

TRANSFORMING

SOUTH WESTERN ALBERTA COMMUNITIES 2017 IMPACT REPORT



United Way
Lethbridge &
South Western Alberta

OUR MISSION

**TO ORGANIZE THE
CAPACITY
OF PEOPLE TO
CARE
FOR ONE ANOTHER**

OUR VISION

WE ENVISION COMMUNITIES WHERE EVERYONE WORKS AS A TEAM TO:

- ENSURE POVERTY IS TEMPORARY
- HELP INDIVIDUALS AND FAMILIES LIVE HEALTHY LIFESTYLES
- GIVE CHILDREN AND YOUTH THE TOOLS THEY NEED TO REACH THEIR FULL POTENTIAL



In 2017, there were 88 United Ways and Centraides operating in Canada, in addition to United Way of Lethbridge & South Western Alberta. Each one provides services to its own local area and immediate surrounding communities.



A MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS, AND THE DIRECTOR OF OPERATIONS

The past year has been one of transformation, not just for United Way, but for South Western Alberta communities as a whole.

- Although still the highest in Alberta, reports are showing a small but critical decrease in Lethbridge's child poverty rate, from 19.2% to 16.3%, suggesting that poverty reduction efforts are working.
- We continue to face an unprecedented opioid crisis. Many community organizations have banded together with the City of Lethbridge, ARCHES, and Alberta Health Services to actively address it. Many other organizations, including United Way are standing by to deliver information, and support to the public through any, and all available channels.
- Supportive and affordable housing is high on the priority list, and community organizations are motivated to seek out, and secure funds to address homelessness for the most at-risk and in-need sub-populations.

Together we are driving forward with intent and purpose to create a brighter future. Read on to discover more about the lead role you, as a donor, play in transforming the lives of thousands of people and families by:

- **Helping** to alleviate the burdens of poverty and enabling people to find and access resources needed to move into a financially stable future.
- **Giving** people with mental illnesses and disabilities, and their families the power to navigate local and government resources, and be included in the community.
- **Making** supportive and safe places available for children and youth, with trustworthy adults, emergency housing, and tools for school.

We are thankful for our many community agency partners who, each and every day, are on the front lines, providing high-quality services, and transforming people's lives.

We've not been without our own challenges this past year. However, as our Annual Fundraising Campaign approaches, we are aiming higher with the goal to do more, be more, and give more in support of communities in South Western Alberta.

Lethbridge and South Western Alberta is our home - its people are our friends and family. We will not quit on our journey to building strong, healthy, welcoming communities for all who live here.

We are so proud to have you, our donors, community partners, and funded agency partners, standing alongside us, strong and **UNITED** in our mission.

Thank you, and most sincerely,



MAUREEN BURKE
CHAIR, BOARD OF DIRECTORS



JANELLE MARIETTA-VASQUEZ
DIRECTOR OF FUND DEVELOPMENT & OPERATIONS



CHILD POVERTY RATES, AGES 0 TO 17 ACROSS URBAN AREAS IN ALBERTA (Statistics Canada, 2017):

- Calgary: 13.6%
- Edmonton: 15.1%
- Red Deer: 14.5%
- **Lethbridge: 16.3%**
- Wood Buffalo: 9.6%
- Medicine Hat: 15.4%
- Grande Prairie: 12.8%

A photograph of an oil pumpjack in a green field under a blue sky. The pumpjack is a large metal structure with a long arm and a counterweight, used for extracting oil. The field is lush and green, and the sky is a clear, bright blue with a few wispy clouds. The overall scene is a mix of industrial and natural elements.

1200+

INDIVIDUAL AND CORPORATE DONORS IN 2017

THANK YOU TO OUR INDIVIDUAL AND CORPORATE LEADERSHIP DONORS!

Gifts at the Leadership level of \$1,200 or more help fuel our work across the community, and ensure a stable source of funding is available to support local, community programs.

