

#### **BUILDING A BETTER NIAGARA**

Last year, we asked for your help to do better than normal in Niagara. Better than 14.5 per cent of Niagarans experiencing poverty, affecting nearly 1 in 5 children. Better than many in our community struggling to find supports for mental health and well-being. Better than the 20 per cent of seniors who feel socially isolated. This pandemic has driven more people to the edge of crisis, pushing individuals, families and neighbourhoods to their limits. While we have certainly made a lot of progress since we shared our last impact report, there is still so much to do. With your support, we are helping those facing barriers and making a real difference right here in Niagara. Through 126 supported programs and initiatives, United Way Niagara positively impacted the lives of 122,919 people in our community in 2021 and raised \$4,750,000.

#### All of this is possible because of you.

We are proud to deliver this impact report to you, our community champions. We are excited to share with you the many ways in which you have helped rewrite the stories of so many of our most vulnerable friends and neighbours. Your support is vital in ensuring the safety net of social services is there when it's needed most.

The pandemic may not be over yet – but we have learned time and time again that our community will not give up. With your help, we will continue to do better than normal. Thank you for your local love and generosity.

Sincerely,

allwath

**Frances Hallworth** CEO

Jeff Klassen **Board Chair** 

# 122,000+ lives changed!

202 Ζ IMPA R

Sylvanna

# 122,919 lives changed by United Way-supported programs





"A United Way supported program is what paved the way for me to go to university. The staff there helped me get out of my comfort zone and provided a lot of support. Neither of my parents went to university—as of right now, I am the first person in my family to attend. Thanks to the support I received I am now happily enrolled in an integrated science program and loving it. I'm so excited to see what the future will bring."





special initiatives

### THANK YOU TO OUR VOLUNTEERS

United Way relies heavily on the work of volunteers to make our mission a reality. We thank all of our volunteers for their time and dedication to making Niagara a better place for everyone.

#### 2021/2022 BOARD OF DIRECTORS

Jeff Klassen, Chair Niagara-on-the-Lake Hydro

Cassie Kelly, Vice-Chair The St. Lawrence Seaway Management Corporation

Pam Lilley, Treasurer MNP

Tammy DeRocco, Labour Liaison Officer Niagara Region

Akram Askoul Niagara Regional Police Service

Chief of Police Bryan MacCulloch, 2021 Campaign Chair

Jason Burgess City of Niagara Falls

**Shirley Cordiner** Niagara Safety Village

Sara Holmes Meridian Credit Union

Patrick Maloney Sullivan Mahoney LLP

**Kailash Manohar** Mohegan Gaming & Entertainment

**Roderick McDowell** Deputy Judge/Deacon Anglican Church of Canada

Angus Scott Metroland Media Group

**Caroline Sherk** Verge Insurance Group

Sean Simpson Simpson's Pharmasave

> **Dr. Lynn Wells** Brock University

"As the pandemic continues to evolve and present new challenges, our volunteers, supporters and the community at large have continued to adapt. I remain immensely proud of the Niagara community and their unwavering commitment to supporting vulnerable individuals during a time when it is desperately needed.



### THANK YOU TO OUR VOLUNTEERS

#### **Community Investment Panel**

Janice Jones, Chair Elizabeth Buckmaster Heidi Burgess Mike Clarke Dawn Dobbie Louise Goller **Robin Granados** Michelle Harvey Jeff Klassen Michelle Leone Joann Lidstone Kory Lippert David Lorenzo Lynn MacDonald Karen MacKay Patrick Maloney Maria Menechella Sandy Meyers Ann Milligan Maureen Shantz Caroline Sherk

#### gennext Cabinet

Sam Hoodless, Chair Kory Lippert, Vice-Chair Karina Armstrong Mike Britton Andre Chabot Courtney Kaminski Jessica McCourt Cydney Nutbeem Kaley Stewart Jeremy Van Moorsel

#### **Golf Committee**

Heidi Burgess, Co-Chair The Late Bill Heelis, Co-Chair Anthony Bilotta Mike Clarke Adam DiFruscia Scott Heelis Bryce Murray Jessica Steeves

#### THANK YOU TO OUR SPONSORED EMPLOYEES

**Joanne Carter** Niagara Regional Police Service

> Brandon Li Yen Pin Canada Revenue Agency

Jessica McCourt General Motors St. Catharines **Propulsion Plant** 

Megan Moody Meridian Credit Union



learning how United Way contributes and gives back to the community through their investments. Being part of United Way has taught me about the importance of giving through the CRA charitable campaign. This opportunity has given me a greater passion for the community and a desire to help those who are in need."

"My biggest takeaway is

- Brandon Li Yen Pin, CRA

**Red Feather Society Chair** Tom Whitelaw

**Speakers Bureau** Jacqueline Bakker Hayley Keys Grazia Sheppard Jennifer Symonds

**Office Volunteer** Bob Gosselin

Women United Committee Fiona Peacefull, Co-Chair Ellen Wodchis, Co-Chair Michelle Harvey Christine Sauriol-Bruce

In addition to the volunteers listed here, we thank the more than 400 event, workplace and special initiative volunteers who assist United Way throughout the year.

Kimi Noble Ontario Ministry of Transportation

Harjot Merwar Brock University

Adam Nie General Motors St. Catharines **Propulsion Plant** 

Sponsored Employee, Brandon, found creative ways to reach employees at Canada Revenue Agency with informative videos.

### HOW WE ARE HELPING POVERTY AND HOMELESSNESS

Poverty is a complex issue affecting 14.5 per cent of the population in Niagara, or an estimated 69,301 people. Individuals experiencing poverty often lack the resources for necessities like food, shelter, or clothing, and are at greater risk of physical and mental health issues. Children who grow up in poverty are more likely to experience addictions and mental health challenges and are more likely to live in poverty as adults.

