



United Way
Northumberland

**“My family
and I felt like
we lost everything;
we are putting
ourselves
back together
with your help.”**

STEVE'S STORY

2021 COMMUNITY IMPACT REPORT

Last year, we invested \$951,801 in more than 30 organizations.

It's often said that our greatest growth happens outside of our comfort zone, outside of the luxuries of every day and in the space of the unknown. Well, I think it's safe to say that we've all been living there for a while now.

In those early days of the pandemic, we could have never predicted the impact of COVID-19 on our community and our world, the increased needs of Northumberland County residents, or the added pressure on local supports as a result. Yet, among the challenges of the past 18 months, we have come together unlike ever before. **In the face of great adversity, we have proven we are strong together and that COVID-19 can't stop us.**

Last year, with your support, more than 30 local organizations, programs, and services provided emergency relief for individuals and families in our community. Together, we delivered food to parents struggling to feed their children, provided an emergency shelter for those without a safe home, and offered mental health support for individuals most impacted by isolation and physical distancing measures. Behind these actions are real people, like Steve, who leaned on the support of United Way and our community partners during some of his most difficult times.



BOBBIE DAWSON, CEO

None of this would have been possible without the generous support of donors like you.

In this report, you will find more stories of how your dollars have made a difference and how together, we are building the kind of community we can all hope for, where oppression, poverty, and stigma are no longer welcome. **This is our moment to create a community, more inclusive, equitable, and accepting for all. Thank you for being a part of it.**

Names and photos may have been changed for privacy.

COVID-19 EMERGENCY RESPONSE:



More than **7,250 food baskets and hampers** were provided to low-income seniors, individuals experiencing homelessness, and others through The Salvation Army.



18,000 bowls of homemade soup were made using fresh ingredients at the Ontario Agri-Food Venture Centre and distributed to **6,200 people** in our community.



263 children and 440 caregivers participated in virtual counselling to improve mental health and promote positive child development through Northumberland Community Development Centre.

211

1,133 calls were made to 211 dispatchers for help navigating local supports for mental and physical health, addictions, housing, finances, and more.



783 individuals and families accessed income programs and legal support to navigate new challenges of the pandemic through the Northumberland Community Legal Centre.



7,000 menstrual hygiene products were distributed to local individuals through Period Promise Northumberland, a partnership of United Way and Thrive Northumberland.



246 people received rides to essential medical appointments through Community Care's transportation program.

local love
IN A
GLOBAL CRISIS

MYRA'S STORY



When learning moved online, many students missed the in-school nutrition programs that they have come to rely on. Local Food for Local Good delivered fresh food packages to 380 individuals including, 236 at-home learners, to ensure students, like Myra, received the same food support as they would at school.

LAURA'S STORY

"During COVID, both my fiancé and I were off work for a few months. We have 3 children and were stressed about back-to-school. The backpack program really helped us get our children started with back to school and it's beyond appreciated."

This year, 1,100 children, like Laura's, received a backpack full of school supplies and a box of masks to ensure a safe return to the classroom.

SUPPORTING KIDS AS THEY GROW UP



Parenting can be tough. This year, **354 families** joined Rebound's Triple P (Positive Parenting Program) that provides resources and strategies to support your children and teens as they cope with life's ups and downs.



Social distancing has been hard on our kids. This year, **179 children** in our community participated in Big Brothers Big Sisters (BBBS) mentorship programs that provide guidance, friendship, and positive support for kids.

"I was overwhelmed being stuck at home, missing my friends, and worried about starting high school during COVID. I felt shut in and shut out."

MATT'S STORY

SHIRLEY'S STORY

"COVID has been so hard, especially with not having my family close by to help out. Because of my medical problems, I can't keep up with the housework anymore and can't get out to do my grocery shopping. I don't know what I would do without my Home Help worker. I'm grateful for the subsidy; I'm on a fixed income and don't think I could afford the help on my own."

This year, individuals like Shirley received 167 homecare visits.

"I was consumed by grief after my wife died. I could not see a reason to carry on. My counsellor helped me to see that I could enjoy things again without forgetting her memory."

RICHARD'S STORY

BUILDING STRONG COMMUNITIES



For those struggling with their mental health, COVID-19 has caused greater challenges. This year, **684 individuals** received counselling support through Northumberland Community Counselling Centre. **Do you need help? Call 2-1-1.**



Many of those who live in poverty are struggling with multiple, complex issues. This year, **93 families including, 177 children**, received WrapAround support to access food, housing, employment, and other assistance.

MIKE'S STORY

"I had two months of rent outstanding and needed help for food for my family. I received help to pay my rent and received food vouchers to buy food for my family. I am very grateful."

More than 11,000 vouchers totaling \$70,000 have been distributed through the Northumberland Eats food voucher program, a partnership of Northumberland County and United Way.