LEADERS OF THE WAY (ANNUAL)

- Titilola Aiyegbusi
- Tolu Balogun
- Rachel Foster
- Harry Gross
- Randi Gross
- Kristie Kruger
- Chris Murray
- Kim and Sonny Nakashima
- Ron Sakamoto
- Judy Schrempf
- Peter Stewart
- Brian Wichers
- Chad Zentner

INDIVIDUAL DONORS (2017)

- Olufemi Aiyegbusi
- Anonymous
- John Arnold
- Mark Brown
- Scott Burns & Burnco Family Foundation
- Allan and Fran Caldwell
- Lorne Charlesworth
- Kevin Floate
- Wayne Holmen
- Sharon Jensen
- Dr. André Laroche
- Evelyn Lyon
- Bruce Mackenzie
- Lawrence Porter
- Dr. Robert Strank
- Jacki Tarr-Nagy

CORPORATE DONORS

- ATB Financial
- Bayer Inc. Canada
- Burnco Rock
- CIBC
- Costco
- DuPont Pioneer
- Farm Credit Canada
- FloorRight Interiors Ltd.
- Fortis Alberta
- Government of Canada Workplace Charitable Campaigns (GCWCC)
- Lethbridge Iron Works Co.
- Melcor Developments Ltd.
- Murray Auto Group
- National Bank Financial
- RBC Foundation
- RBC Royal Bank
- Scotiabank
- Servus Credit Union

- Shell Canada
- Suncor Energy Foundation
- Sun Life Financial Inc.
- TD Canada Trust
- Tilor Enterprises



In 2017, the service area covered by United Way of Lethbridge & South Western Alberta had a total population of about 198,080 people.
-Government of AB, Municipal Affairs Populations Lists (2017)



POVERTY TO POSSIBILITY

Programs and services helping people and families avoid or move out of poverty.



FUNDED PARTNERS

Crowsnest Pass Women's Resource & Crisis Centre - Operations

Fort Macleod Kids First Family Centre - Thrifty Kitchen

Interfaith Food Bank - Baby Bundle Program

Lethbridge Food Bank - Mindful Munchies

St. John Ambulance - Gift of Safety, Vehicle Restraint Program

1808

The number of **unique individuals accessing services** at the Crowsnest Pass Women's Resource & Crisis Centre since February, 2017.



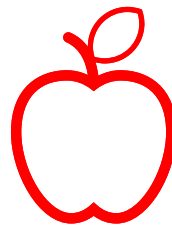
"I started coming to the food bank a year ago, a little while after I became pregnant. Being relatively young (19 years old), and on bed rest for my entire pregnancy, I was in need of a lot of support! A monthly hamper and baby bundles helped me to have enough for my family."

-Interfaith Food Bank Baby Bundle Program Participant

DID YOU KNOW?

In 2017, Alberta had the highest participation rate and employment rate among all Canadian provinces. The Lethbridge-Medicine Hat region had the lowest unemployment rate in the province at 5.7%.

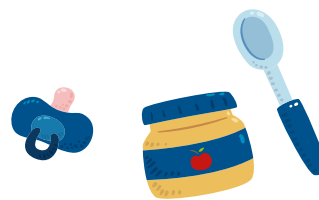
-2017 Annual Alberta Regional Labour Market Review (work.alberta.ca)



24 Individuals took part in the Thrifty Kitchen program at Fort Macleod Kids First Family Centre, **impacting 24 families** through support and knowledge on buying and cooking nutritious, whole foods.

\$250

The average cost of a 3 in 1, adjustable car seat that can be used for children from birth to age eight. St. John Ambulance **distributed 13 car seats to low-income families** in 2017 to ensure safe transportation for children.



Since August 2017, Interfaith Food Bank's Baby Bundle Program has supported **206 pregnant mothers and 497 infants** with upsized food hampers, health and safety supplies, and baby food/formula.



Since October 2017, over **29,152 school lunches have been provided** to 16 schools/agencies through Lethbridge Food Bank's Mindful Munchies program, ensuring that nutritious food is available to children throughout the school day.

HEALTHY PEOPLE STRONG COMMUNITIES

Programs and services promoting supportive family relationships,
positive mental health, physical well-being, inclusion and accessibility



FUNDED PARTNERS

CNIB - Low Vision Program

Crossroads Healing Centre - Tackling Troubles Together & Hope For Hurting Hearts

Foothills SNAPS - Family Support Program

Inclusion Lethbridge - Community Navigator & Family Managed Resource Centre

MS Society - Support Services

SAIPA - Self-Advocacy Workshops

SASHA House - Recreation Program & Support for Complex Cases

Schizophrenia Society of Alberta - Peer & Family Support Programs



The Recreation program at SASHA House provided opportunities for **meaningful, daily activity for 44 individuals with severe and persistent mental illness**. Participants are encouraged to take part in group and individual activities, and to access community recreation facilities when they are comfortable doing so.

250

The number of **individual people accessing SAIPA's Self-Advocacy workshops** in 2017. Topics have included self-advocacy, basic computer use, sexual health, knowing your rights, and more.



Crossroads Healing Centre's Tackling Troubles Together **supported 24 parents and teens in developing effective family communication skills**, and provided a safe, group environment to connect with peers.



