

LET'S NOT GO BACK TO *NORMAL*
LET'S DO *BETTER*



United Way
Niagara

WHY SETTLE FOR *NORMAL?*



**After a difficult year, we would all like to get back to normal...
But normal is not good for everyone.**

50% of people in Niagara experience mental illness by age 40;
60,000 people in Niagara don't have access to healthy food;
1 in 7 people in Niagara live in poverty, thousands are children;
665 people in Niagara sleep on the street every night.

WE CAN DO BETTER.

131,883 represents the number of individuals and families in Niagara who needed support and compassion last year from the people and community around them. It represents those who were lacking the safety, healthy food, housing stability, belonging, mental health support, or connection they needed to thrive. It represents the number of **lives changed** with the help of United Way Niagara.

United Way invests in SOLUTIONS to poverty, food security, homelessness, mental health and well-being, domestic violence, social isolation and disadvantaged youth in the Niagara region.

We invite you to be a part of it.

Melanie and her family were living in an unsafe apartment. Thanks to a United Way agency, she found a new home and is able to concentrate on moving forward.

“Thanks to the support I received through transitional housing, I am able to provide a safe and clean home for my family. I can now concentrate on setting goals for my future. Thank you United Way.” - Melanie



#UNIGNORABLE

WHY Vulnerable people in our community simply do not have the same capacity to cope with and recover from the devastating impacts of COVID-19, as those with access to greater resources and stability. **Many struggle with multiple issues and need multiple supports.**

HOW United Way Niagara invests in all municipalities in the Niagara region, funding local agencies on the front line who need our help to respond to the most pressing social issues, and by ensuring people have access to the help they need, when and where they need it.



“When 2-1-1 referred us to a local program funded by United Way, we were so relieved. This past year and a half has been very difficult for us. Like so many families, we have endured the ups and downs of the pandemic. For us that meant job loss, physical and mental health challenges, not to mention the stress of helping our kids with their learning. Through all of this we’ve made it through as a family with the support of United Way.”

We’ve always given to United Way when we could and we are just so grateful that programs like this exist now that it is our time of need.”

- Niagara residents

EXAMPLES OF WHAT YOUR SUPPORT CAN DO

\$52

\$1 per week

Provides one person support to secure and maintain an income.

.....

\$365

\$1 per day

Provides fifty people immediate crisis support in their time of need.

.....

\$520

\$10 per week

Provides emergency food for seventeen families.

.....

\$1,200

\$100 per month

Provides a family with transitional supportive housing for six months.

Every gift makes an impact where it's needed most.

Donate Today.



United Way
Niagara



MNP

New Donor Match



YOU DONATE



THEY MATCH



DOUBLE
THE IMPACT

Make a first time donation of any amount and it will be matched dollar-for-dollar by the MNP New Donor Match up to an additional **\$25,000**.

A first time leadership gift of \$1,200+ will qualify for both the MNP New Donor Match and The Wineries of Niagara Leadership Match, resulting in a **\$3,600** impact in our community.

HOW IT WORKS

\$250

Your Gift

+ \$250

MNP

= \$500



United Way
Niagara

OUR IMPACT

The pandemic has amplified issues that were previously lurking in the shadows. Issues like poverty, mental illness and food insecurity were prevalent in Niagara long before we ever heard the term COVID-19. When things got even tougher for vulnerable people in Niagara, United Way was there. In 2020, we invested \$6.5 million into life changing programs thanks to our generous supporters.



103

Partnerships with service providers



242

Programs, Collaboratives & Initiatives



131,883

Lives changed

To help address gaps in service, United Way Niagara also provides a number of special initiatives **helping thousands** of local people every day.



Hygiene Kits

period promise

After School Matters
Engage. Enrich. Empower.



Back-to-School Supplies Program

COVID-19
EMERGENCY RESPONSE FUND



Welcome Home Kits