United Way Niagara is committed to alleviating poverty in Niagara. We support seniors with a low-income by providing grants for those faced with health, medical or well-being challenges; we provide Special Project funding for agencies to address emergency situations or emerging community needs; and we invest in programs across Niagara that are meeting basic humans needs and moving people out of poverty. Aside from our annual investments in programs that serve people experiencing poverty, we are also active members of the Niagara Poverty Reduction Network and various other tables and committees throughout the region working to address the root causes of poverty.

We are invested in the greater good of our community. Everyone deserves the opportunity to thrive and to have support when and where it is needed most. We must continue to work together to address immediate needs, such as food and shelter, while working towards long-term change to build a more equitable community, with opportunities for all.

Housing supports

Income supports

• Literacy training

#### **INVESTING LOCALLY IN:**

- Emergency shelter
- Employment supports
- Financial literacy training

- Outreach
  - Transitional housing supports
  - Youth housing

# **IMPACT HIGHLIGHTS**

89 supported programs that address poverty and homelessness locally

### 75,590\*

individuals accessed programs that address poverty and homelessness 2,109 individuals increased their housing stability **617** individuals increased their employment and financial stability



#### **MEET MICHELE**

"I started using hard drugs in my twenties while attending university. But because of my drug use, after graduating I ended up living on the streets for four years. I always utilized any resources out there, like food banks, shelters, and drop-in centres. So, I became familiar with United Way from that perspective. At one food bank, I made a real connection with someone who was working there. She was so loving and caring and never judgemental. I began volunteering there after that, working with their after-school program and food prep. I struggle with depression but volunteering got me up and out of bed. It changed my life. Today I have a place to live, and I'm no longer a hard drug user. I'm 62 years old, and I'm alive. So that's a success story."

### WHO WE ARE HELPING

### WHO WE ARE HELPING

#### **MEET CHAD**

"I was raised in a small village and when I moved here I needed help. That's what makes United Way so important—I realized it was something I could depend on. I didn't have to sit around worrying, I could get the support I needed. I realized I needed help after the pandemic had been going on for a few months. This support means I don't have to wonder when I'm going to eat, or what I'm going to eat. I receive groceries on Wednesdays, or even a gift card so I can do my own shopping, it makes me feel more stable. That help goes a long way when you don't have the means to do it yourself. Now I also volunteer at the program so I can pay it forward. Whether I'm working or receiving help, I feel more connected and much happier. Thank you for your support, United Way."

# **HOW WE ARE HELPING FOOD INSECURITY**

Food insecurity remains one of the biggest challenges faced by families living with a low-income in Niagara. Intensified by the COVID-19 pandemic, it is estimated that nearly 60,000 individuals in our community struggled to afford healthy food last year. Income is the root cause of household food insecurity. One out of every eight households doesn't have enough income to cover shelter, bills, and food. We've seen the cost of healthy food hit new highs, and weekly grocery bills prove it. Canada's Food Price Report shows a family of four in Canada spent over \$14,000 on groceries in 2021 and this is expected to continue to rise. To put that in perspective, nearly 70,000\* Niagara residents are experiencing low-income, with families earning just \$32,305\* or less annually.

We know that eating healthy, culturally appropriate food, plays a significant role in our overall health and well-being. That's why we are working to increase access to healthy food for everyone. Our investments in food security initiatives include emergency food, meal delivery to isolated seniors, student nutrition programs, and community gardens. In addition to these investments, we are advocating for long-term change and working with community partners through the Niagara Food Security Network to increase access to food for people in need in Niagara.

\*Based on 14.5 per cent of an estimated population of 477,941 in Niagara region, 2021. \*\$32,305 was the low-income cut-off after tax according to 2016 Census data.

#### **INVESTING LOCALLY IN:**

- Community gardens
- Emergency food
- Food literacy
- Food justice/security advocacy Food waste reduction • Fresh food boxes

### **IMPACT HIGHLIGHTS**

supported programs and initiatives that address food insecurity locally

50,315\* individuals in Niagara accessed food programs

37,013 seniors, adults and youth received emergency food or meals



- Meal delivery
- Mobile food access
- Student nutrition

23,043 individuals reported an increase in their overall food security

# **HOW WE ARE HELPING**

### **MENTAL HEALTH & WELL-BEING**

Mental health is vital to our overall health and well-being. Having positive mental health contributes to emotional, psychological, and social well-being at all stages of life. Achieving this has not been easy throughout the pandemic, with new challenges at every turn. While many of us adapted by connecting virtually, changing our habits and learning to live with this "new normal", many marginalized residents found it more difficult to overcome obstacles. Seniors, individuals with disabilities, and people in the shelter system were disproportionately affected by the changing restrictions, with less access to supports and basic necessities.

We know that poverty and mental health are interconnected. According to Statistics Canada, Canadians in the lowest income bracket are three to four times more likely than those in the highest income bracket to say that their mental health is fair to poor.

Last year, over 14,000 calls were made to crisis support lines in Niagara. More than 1,500 calls to the local 2-1-1 line came from individuals seeking mental health or addictions support, completely out of options with nowhere else to turn. We recognize that this is an area of high need in Niagara, and that need is continuing to grow especially for our most isolated and vulnerable community members.

We have continued to invest strategically to address these issues throughout the pandemic, responding to emerging needs in our community as they arise. By supporting programs that provide connection for seniors, increase social interactions, and provide critically important counselling and crisis support, we can help our community feel connected in a time when we are often apart.

#### **INVESTING LOCALLY IN:**

- Crisis phone lines
- Crisis response for assault victims
- Counselling

- Outreach for addiction support
- Personal supports in shelters
  - Resource referrals
- Support for individuals with disabilities
- Virtual counselling/outreach
- Youth mentorship

## **IMPACT HIGHLIGHTS**

92 supported programs and initiatives that address mental health and well-being locally

### 41,424\*

individuals accessed programs that address mental health and/or addictions

### 28,871

individuals reported an increase in community engagement and connection to needed supports

# 18,573

individuals reported an increase to their overall well-being



#### **MEET CINDY**

"As a person with an intellectual disability, it's not always so easy for me to reach out. Yet, I know I have much to offer because I am sociable, friendly, and cheerful. It's important for me to have friendships. I have to overcome other obstacles because of my diminished vision and partial paralysis, but I find ways to look after my personal needs. That is why I rely on United Way-supported programs. They help me with social interaction, learning and recreation. Since joining the program, I have gained more confidence. Before, I was too shy to ask for help. Today, I am learning to communicate with others, to say things in the right way and to apply my filters. It was tough during the pandemic, I felt isolated. United Way support means I can have more control over my life. Thank you for helping."

