

# WHY UNITED WAY? BECAUSE IT'S WHERE YOU LIVE.

## Priority Areas

### **Addressing the root causes of poverty and alleviating its impact.**

Key investment areas:

- Addressing hunger
- Addressing the growing gap between rich and poor
- Housing
- Reducing unemployment
- Reducing health disparities between neighbourhoods
- Reducing child poverty

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

Key investment areas:

- Working with kids in school
- Increasing access to educational opportunities

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

Key investment areas:

- Engaging youth
- Increasing accessibility
- Recognizing the important role of arts and recreation in the quality of life
- Increasing respect and appreciation for cultural diversity and addressing racism, particularly towards aboriginal people.

### **Creating a community where families feel safe.**

Key investment areas:

- Encouraging the police and the community work together
- Addressing drug and alcohol problems
- Ensuring youth are valued and accepted
- Striving for reduced crime

## All Donations Make A Difference

**\$2.00 a week** allows a young girl, who otherwise would not be able to, the opportunity to develop her skills in the Girl Guides program.

**\$5.00 a week** provides a local family with one CHEP Good Food Box every month.

**\$7.00 a week** provides a person with a visual impairment with library services.

**\$11.00 a week** provides a child with a safe place to have fun after school at a Boys and Girls Club.

**\$15.00 a week** provides a child with a learning disability the chance to learn to read.

**\$17.00 a week** provides a woman in crisis with food, clothing and shelter for one week at the YWCA.

**\$19.00 a week** provides weekly housekeeping visits for a senior citizen to remain independent at home.

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



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The United Way strategically invests in a reliable network of human service agencies as well as in sustainable solutions to the root causes of social issues. As the largest non-government funder of health and social services in Saskatoon, donors can be assured that the United Way knows the needs of our community and is responding to them. Your dollar is invested in this community through the Community Fund, Community Initiatives Fund and Community Building programs.

## Community Fund

The United Way of Saskatoon and Area provides funding to over 500 programs and services offered by human-care service agencies in Saskatoon addressing investment areas that reflect our four priority areas. These priorities for investment were established for the United Way through a community-wide engagement process.

The allocation process for your donation is unique to the United Way and is the hallmark of our accountability to donors. Thirty volunteers from diverse sectors of our community put in over 1,000 hours every year ensuring your donation is going to where it will have the greatest impact in our community.

## Community Initiatives Fund

Working to respond to the ever-changing needs of our community, the United Way of Saskatoon and Area provides short-term strategic funding to projects that address new and emerging issues. Requests are carefully evaluated by experienced United Way volunteers with support from the United Way staff.

## Community Building

The United Way of Saskatoon and Area is a leader in understanding the root causes of social issues and bringing together people and resources to find solutions.

United Way Community Building deals with complex community issues. It means bringing all sectors to the table to tackle such issues as poverty, racism, and improving the lives of young children and their families.

Some of the initiatives we are involved in include:

### 211 Saskatchewan

211 is an easy-to-remember telephone number that connects people to a full range of non-emergency social, health and government services in their community. A service or program can't be of help to you if you don't know it exists. 211 is the solution as it will provide a person at the other end of the phone who knows all the services available and can refer a caller to the service that can help. Twenty-four hours a day, three hundred and sixty-five days a year, trained information and referral specialists answer 211 calls, assess the needs of each caller, and link them to the best available information and services.

The United Way of Saskatoon and Area is leading the charge to bring 211 to Saskatchewan. We know from research that on average it takes a person 7 telephone calls to find a service that helps but with 211 help is received with one call.

### Volunteer Saskatoon

Volunteer Saskatoon, a service of the United Way of Saskatoon and Area, offers a range of programs and services to support and promote volunteerism in our community. Volunteer Saskatoon helps to optimize the volunteer experience by supporting volunteers, not-for-profit organizations and corporate volunteer programs. Services offered by Volunteer Saskatoon include: working with the voluntary sector to develop training and support for volunteers; working with organizations in leadership development, recognition, networking, and volunteer referral; and helping to find a volunteer experience that fits the volunteer.

### A Collaborative Poverty Elimination Strategy

The United Way of Saskatoon and Area, in partnership with the Community University Institute for Social Research (CUISR) and key, local community leaders, is leading the way to tackle the reality that many in our community, including children, are living in poverty. The best and most sustainable solutions will come when the community, including the United Way, pulls together. A collaborative poverty reduction strategy based on local research and expertise is the ambitious goal of this community building work of the United Way.

## United Way of Saskatoon & Area's Funded Agencies

Autism Services

The Avenue Community Centre for Gender & Sexual Diversity

Big Brothers Big Sisters of Saskatoon & Area

Boys & Girls Clubs of Saskatoon

Canadian Mental Health Association, Saskatoon Branch

CNIB

Canadian Paraplegic Association, Saskatoon Branch

Canadian Red Cross Society, Saskatoon Branch

Catholic Family Services of Saskatoon

CHEP

Community Living Association Saskatoon (CLAS)

Cosmopolitan Industries

Crocus Co-operative

Elizabeth Fry Society

Epilepsy Saskatoon

Family Service Saskatoon

Girl Guides, Saskatoon Area

Habitat for Humanity, Saskatoon

John Howard Society

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 Services

Saskatoon Friendship Inn

Saskatoon Indian & Métis Friendship Centre

Saskatoon Interval House

Saskatoon Open Door Society

Saskatoon Services for Seniors

Saskatoon Sexual Assault & Information Centre

Tamara's House

YMCA Saskatoon

YWCA Saskatoon



The first time Jeff met Elvis, he had no idea it was the beginning of a ten year friendship. Elvis had been matched up with Jeff in the Big Brothers program when Jeff was just 10 years old. Now, ten years later, Jeff and Elvis are still friends who hang out even though the "official" program ended two years ago.

"Big Brothers give kids who don't have a father figure someone to look up to. You see kids who don't have anyone there and they kind of run wild, don't lead that great a life; but if you have someone there, someone to look up to, you can keep yourself out of trouble, and I think you definitely go down a more positive path," says Jeff.

Elvis joined the program because he believes that it is important to support youth and be a positive role model. "I wanted to strive to be a positive and upbeat person and someone that could be counted on. It started out (with Jeff) as a one year commitment and one became two, and eight years later we've graduated from the program and are still friends today," says Elvis.

**United Way is proud to support the important programs and services provided by the Big Brothers Big Sisters of Saskatoon and Area.**

