

Your gift creates the opportunity for a better life for all...

- ... a young girl develops leadership skills
- ... a family receives counseling to cope with their grief
- ... a local family improves their nutrition
- ... a child with a learning disability improves their literacy skills
- ... a senior remains independent in their home
- ... a woman is given shelter from domestic violence

Your gift to United Way does ALL of this and so much MORE!

"I support United Way because it is a great way to ensure that my charitable giving will be used efficiently where it is most needed in our community."

George Keter
Chief Executive Officer
Affinity Credit Union

Short-term strategic investments to meet vital or emerging community needs are made annually through United Way. Current short-term funding recipients are:

- Community Legal Assistance Services for Saskatoon Inner City Inc. (CLASSIC)
- Computers for Kids Canada Inc.
- READ Saskatoon
- Saskatchewan Association for the Rehabilitation of the Brain Injured (SARBI)
- Saskatoon Community Youth Arts Programming Inc. (SCYAP)
- Saskatoon Food Bank & Learning Centre
- Sexual Health Centre Saskatoon
- Core Neighbourhood Youth Co-op (CNYC)
- Saskatoon Society for the Protection of Children Inc. (Crisis Nursery)
- Saskatoon Student Wellness Initiative Toward Community Health (SWITCH)
- White Buffalo Youth Lodge

The following local human service agencies receive ongoing annual operating funding through United Way.

- Autism Services
- Big Brothers Big Sisters of Saskatoon & Area
- Boys & Girls Clubs of Saskatoon
- Canadian Mental Health Association – Saskatoon Branch Inc.
- Canadian Paraplegic Association – Saskatoon Branch
- Canadian Red Cross Society – Saskatoon Branch
- Catholic Family Services of Saskatoon
- CHEP
- CNIB
- Community Living Association Saskatoon Inc.
- Cosmopolitan Industries
- Crocus Co-operative
- Elizabeth Fry Society
- Epilepsy Saskatoon
- Family Service Saskatoon
- Girl Guides – Saskatoon Area
- John Howard Society of Saskatoon
- Learning Disabilities Association of Saskatchewan
- Maggie's Child Care for Teen Parents
- Saskatchewan Abilities Council – Saskatoon Branch
- Saskatchewan Deaf & Hard of Hearing Services – Saskatoon
- Saskatoon Community Mediation Services
- Saskatoon Crisis Intervention Service Inc.
- Saskatoon Friendship Inn
- Saskatoon Indian & Métis Friendship Centre
- Saskatoon Interval House
- Saskatoon Open Door Society
- Saskatoon Services for Seniors
- Saskatoon Sexual Assault & Information Centre
- The Avenue Community Centre for Gender & Sexual Diversity
- YMCA Saskatoon
- YWCA Saskatoon

United Way of Saskatoon & Area's mission is to improve lives and build community by engaging individuals and mobilizing collective action.



We believe... for a community to be truly great, **it must be great for everyone.**



100 - 506 25th Street East
Saskatoon, SK S7K 4A7
P | 306-975-7700
F | 306-244-0583
E | office@unitedwaysaskatoon.ca
www.unitedwaysaskatoon.ca





Our United Way believes for a community to be truly great, it must be great for everyone. As a member of a movement committed to community impact, United Way of Saskatoon & Area works to bring about long-term improvements to the quality of life in our community, the place we call home.

To achieve this end, United Way works to help change happen. We focus on underlying causes of social issues, work to shift attitudes and we help others increase their assets and characteristics so that they are resilient.

Our United Way engages the community's resources – financial, time and knowledge. We create opportunities for dialogue and inclusion, we build partnerships, we tackle pressing issues, we embrace diversity and, most importantly, we share what we know.

In all that we do, our United Way continues to be driven by and focused on our four priorities.

PRIORITY:
Addressing the root causes of poverty and alleviating its impact.

"We can't view poverty simply as a financial issue. It also means having less access to resources and supports, which can make you feel powerless and marginalized from the rest of society. Addressing poverty is the responsibility of a responsible community," Vanessa Charles, First Voice Representative, Saskatoon Poverty Reduction Partnership.

Poverty is a complex problem that cannot be addressed effectively by any one agency. The Saskatoon Poverty Reduction Partnership is a collaboration of local organizations, including United Way, that work collectively to address the many factors of poverty and change how the issue is perceived by our community. Before this Partnership, each organization was working on only one piece of the puzzle. Now, organizations are working together in pursuit of a common vision.

"United Way is not one cause or issue. It is about taking a look at our community and understanding the gravity and interconnectedness of all the social issues we face. It's about looking beyond the quick fixes and focusing on long-term solutions."

David Waugh
General Manager
Mosaic Potash Colonsay



Close to one in four children in Saskatoon lives in poverty.

PRIORITY:
Creating a community where families feel safe.

Over 600 children and their families are involved in mentoring relationships through Big Brothers Big Sisters, one of the local agencies that receive long-term funding through our United Way.



Mentored youth are more likely to graduate from high school, have fewer arrests and not engage in drug use.

PRIORITY:
Supporting access to literacy and skills training and creating opportunities for people to learn from one another.

"Reading is a basic survival skill. If you can't admit you have a problem, you won't be able to fix it. Without programs like this and support from United Way, we'll be stuck on the same page," Lorne Smokeyday, READ Saskatoon participant.



More than a third of all adults in our community experience daily challenges because of low literacy.



PRIORITY:
Creating a community where everyone can fully participate regardless of ability/disability, age, race or where they live.

The number of Aboriginal peoples in our community grew by 6% between 2001 and 2006. Saskatoon has the second highest percentage (9% in 2006) of Aboriginal residents of major Canadian cities with more than half (55%) of this population ages 24 or younger.

Engaging these youth and integrating this burgeoning population into the labour force is critical. We are responding. With the advice and support of the United Way Strength of Spirit Advisory Committee, we have developed an Aboriginal relations strategy. We are investing financial and human resources to build respectful relationships, knowledge, capacity and understanding between United Way and the Aboriginal community. United Way believes a great community is an inclusive community where everyone can participate.



More than one quarter (28%) of Saskatoon residents indicate they have personally been a victim of racial discrimination.