# WHO WE ARE HELPING

### **HOW WE ARE HELPING CHILDREN, YOUTH & FAMILIES**

The COVID-19 pandemic has continued to create many challenges for families and youth in our community over the last year. Even when the situation seemed to be improving, school closures and childcare uncertainties continued to add emotional and financial stress for many Niagara families. By investing in children and youth, we can help prevent substantial economic and social costs associated with negative outcomes, such as early school drop-out, unemployment, risky behaviours, substance abuse, crime and violence. For children and youth to succeed, we know families must be supported as a whole in order to meet basic needs, improve quality of life and work towards lifting individuals out of poverty.

United Way Niagara supports a vast network of programs that help children and youth overcome challenges and gain equitable access to opportunities to reach their full potential. Initiatives like After School Matters and Backpacks for Kids, give youth living in low-income households access to the same opportunities as their peers. Through investments in literacy and numeracy programs, skill development, counselling, recreation and after school programming, mentorship, shelter and nutrition, programs for youth with disabilities and support programs for parents, we are making sure youth and families across Niagara have access to the support they need when they need it. The earliest years in a child's life are some of the most important in determining their future success and well-being. We recognize that by investing in child and youth programming to improve social, emotional and mental health, we can begin to break the cycles of poverty that affect youth and families in our community.

#### **INVESTING LOCALLY IN:**

- Abuse prevention
- Advocacy
- After school programs
- Counselling

- Emergency shelter
- Employment support
- Literacy
- Nutrition

- Parental supports
- Transitional housing supports
- Tutoring
- Youth mentoring •

## **IMPACT HIGHLIGHTS**

supported programs and initiatives that empower youth and families locally

### **68,543**°

individuals accessed programs that aim to empower youth and families

# 18,704

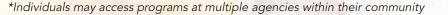
children and youth improved their physical and emotional well-being

### 17,182 youth increased their

engagement in learning



"I joined a United Way-supported program a few months after my daughter was born, struggling with the fact I was a 17-year-old mom with poor mental health and stuck in a toxic relationship. I was scared of everything and had lost my sense of hope. This program became my safe place. I learned that what I do matters and other strategies for daily life. I began taking care of myself again and learned to love myself and my daughter. This program also helped me get free from my toxic relationship. We have a second family there and love getting up and ready for school, the daycare is amazing too. If it wasn't for the program, I'd be in a really bad place right now, and so would my daughter. I came here broken and now I am a much stronger person and mother."



## WHO WE ARE HELPING

# A Snapshot of United Way Special Initiatives





distributed through 25 community partners.



# Welcome **Home Kits**

distributed through 23 community partners.



people connected to essential resources in their time of need.

lfter	Schoo	ol Mar	tters
•			Empower.



at-risk children and youth served in four neighborhoods.



**School Supply Kits** 

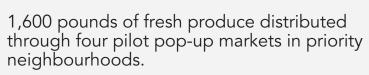
delivered to vulnerable youth in Niagara.

# 380,016

period products distributed through 18 community partners.







562 participants hosted at 14 workshops.

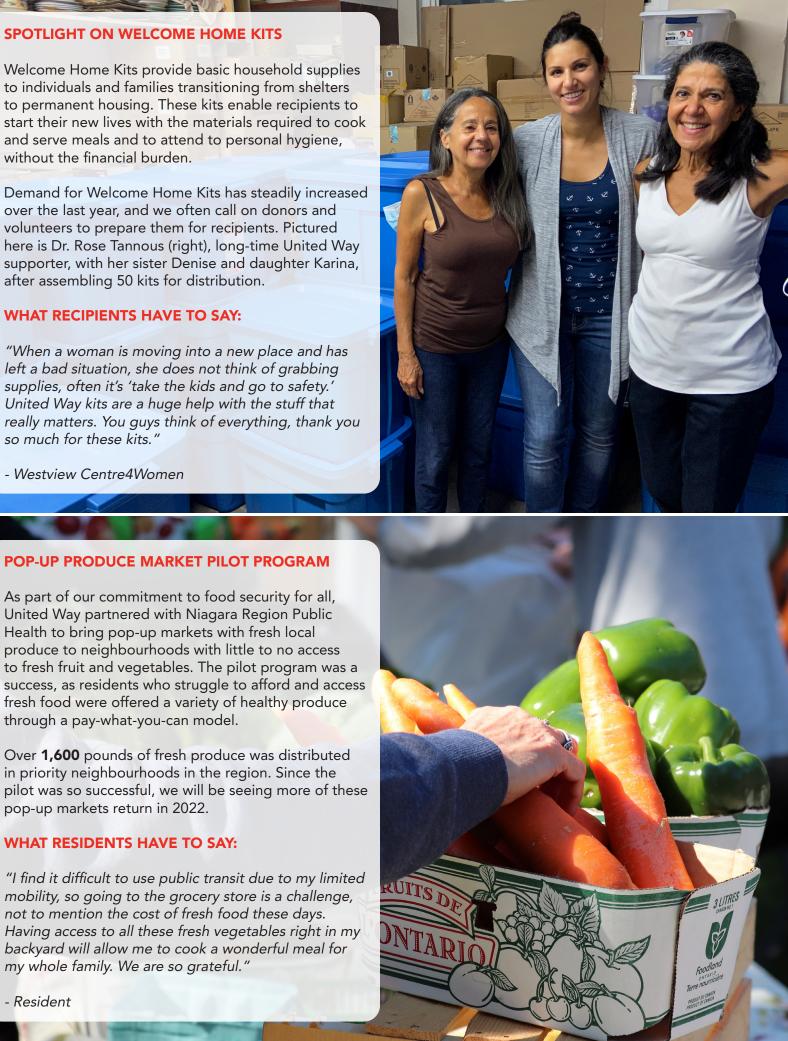


Community gardens supported by the network enabled 1,486 people to access fresh food in 58 neighbourhoods.

and serve meals and to attend to personal hygiene, without the financial burden.