In 2017, **82 individuals and families found information and resources** for people with developmental disabilities through the Family Managed Resource Centre and Community Navigator Program at Inclusion Lethbridge.

71

Families in the Claresholm area accessed support and resources through Foothills SNAPS' Family Support program for parents and siblings of individuals with disabilities.



In 2018, support groups operated by the Lethbridge Chapter of the MS society are making the **transition from staff-led to peer-led**, allowing staff to engage with those affected by MS on a one-to-one level more frequently.

60

The number of people assisted by CNIB's Low Vision program which helps **individuals gain a better understanding of their conditions and maximize their remaining vision**, maintain independence and stay active in the community.

DID YOU KNOW?

About 1 in 100 people will have some form of schizophrenia in their lifetime. It is 10 times more common than AIDS, sudden infant death syndrome and melanoma combined.

*-Schizophrenia Society
of Alberta*

ALL THAT KIDS CAN BE

Programs and services supporting school readiness, in and after-school supports, mentoring, healthy development, emergency shelter



FUNDED PARTNERS

Big Brothers Big Sisters of Lethbridge & District - Traditional Mentoring

Boys and Girls Club Of the Foothills (Crowsnest Pass) - When the Bell Rings After School Program

Claresholm FCSS - Youth of Tomorrow

Crowsnest Pass Literacy Foundation - Pre-K Home Visit Program

UR Amazing Ministries - Amazing Youth

Wood's Homes - Extended Daytime Hours



The Crowsnest Pass Literacy Foundation Pre-K Home Visit program **assisted 7 families with low-literacy skills** in readying children for school, and helping parents develop the confidence, skills, and resources to incorporate literacy into daily, family life.

1280

Instances of walk-in and phone crisis resource support at Wood's Homes since April 2017. In addition, 79 youth were supported with emergency shelter bed use in the past year.

75

The number of children in active traditional matches in 2017 through Big Brothers Big Sisters of Lethbridge & District. There were an additional 41 children on the waiting list to be matched with mentors.



"While volunteering together, I get a sense of humility. Helping others helped me get my first job at A&W and I've been loving it ever since. The Youth of Tomorrow teen centre has given me meaningful things - family, friends and humility. The Youth of Tomorrow has made me a better person."

-Youth of Tomorrow Group Participant

736

The number of visits to the Youth of Tomorrow Teen Centre in 2016-2017.

The Centre, hosted in Claresholm at The Station gives youth a safe place to socialize, make friends, get homework help, learn and relax during after-school hours.



In 2017, 46 children in the Crowsnest Pass took part in local after-school activities facilitated by the Boys and Girls Club of the Foothills. The Club is now licensed by Alberta Child Care, and provides a safe place, adult mentors, food access, and fun activities for children and youth.

121

The impact footprint of the Amazing Youth (AY) program in Lethbridge's Westminster Neighbourhood. Participating youth develop positive relationships with one another, and adult role models, leading to improved self-confidence and the realization that their contributions at home are important, in spite of negative influences that may exist.

1130+

**VOLUNTEER HOURS WORKED IN
SUPPORT OF UNITED WAY IN 2017**





The employees at Murray Chevrolet Cadillac are steady and consistent in their generosity! In their two most recent United Way campaigns, they've reached 75% employee participation, resulting in a triple company match. In the 2017-2018 Campaign, employees pledged nearly \$30,000 to United Way's Community Fund, and thousands more to other registered Canadian Charities through United Way's Donor's Choice program.

Pictured L to R: Chris Murray (Owner, Murray Auto Group), Joan Firestone (Murray Auto Group), Rachel Foster (United Way Board of Directors), Janelle Marietta-Vasquez (United Way Director of Fund Development & Operations)



Lethbridge Iron Works Co. is "Fluent in Iron" and fluent in philanthropy, pledging over \$10,000 to United Way's Community fund each year to support local programs for people and families.

Since its inception, Chillin' 4 Charity has raised over \$100,000 for United Way's Community Fund. In October 2017, The U of L Management Students' Society took a dive into icy, cold water and raised over \$2,000 for United Way.

L to R: Wyatt Hawkins (VP Marketing, MSS), Christian Blott (President, MSS), Leila Methot (Incoming President, MSS), Janelle Marietta-Vasquez (United Way Director of Fund Development & Operations)



In terms of donor numbers, Costco tops them all with over 150 individual donors at the Lethbridge store. In their 2017 Campaign, employees pledged over \$13,000 to United Way's Community Fund, and thousands more to other registered Canadian Charities through United Way's Donor's Choice program.



