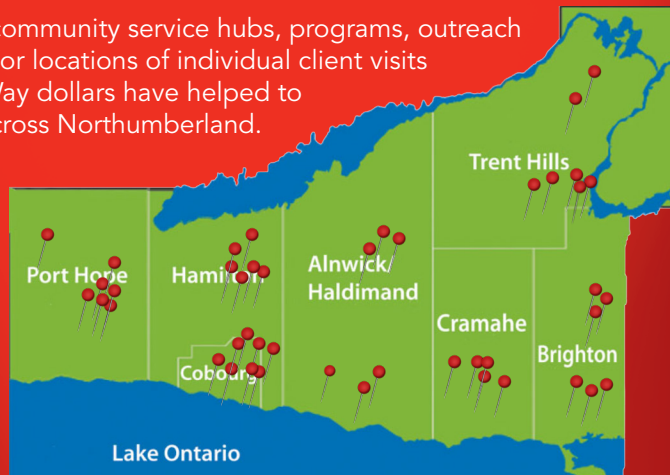
Poverty

25%

invested in moving people from poverty to possibility

Where we are making a difference:

 Represent community service hubs, programs, outreach offices and/or locations of individual client visits where United Way dollars have helped to improve lives across Northumberland.





WHAT THE KIDS HAD TO SAY:

"I have learned about self-respect and how we must be kind to ourselves... One kind thing can change the world. Kindness is contagious and we should spread it."

• • • • •

"Everyone needs to be treated equally, it doesn't matter what you believe, what you look like, or enjoy... Be you!"

• • • • •

"The most important thing I learned is that there are always ways to fix or resolve a situation."

"Early development - from childhood to young adulthood - is a strong predictor of future success. Unfortunately, too many kids face barriers to achieving their dreams." - United Way Centraide Canada

KIDS.

AT UNITED WAY, WE SUPPORT:

- Recreation and physical activities
- Learning life skills
- Mental health support

1,568

students in need in Northumberland County received back packs full of school supplies through our annual Back Packs for Kids program.

United Way Back Packs for Kids Program

192

families took part in a program that provides parents with the confidence and skills they need to build strong family relations, manage misbehaviour, and prevent problems.

Rebound Child & Youth Services

1,160

children and youth participated in Youth Violence Prevention programming and were taught how to build self esteem and recognize the signs of bullying.

Cornerstone Family Violence Prevention Centre

48

children received traditional one-on-one mentoring providing young boys and girls with a role model to talk and share experiences as they are growing up.

Big Brothers Big Sisters of Northumberland



KEN*, DONOR & PAST CLIENT

"We share that common thread, where our lives have been impacted by United Way. You're only one accident, one circumstance away from needing the services of United Way. Once I became self-sufficient, I felt the need to give back."

Annette* accessed services in her community by calling **2-1-1**, a free helpline that connects you to programs in Northumberland County when you don't know where to turn.



*Clients not pictured for privacy.

COMMUNITY.

AT UNITED WAY, WE SUPPORT:

- Access to information and resources
- Mental health services and supports

900

volunteer hours were donated to complete **43 jobs** by **150 volunteers** during our Day of Caring. Each year, this day positively impacts local lives.

United Way Day of Caring

100%

of individuals that participated in our outreach program reported improvements in their ability to cope with mental health issues and other challenges.

Green Wood Coalition

645

individuals accessed community counselling services to support mental health wellness.

Northumberland Community Counselling Centre

82%

of families experienced an increase in well-being, with the largest changes being hope for the future and support in their community.

WrapAround Northumberland



JOAN*, PAST CLIENT

"I was getting deeper and deeper into debt... I was asked by my doctor how was I was doing, and I would nod and say I'm fine. Meanwhile, I had no food in the house, no money to buy any... To anyone struggling, take that first step, make a change, and ask for help."

Nick was assisted with finding affordable housing; he attended a budgeting session and was connected with community resources to support him in his time of need.*



**Clients not pictured for privacy.*

POVERTY.

AT UNITED WAY, WE SUPPORT:

- Housing maintenance and basic needs
- Training for employment
- Shelter services and supports

DID YOU KNOW?

1 in 4 households in Northumberland County is experiencing housing affordability issues?

Northumberland's 20,000 Homes Campaign

8,500

individuals accessed local housing programs, financial and budgeting supports, literacy, low income energy programs, and outreach.

The Help Centre

DID YOU KNOW?

5 local families accessed ReNew It grants to complete much-needed home repairs to help them maintain affordable home ownership and security?

Habitat for Humanity Northumberland

2,100

income tax returns were prepared for individuals, bringing more than 4.9 million dollars back into our local community.

The Help Centre

211.



When you don't know
where to turn.

CONNECT TO COMMUNITY SERVICES:

- Health services & supports
- Newcomer & immigrant services
- Food banks & meal programs
- Housing centres & utility help
- Seniors' services & homecare
- Government social assistance
- Parenting & family programs
- Disability support programs
- Volunteer organizations
- ... and much more

**TOP 3
ISSUES**

The highest volume of calls to 2-1-1 in our area were for Health, Housing and Financial Assistance.

558

calls were made to 211 from residents in Northumberland County.

96%

of callers surveyed said they would call 2-1-1 again when needed.

Make the Connection. Call 2-1-1

Free | Confidential | 24/7 | 150+ Languages | Live Answer

211Ontario.ca TTY: 1(888) 340-1001

Funded in
partnership:





THANK YOU.

As the needs in our community continue to rise, we are both grateful and amazed by the support we receive each year.

Thank you to our donors, volunteers, and local community members for believing in United Way and supporting us in making necessary services available in our community.

You have made real change possible in Northumberland County. Thank you.



United Way
Northumberland

Northumberland United Way

62 Swayne Street, Cobourg, ON K9A 1K5

Tel: (905) 372-6955

Toll: (800) 833-0002

Bus. Reg. #107785339RR0001

mynuw.org



#LOCALLOVE

Printing generously
sponsored by

سابك
sabic