"When a woman is moving into a new place and has left a bad situation, she does not think of grabbing supplies, often it's 'take the kids and go to safety.' United Way kits are a huge help with the stuff that so much for these kits."

- Westview Centre4Women





MNP partners, staff and volunteers at a greenhouse build in October 2021. Left to right: Alvin Klassen, Travis Dolinski, Pam Lilley, Liz Isaak, Yolanda Cui and Hasmita Arora.

#### **MNP shows Local Love in Niagara**

Early in 2021, local partners of MNP put their heads together to come up with one significant way they could support the local community. They decided to make a transformational commitment to fighting poverty in Niagara, a problem that has become more evident in the last two years. Bill Sloper, Regional Managing Partner at MNP, speaks for his whole team when he says they were proud to partner with United Way to sponsor the \$25,000 New Donor Match, a partnership that provided double the impact to the community for each new donation to the 2021 campaign.

"MNP is committed to being part of and supporting the communities where we live and work. Partnering with the United Way, an organization that understands the challenges Niagara residents are facing, allows us to give back and increase the impact that we have in our communities. Our team members have supported United Way individually for a number of years – the New Donor Match has allowed us to come together to support this campaign in a more impactful way and directly make a difference to the lives of people in the Greater Niagara Region," said Sloper.

MNP has built a strong foundation of supporting local agencies through United Way, and this year was no different. On top of their monetary contributions, partners and staff also volunteered their time to help food security initiatives in the community. Supporting community gardens and social hubs through the addition of greenhouses will allow local growers to have longer planting seasons, expand plant variety and help increase community connection and food security for those in need.

**NEW DONOR MATCH** RESULTS



\$281,307

raised in new donor giving.

# **LEADERSHIP CHALLENGE RESULTS**

In 2021, leaders of the wine industry signed on to sponsor the 2021 Leadership Challenge, supporting United Way's Leadership Giving Program. The Wineries of Niagara Leadership Challenge matched first time donations from individuals giving \$1,200 or more and increases from current leadership donors of 10% or more up to \$25,000. These funds made a significant impact in helping people access the support they need to thrive.

A gift of \$1,200 can provide an individual with transitional supportive housing for six months, provide a week in an emergency shelter for a person or family, or a year of one-to-one support and mentorship for an at-risk youth.



"In this time of transition and upheaval, when many people and charitable organizations in our community are facing multiple, serious challenges, the work of United Way Niagara is more important than ever. 13<sup>th</sup> Street Winery is thankful for this opportunity to help." - Doug Whitty

Wineries of Niagara Leadership Challenge

Sponsored by:



konzelmann







# \$495,790

new leadership donors and increased leadership gifts.

leveraged in new leadership aivina.



"We are delighted to be a part of the United Way Leadership Match Program. Supporting local and community initiatives has always been a major focus of both my family and the winery; and we feel honoured to help out any way we can." - Claudia Konzelmann





"United Way is a vital component of our community, especially during these difficult times when people need even more support and compassion." - Donald Ziraldo

### **HIGHLIGHTS THROUGHOUT 2021**



Hosted the first of 14 supporting food literacy.



Partnered with the Greater Niagara Chamber of



Collected and distributed 380,016 period products through the Period Promise campaign.























































































Distributed 850 Bell cell and at-risk individuals.



Improved food security with a significant vegetable





Groups of volunteers packed 2,000 School Supply Kits for children and youth in need.





Assembled raised garden boxes for greenhouses to support food

OCT



Welcome Home Kits.

DEC

NOV



Supported families for wrapped with love by Kiwanis Club of St. Catharines.

#### **OUR INVESTMENTS IN 2021**

Domestic Violence   Food Secure Empowering Youth  Homelessn & Families		Poverty <ul> <li>Social Isolation</li> </ul>
ORGANIZATION NAME	PROGRAM NAME	ISSUE(S) ADDRESSED
Autism Ontario - Niagara Region Chapter	Adult Support Services	•
	Summer Camp for Children with ASD	
Battlefield Gospel Church	Warming Centre for the Homeless*	
Bethlehem Housing and Support Services	Bethlehem Place Support Program	
	Community Support Program	
	Kenmore Court Community Support Program	
	North Church Court Community Support Program	
	School Aged Children's Program	
Big Brothers Big Sisters Niagara Falls and	Big Bunch	
Greater Fort Erie	Game On! Eat Smart, Play Smart, Live Smart	
	Go Girls! Healthy Bodies, Healthy Minds In School Mentoring	
	0	
	Traditional Mentoring	
Big Brothers Big Sisters of North & West Niagara	Game On! Eat Smart, Play Smart, Live Smart Go Girls! Healthy Bodies, Healthy Minds	
	In School Mentoring Traditional Mentoring	
	After School Programs	
Big Brothers Big Sisters of South Niagara	Game On! Eat Smart, Play Smart, Live Smart	
	Go Girls! Healthy Bodies, Healthy Minds	
	In School Mentoring	
	Traditional Mentoring	
Boys & Girls Club of Niagara	Kids Zone	
boys & Onis Club of Magara	Nightlight Youth Shelter	
Bridges Community Health Centre	Everyone Matters Special Support Fund	
Canadian Mental Health Association	Walk-In Mental Health Counselling, Niagara region	
CNIB	Child and Youth Services	
Community Care of St. Catharines & Thorold	Food Program	
Community Care of St. Cathannes & moroid	Niagara Nutrition Partners	
	Thorold Branch	
	Youth Support Worker	
Community Care of West Niagara	Emergency Assistance	
community care of west Magara	Food Program	
	Food Recovery Program	
Community Living Grimsby, Lincoln and West Lincoln	Abuse Prevention and Rights	
community Living Chinisby, Enconrund West Enconr	After School Group	
	Recreation and Life Skills Development	
Community Living Port Colborne - Wainfleet	Summer Camp Program	
Distress Centre Niagara	24 Hour Crisis Line	
Epilepsy Niagara	Support Services	• •
Faith Welland Outreach	Low Income Senior's Program*	
Falls View BIC. Shepherds Heart	Shepherds Heart Pantry*	
Family Counselling Centre	Child Advocacy Counselling	• •
	Core Counselling Program	
	Walk-In Counselling Program	
Family Mental Health Support Network	Family Coping Skills Workshops	
	Individual Counselling	
Foundation of Resources for Teens of	After School Program	$\bullet \bullet \bullet \bullet \bullet \bullet \bullet$
West Niagara (The FORT)	Teen Program	
Fort Erie Multicultural Centre	Community Transitions	•
	Early Essential Needs	• • • •
Gillian's Place	West Niagara Child and Youth Worker	
	West Niagara Housing & Counselling	
GROW Community Food Literacy Centre	Low-Cost Market*	• •
Heartland Forest	Improvements to Park-Side Community Hub*	• •
Holy Trinity Anglican Church Welland	Welland Breakfast Program*	•
Horse Cents for Kids	After School Horsemanship Program*	
INCommunities		
	Information and Referral (211)	