FROM POVERTY TO POSSIBILITY



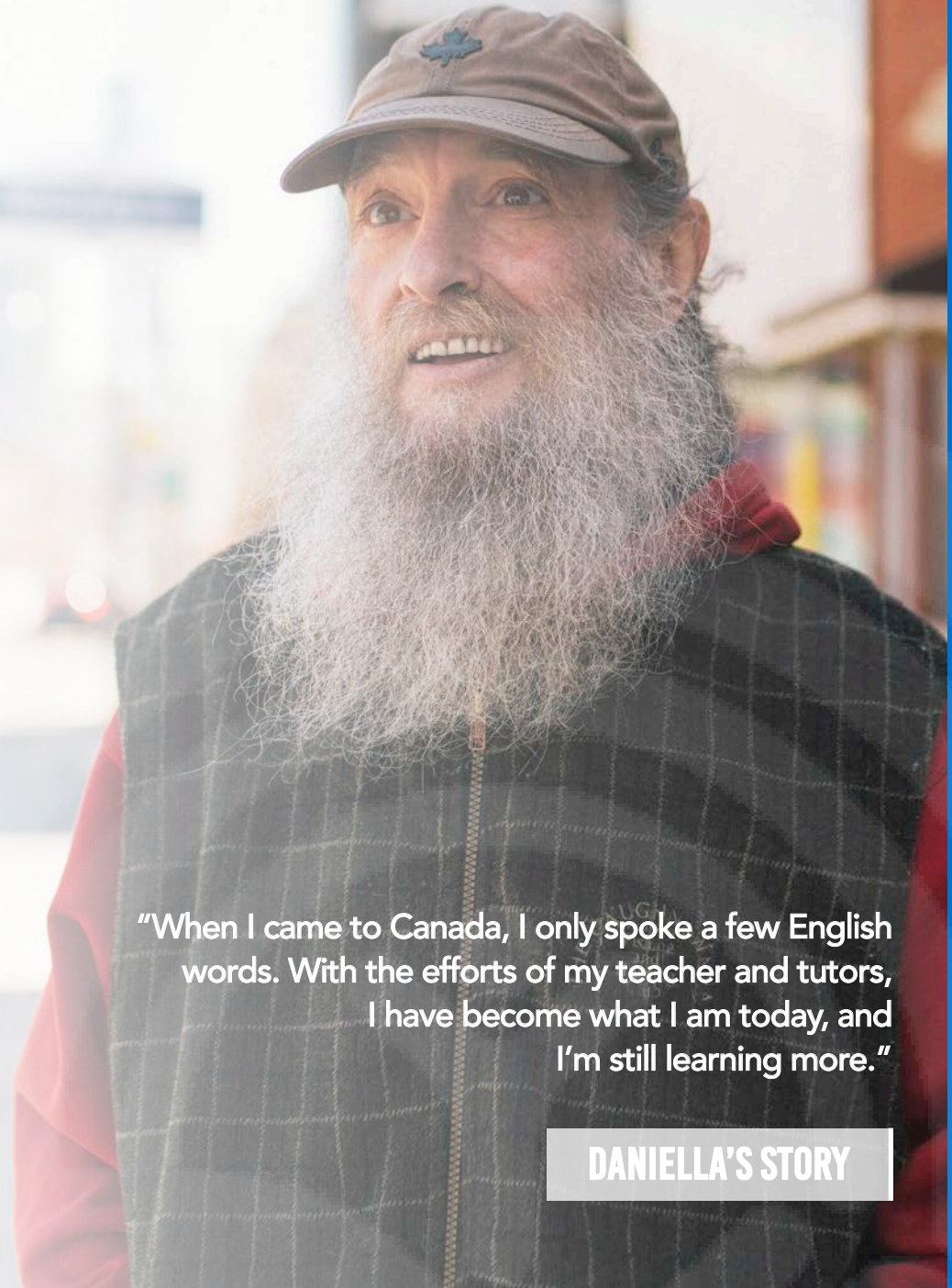
The holidays can be hard. This year, **708 households** in Northumberland County received support through The Salvation Army's Christmas hamper program.



395 people were assisted with intensive housing services and **69 others** were supported with Rent-Geared-to-Income applications through The Help Centre.



For those experiencing homelessness, staying safer at home was a challenge. Transition House Emergency Shelter provided **895 nights of shelter to 53 individuals** in our community.



"When I came to Canada, I only spoke a few English words. With the efforts of my teacher and tutors, I have become what I am today, and I'm still learning more."

DANIELLA'S STORY



**During these challenging times,
2-1-1 is here for you.**

Call 2-1-1 or visit 211ontario.ca for
help navigating government, health,
community, and social services.



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(905) 372-6955 / 1-(800) 833-0002
Bus. Reg. #107785339RR0001

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