2017 BY THE NUMBERS

1,258



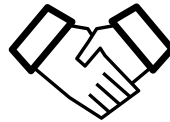
Pairs of socks donated during the 2017 Toasty Toes Sock Drive organized by the Alberta College and Association of Chiropractors.

500



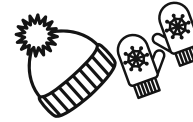
Unused Hurricanes season tickets donated, allowing 500 individuals, families and children to attend United Way Game Day and cheer the 'Canes on.

22



Programs funded at 19 different United Way Partner Organizations in the 2017-2018 funding year.

385



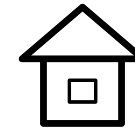
Winter coats and other winter items donated during the 2017 Coats for Kids & Families Collection.

52



Donated backpacks given to children and youth to tote their school supplies and personal belongings.

28



Communities in South Western Alberta, including Lethbridge, whose residents accessed United Way-funded programs in 2017.

300



Guests of United Way able to attend a Lethbridge Bulls baseball game at no cost.

11



Leaders Of the Way signed on in 2017, each committed to donating \$1,200 or more annually.

13



Allocations Committee volunteers who put in more than 20 hours each to read, evaluate and discuss funding applications, and helped decide where United Way support would be directed in 2017-2018.

289



Individuals took part in United Way's Poverty Simulation, as a participant or volunteer, to experience for a short time what it's like to live with a low income.



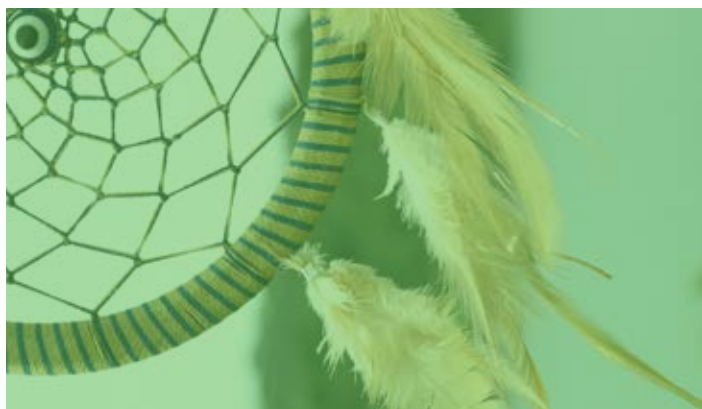
You see us at every home game of the Lethbridge Hurricanes regular season. By purchasing raffle tickets to win a signed Hurricanes or Calgary Flames player jersey at each game of the 2017-2018 season, Lethbridge Hurricanes fans have raised over \$30,000 for United Way's Community Fund.

Pictured L to R: Terry Huisman (Business Manager, Lethbridge Hurricanes), Vance & Darren Malchow (Friends of United Way) Janelle Marietta-Vasquez (United Way Director of Fund Development & Operations).



The Hurricanes home-opener and the start of playoff season wouldn't be complete without a tailgate BBQ to kick things off. Jason and Dave LaChance of Brown's Socialhouse (South And West Lethbridge) have fed nearly 600 hungry 'Canes fans in the 2017-2018 season, and raised \$2,548 for United Way's Community Fund.

L to R: Janelle Marietta-Vasquez (United Way Director of Fund Development & Operations), Jason LaChance (Brown's South), Dave LaChance (Brown's West), Connolly Tate-Mitchell (United Way, Marketing & Comms).



Over the time I've been attending the grief and loss group, I've learned different breathing exercises, and visual meditation that helps calm me down. I'm learning to understand how I am feeling. When an Elder came in, she taught me about letting yourself feel. She made me feel like it was OK to cry. She also helped me give advice to a close friend who experienced loss. The facilitators are welcoming and understanding. They give advice that really works.

-Crossroads Healing Centre - Hope For Hurting Hearts Program Participant



Attendance at Lethbridge's two **Project Connect** events in March and November 2017 topped 720 attendees. The twice-a-year event provides access to community resources, information, and supports in one location. Participants were referred by over 20 different service providers in the Lethbridge area. There were 65 service agencies represented at each event.

*-Data analyzed and compiled by
Olu Awosoga and Mitchell Hall
(Project Connect Volunteers)*

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United Way
Lethbridge &
South Western Alberta

1277 - 3rd Avenue South
Lethbridge, Alberta T1J 0K3
P: 403-327-1700
E: together@lethbridgeunitedway.ca

lethbridgeunitedway.ca



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