#### **ORGANIZATION NAME**

INCommunities Le Club Renaissance Sacré-Coeur de Welland Learning Disabilities Association of Niagara Region
Lincoln County Humane Society Links for Greener Learning
Literacy Council of Niagara West Mainstream
March of Dimes Canada Meals on Wheels Niagara Falls Meals on Wheels Port Colborne-Wainfleet Niagara Centre for Independent Living Niagara Furniture Bank Niagara Region Sexual Assault Centre (CARSA Inc.)
Niagara Regional Literacy Council Niagara Women's Enterprise Centre Port Cares
Positive Living Niagara
Project SHARE
Red Box Project Niagara Society of St. Vincent de Paul - Ozanam Centre Southridge Shelter
St. Vincent de Paul Start Me Up Niagara
Strive Niagara
Strong Fort Erie Neighbourhoods The Hope Centre
The RAFT (Niagara Resource Service for Youth)
Victim Services Niagara
West Niagara Palliative Care Services (Rose Cottage) Westview Centre4Women Willow Arts Community Women's Place of South Niagara
YMCA of Niagara YWCA Niagara Region
*During the founded the second Constant During the Constant Constant Constant Constant

\*Projects funded through Special Projects Funding in 2021

**PROGRAM NAME** 

Niagara Food Assets Map 🔹 🔵 🔵		
Le Clin d'Oeil Amical*		
Reading Rocks 🛛 🔍 🔍 🔍		
SOAR Program 🛛 🔍 🔵 😑		
COVID Phase 3 Housing & Medical Support* 🛛 🔍 🗨 🗧 🤇		
Community Greenhouses*		
Links for Greener Families		
The Good Food Box*		
Financial Empowerment Program*		
Graffiti RemovalImage: Constraint of the second		
Assistive Devices Program • • • • • • • • • • • • • • • • • • •		
Meal Delivery		
Advocacy/Individual Disability Support Program		
Economic Strain Reduction*		
Child Assault Prevention Program		
Hospital Response (24 Hours)		
Literacy for Life		
Dietary Server Program for Women 📃 🔍 🔍		
Community Navigator 🗧 🌒 🔍		
Reach Out Food Centre 📃 🔍 🔍 🗨	) 😐 🔴	
Beyond the N.O.D. Niagara Opioid Overdose Prevention		
and Naloxone Distribution Program 🛛 🗧 😑		
Mobile Harm Reduction Outreach Program 🛛 🔍 😑 😑		
Garden Expansion and Irrigation*		
Summer Staff Support*		
Accessible Period Health for Niagara's Students*		
Soup Kitchen Support*		
Southridge Kitchen		
Collective Kitchen*	•	
Emergency Food*  Food Plus Program		
Income Matters		
Reaching Out Program		
SMUN Centre		
Postponing Parenting Program		
Young Fathering Program		
Young Moms Program		
Personal Products Bank*		
Community Wide Strategies 📃 🔍 🔍 🔍		
Financial Literacy & Individual Supports		
Food Security		
Housing Stability		
Home From School		
Steps to Independent Living	•	
Youth Reconnect		
Mobile Tracking Emergency Response System		
Visiting Volunteers		
Food & Financial Security		
Creative Studio Build*		
Emergency Shelter (Nova House and Serenity House) 📃 🔍 🔍 🔍		)
Safer Stronger Communities		
Shelter Expansion Supports*		
Youth Action Program		
Adult Life Skills		
Children's Program/Youth Life Skills		
Emergency Shelter, Culp Street		
Street Support		
Transitional Supportive Housing		
WARM	-	
West Niagara Transitional Supportive Housing		

### THE IMPACT OF OUR INVESTMENTS PROUDLY SERVING ALL OF NIAGARA

United Way-supported programs are available to residents across the Niagara region. No matter which municipality you live in, there are services available to you. We are proud to serve the people of Niagara.

"My sister has developmental disabilities and has really benefited from this program. She looks forward to every session and participates as much as she can. She is able to exercise, learn new recipes, play games and crafts. I am grateful she has found a program that supports her." "After my mother-in-law and sister-in-law passed away in hospice, I realized the importance of support for everyone during these difficult times. I began volunteering with a community hospice. It is fulfilling work and by blessing others, I am being blessed."

> "I was having a hard time finding a job and supporting my family. I found this program that was able to help by providing financial assistance to stay in our home. It was important for our kids to have stability and because we could stay, they were able to be part of this community. We are forever grateful."

"We arrived in Canada with nothing but a suitcase and our family. The support provided to us during our first few days was incredible. I don't know how we would have found our way without it. Once we are fully settled, I will repay the kindness we have received."

"The meal delivery program helps me maintain a balanced diet. I will be 91 years old this year, and live alone. Shopping for food and preparing meals for myself has become difficult for me since experiencing a fall last spring. I appreciate very much the support and friendly service provided to me through this program."

"My daughter really struggled with school, especially through remote learning times. Her confidence was so low. After she began a literacy program, we saw an immediate change in her attitude and behaviour, as well as her skills. She is so much happier now."

### **TOP 20 EMPLOYEE CAMPAIGNS**

United Way Niagara receives a significant portion of revenue through annual employee campaigns. We thank all of our employee campaign donors for their support through one-time, payroll, corporate and event contributions.

General Motors St. Catharines Propulsion Plant Brock University Algoma Central Corporation LCBO Niagara Regional Police Service Niagara Region Niagara Health **RBC** Dominion Securities Costco Wholesale Canada Ltd. Canada Border Services Agency

Niagara College Canada Rankin Construction Inc. Canada Revenue Agency Deloitte TD Bank Group The St. Lawrence Seaway Management Corporation Meridian Credit Union **RBC** Financial Group Enbridge Gas Inc. Scotiabank

### SPECIAL AWARD WINNERS

**ANITA ROBERTSON LEGACY AWARD** 

The Late Bill Heelis

**CAMPAIGN OF THE YEAR** Stolk Construction Ltd.

**COMMITTEE OF THE YEAR** The St. Lawrence Seaway Management Corporation

> **COMMUNITY BUILDER AWARD** John Deere Canada ULC



LONGSTANDING SERVICE AWARD Lancaster Chown & Welch LLP

> **MUNICIPAL CHALLENGE** City of Niagara Falls

**ORGANIZATION OF THE YEAR** Niagara Regional Police Service

#### HONOURING THE LATE BILL HEELIS through the Anita Robertson Legacy Award

Bill's commitment to United Way was unwavering through his more than 25 years of volunteer service. We will be forever grateful for Bill's leadership which touched nearly every aspect of our organization. From Board Member to Campaign Chair and Leadership Chair, Bill has left his mark not only on United Way, but the greater Niagara community.

Bill's passion for the Annual Golf Tournaments was perhaps his greatest gift to United Way over the past two decades. As Co-Chair, Bill was instrumental in raising more than \$1 million for his community. Bill was always looking for ways to help encourage others to support their community, and was the driving force behind the \$25,000 Friends of Golf New Donor Match in 2020.

### LOCAL LOVE LIVES ON THROUGH **THE FOREVER FUND**



& Jack McBride Fund has been established in their memory with a significant gift from Erna's estate, and will help tackle local poverty for years to come.

Erna was a humble woman and never strived to be recognized for her long list of accomplishments – but knowing Erna, if her story played a part to encourage others to think about making a gift through their estate, it would make her very happy.

For information on our Legacy Giving Program, please contact our Donor Relations Manager at 905.688.5050 ext. 2113 or speak with your financial advisor.

### **SENIORS HEALTH & WELL-BEING FUND**



"When COVID-19 hit, I lost my husband of 57 years. Our home became too much for me, and at 77 years old I was financially drowning. I moved to a smaller apartment and after two months, it was infested with bed bugs. Everything I had was ruined. I left it all and found affordable housing but had only an air mattress and a hot plate to my name. I couldn't afford to make my new space feel like home again. I felt broken and ashamed. Thanks to help from United Way's Seniors' Health and Well-Being Fund, the Niagara Furniture Bank provided me with everything I needed to make my house a home. I had no idea how important a good night's sleep was until I was forced to sleep on the floor, now I have the energy and motivation to enjoy regular life again. Thank you, United Way." - Margaret

Anyone who had the pleasure of meeting Erna McBride could immediately see she was an unstoppable force. She possessed an extraordinary energy that she dedicated to her family, large group of friends, and many causes. She spent her life helping people and in true Erna fashion, will continue doing so in Niagara for generations to come.

Erna spent her years volunteering, fundraising and advocating for a great number of charities and causes. She had a knack for seeing a need, and the devotion to try to fill it - from supporting low-income seniors or adults with autism, to feeding children in Haiti - Erna had many passions.

Erna and her husband, Jack, were long-time supporters of United Way, contributing significant funds over more than 35 years. In her later years, Erna became more involved in United Way events and special initiatives and she never missed an opportunity to engage her friends. She understood the value of supporting United Way, and the complex needs that are the focus of our investments. Erna passed away in August of 2021, shortly after her 90th birthday. The legacy of philanthropy that Erna and Jack have left behind is incredible, but perhaps their greatest gift of all is through The Forever Fund, United Way's endowment fund. The Erna

> low-income seniors received grants to improve their health and well-being in 2021

### THANK YOU TO OUR COMMUNITY

#### **CORPORATE SUPPORT & FOUNDATION GIFTS**

#### \$100,000 +

Agriculture and Agri-Food Canada Local Food Infrastructure Fund The Branscombe Family Foundation Rose City Seniors Foundation

#### \$50,000 - \$99,999

Algoma Central Corporation General Motors St. Catharines **Propulsion Plant** RRPC Innovation Foundation Anonymous - 1

#### \$25,000 - \$49,999

The Brown Homestead in association with the Humeniuk Foundation John Deere Canada ULC MNP The Ontario Paper Thorold Foundation Rankin Construction Inc. **RBC** Financial Group Scotiabank

#### \$10,000 - \$24,999

The Anita Project **BMO** Financial Group CIBC

Canada Ltd. David S. Howes Fund at the Niagara Community Foundation Desiardins Edward J. Freeland Foundation Enbridge Gas Inc. Equipment Corps Inc. George Darte Funeral Chapel Inc. J.P. Bickell Foundation Meridian Credit Union QuartzCo Shark Marine Technologies Inc. Stolk Construction Ltd. The St. Lawrence Seaway Management Corporation TD Bank Group Employees' Community Fund at THK Canada Limited

Costco Wholesale

#### \$5,000 - \$9,999

13<sup>th</sup> Street Winery Boggio Family of Pharmacies Canada Life Canadian Niagara Power Inc. City of Port Colborne Cogeco Connexion Court Holdings Limited Durez Canada Inc. Hatch Ltd. HOCO Entertainment & Resorts Intact Financial Corporation

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#### \$1,000 - \$4,999

Alectra Utilities Apotex Bell Canada Brian Cullen Motors Ltd. Brock Ford Sales Ltd. Canadian Federation of University Women St. Catharines Can-Eng Furnaces International Ltd. Chapman Murray Associates **Cooper Wealth Management** Durward Jones Barkwell & Company LLP E.S. Fox Limited Enterprise Rent-A-Car ETFO Niagara Occasional Teachers' Local Fairview Animal Clinic Falls Chevrolet Cadillac Ltd. Flett Beccario LLP

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#### Sue Burch Foundation Director

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#### **IN-KIND SUPPORT**

Acushnet Canada Inc. Algoma Central Corporation **Beatties** Bell Canada Boathouse/Hotline Apparel Boggio Family of Pharmacies Brewer's Paradise Brian Cullen Motors Ltd. Brock University Glenn & Heidi Burgess Calhoun Sportswear Cherry Hill Club

#### **Rose City Seniors Centre Foundation:** supporting United Way providing aid for Welland seniors

In September 2021, the Rose City Seniors Centre Foundation officially dissolved and left behind a legacy of meaningful support for seniors in Welland. United Way Niagara is honoured to receive the remaining assets from the Foundation as we continue their goal of helping seniors when it is needed most.

The funding has already been put to good use through an outreach program delivered by Faith Welland Outreach. The organization runs a weekly senior's outreach program, among others, aimed to engage low-income seniors. The program provides activities, meals, lunch kits and food hampers to help supplement those living on low, fixed incomes. This particular program serves about 200 seniors.

Foundation Chair, Rick Bayliss, expressed his gratitude to current and past Board Members for their efforts that have benefited members of the Welland community over the years.

2021 Board Members: Rick Bayliss, Nancy Curran, Jenny Chehowski, Cheryl Maurice, Joan Scott, Barbara Sabucco and Ann Huffman.

#### THE ONTARIO PAPER THOROLD FOUNDATION SHOWING **LOCAL LOVE SINCE 2017**

Despite closing in 2017, after 104 years of operation, the spirit of The Ontario Paper Co. in Thorold is kept alive through The Ontario Paper Thorold Foundation, a volunteer-run organization which has been supporting the community for 25 years. These funds will help United Way meet the challenge of local poverty head-on as we work to support the most vulnerable people in our community.

Today, Foundation Directors include Adrian Barnet, Suzie Bowles, Sue Burch, Ron Hartle, Sherri Loucks, Angelo Ruscitti and Wayne Shepard.

#### "Helping the community is a good feeling, and it's one thing we all take so much pride in. To carry on the values and legacy of The Ontario Paper Co. means supporting important charities like United Way."

Claraderma Medical Aesthetics Niagara Falls Farmers Market & Laser Clinic Denis Cahill Photography District School Board of Niagara Dobbie's Florist Limited Elite Island Resorts F45 Training Niagara-on-the-Lake Jessica Friesen gennext 91.7 GiantFM Greater Niagara Chamber of Commerce Greg Frewin Theatre John Deere Canada ULC Keurig Canada Inc. Kiwanis Club of St. Catharines Lamar Advertising Company Locomotive Marketing Inc. Metro, Lakeshore Road (St. Catharines) Metroland Media Group Ltd. Meyers Fruit Farms MNP Move 105.7 News Talk 610 CKTB Niagara Catholic District School Board Niagara College Canada Niagara Falls Craft Distillers

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#### PHILANTHROPIST CIRCLE

Acknowledging individuals who have made cumulative gifts of **\$25,000** or more to United Way over the last five years.

Akram Askoul Peter & Fern Boldt Glenn & Heidi Burgess WU Adam & Gayle Burke David & Ruth Burtnik John & Sue Bylhouwer Carol & Mike Clarke WJ Frank & Beverley Cooper Santo D'Agostino Linda Dal Bianco & Gordon Jarvis WJ Dan & Donna Dargavel Floretta Dark George O. Darte III Paul & Joyce Eckel Bill & Nancy Elkin Greg & Trish Finn WU John & Stacy Gotts Matt Greenway & Elaine O'Reilly

Frances Hallworth WU Jacob & Katherine Hildebrand Ted & Maureen Hoxie J. Robert (Bob) Lavery Harriet & John Lehnen Pam & Craig Lilley John & Kathryn Lye WJ Fraser & Karen MacKay WU David McBride The Late Erna McBride Janet Partridge Peter W. Partridge & Poppy Gilliam The Jasmine & Kevin Patterson Family Foundation Mike Plyley & Gail Macpherson Peter Ramm & Helen Staal Tom A. Rankin Robert & Margaret Reid WU

Sam & Robin Ridesic WU Gini & Tim Rigby Gregg A. Ruhl Mark & Carrie Sherk Sean & Stephanie Simpson Domenic & Patrizia Trapasso WI Keith & Tammy Vandenberg Norris Walker Carol Walker George Waters Carolyn & Paul Weiss Ed & Barb Werner Sheryl Wherry Tom Whitelaw Jim & Laurie-Ann Whitnall Ellen Wodchis WU Anonymous - 7

#### Visionaries (\$100,000+)

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The Late Erna McBride Anonymous - 2

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Pioneers (\$5,000 - \$9,999)

Akram Askoul Mr. & Mrs. Roy & Janet Baldwin Peter & Fern Boldt

Mike and Carol Clarke were introduced to United Way Niagara through friends and neighbours, Anita and Joe Robertson, after moving to the area. It was at a reception at Anita and Joe's home where they learned about United Way's work in Niagara. The rest is history. Mike and Carol immediately took an interest and wanted to be more involved. Mike has since taken on a number of volunteer roles on the Campaign Cabinet, Community Investment Panel and the Golf Committee while Carol has been involved in The Anita Project.

Mike & Carol Clarke Volunteers

### **LEGEND**

The donor names that appear in RED are members of the Red Feather Society and have been supporting United Way for 20 years or more. If you have been giving for 20 years or more but your name does not appear in RED, please contact our Donor Relations Manager at 905.688.5050 ext. 2113. Thank you for your loyal support!

The donor names that appear with the ₩U symbol are members of ₩OMEN UNITED<sup>™</sup>. Women United is an inclusive, vibrant community of change makers bound together by a powerful sense of belonging - to one another, to the community and to the mission of transforming the lives of women and their families. For more information or to join Women United, please contact our Donor Relations Manager at 905.688.5050 ext. 2113.

### **THANK YOU!**



### THANK YOU TO OUR DONORS

#### **MAJOR GIVING SOCIETY**

Acknowledging individuals who have made annual gifts of **\$5,000** or more to United Way.

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#### **CONTINUING THE TRADITION OF GIVING**

"We support United Way Niagara because it amplifies all the great efforts by Niagara agencies and special initiatives to help those in need within our community. The Anita Project is an example close to our hearts."

#### Patrons (\$2,500 - \$4,999)

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Dan Carnegie Ken Chipman Michael & Margaret Connolly Michael Court Melody Cunningham Daniel & Shaeleen DiGirolamo

#### **GIVING BACK**

Women United volunteer and donor, Mel Groom, believes in giving back to the community.

In the fall, Mel and her daughter joined United Way to assemble garden beds and shelves to outfit one of 11 new greenhouses across the region to support food sustainability.



Left to right: Jackie Sanche, Sherri Stokes, Linda Dueck and Cheryl Wyllie.

### Linda Dueck Volunteer

Fiona Dunbar W

Jennifer & Peter Feren Ellen Gabel Arthur L. Haines Matthew A. Hennigar Kevin Jong & Graeme Dargavel Sue Kelcey Ryan Kelly John & Margaret Krall Andy Kurcz Joann B. Lidstone Richard & Lynne Liptrap Mike & Kellie Lopinski Shelley Marchand Joe Kenny & Karen McAllister-Kenny WJ Cheryl McCormick WU James & Susan Miles Catherine & Michael Mondloch WU Mary Monette Graham & Laura Morrison Nancy Nenadovich Rolf Normandin Andy & Debi Paul John & Jan Potts Barbara Sainty Anamitra Shome Steve Silverman Brenda Tattrie Nathanial Taylor Kim Thompson Mike & Jane Trojan Hoi Wong Anonymous - 12

"As retired educators we still care deeply about children and their needs and we felt privileged to take part in this worthwhile United Way program."

#### Builders (\$1,500 - \$1,999)

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#### Arthur Bicknell Terry & Cathy Boak

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Barclay & Lilli Holbrook

Jie Han

Mel Groom and daughter, Kathryn, volunteering at a greenhouse build.

Mel Groom Volunteer

"As a resident in Niagara, I feel a strong commitment to give back to the community that I live and work in. Supporting and volunteering with United Way gives me the opportunity to do that."

#### **CARING IS SHARING**

"Caring is sharing" is the motto of the Retired Women Teachers of Ontario organization.

United Way supporter, Linda Dueck, along with fellow members of the Niagara Falls branch of the Retired Women Teachers of Ontario, assisted in packing 2,000 School Supply Kits for the return to school in September.

Kelly Humes Tim & Janice Jones WU Joshua Juel Kurt Klein Shawn Knutt Heidi Koch Joe & Yvette Kushner Tom & Sharon Laviolette Wendy Leger Linda Lowry Thomas & Deena MacDonald Ross Macfarlane John MacLellan Alison & Bruce MacTavish Deborah L. Maloney Francine M. McCarthy Michelle McGinn Joan & Gus Medina Bettina Medland Grant & Marilyn Minard Joseph E. Patchett Larry Pearce Ed Pomeroy Jim & Bonnie Powell Peter Rainville Alan & Donna Ralph Angela & Lloyd Redekopp D'Arcy Schnekenburger Keith & Anne Shaver Jim & Nancy Sissons Pam Skinner Ed & Linda Smith Alvin & Cindy Stark David & Sonia Stevenson Edward Thompson Mary Turner W

Ryann Vassallo Mike Veldhuizen Andrew & Jennifer Walker Rob & Kathie Welch Keith Wood Mr. & Mrs. R. Wright Anonymous - 7

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Sam Hoodless, with General Motors St. Catharines employees, volunteering for the School Supply Kits program in August 2021.

Sam Hoodless Volunteer

"I have always told myself that if I was in a position to do so, I would help where I could - because I don't know what I would do if I didn't have the support that I am privileged to have. United Way supports children and youth in Niagara, filling gaps in our community, without them many people wouldn't have that safety net. That's why I volunteer with United Way."

**Richard Frayne** Ian Freeman Donald Fretz Scott Frick Frank Fucile Jacqueline Fuentes Drew Furtney Susan Gabel Suzanne Gabriel **Richard Gark** Geert Gevaert Gabriel Ghabour Jennifer Gilby Matt, Grace, Sydney & Donna Gill Lori Gingerich Andrew Glavac Ashley & Valerie Gnys Brenda Godfrey Nelson & Louise Godin Edward W. Goerzen Dave Gollwitzer Neta Gordon Tracey C. Goslin Corey Gosselin The Late Stewart Greavette Julie Gregory Grant Grice Brad Griffin Les & Sue Griffis Peter Groppino Susan Grunner

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