



**United Way**  
**Alberta Capital Region**

2015 COMMUNITY INVESTMENT & IMPACT SUMMARY REPORT

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June 2016

## INTRODUCTION

This report is a brief summary of United Way of the Alberta Capital Region's Community Investments and the impact those investments had on our community in 2015.

United Way is uniquely positioned to provide leadership and accountability around investments in the community; these investments are critical to the long-term, sustainable success of our region.

As part of our stewardship process, community partners report annually on programs that receive United Way funding. The information submitted includes (but is not limited to):

- Agency Audited Financial Statements
- Agency Annual Report
- Funded Program Report
- Common Outcomes Report

In combination with annual site visits conducted by United Way staff, the Funded Program and Common Outcomes reports help to provide insight about the impact funded programs are having in the Alberta Capital Region. This process allows us to be accountable for investments made and ensure that funded programs are helping to create pathways out of poverty for members of our community.

The contents of this summary are based on investments made, reports submitted and information gathered from annual visits. This report is a summary of the information as it relates to clients accessing United Way funded programs and the impact these programs had on clients.

A big **Thank you** to all our funded community partners. In addition to providing essential supports to clients they take the time to evaluate program activities, outputs and outcomes and share them with United Way. We are grateful for all their hard work.

An additional **Thank you** to the Common Outcomes committees made up of funders and agency representatives. Without the combined efforts of the committees regarding the Common Outcomes Report much of this report would not be possible.

For further information about the contents of this report or the reporting process please contact:

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**United Way**  
Alberta Capital Region

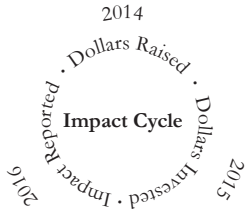
## 2015 COMMUNITY INVESTMENT & IMPACT SNAPSHOT

We are pleased to share this summary of United Way Community Investment and Impact in the Alberta Capital Region during 2015.

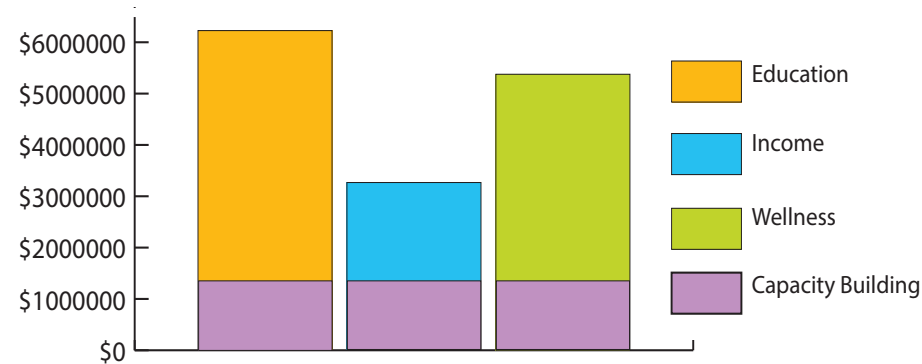
**PATHWAYS OUT OF POVERTY** - United Way of the Alberta Capital Region investments support our community in the following three Focus Areas:

- Education** - Helping Kids be All They Can Be
- Income** - From Poverty to Possibility
- Wellness** - Healthy People, Strong Communities

The three focus areas are assisted by community building efforts and funded **Capacity Building** organizations & programs that help to enhance the sector's ability to create pathways out of poverty.



**INVESTMENT SUMMARY** - The following is a summary of how United Way funding was invested in our 3 focus areas<sup>1</sup>



- 32** Funded Programs & Partnerships
- 23** Funded Programs & Partnerships
- 37** Funded Programs & Partnerships
- 11** Funded Programs & Partnerships

**2015 IMPACT** - Funded Partners report annually on the allocations they receive. The following is information from these reports on the clients impacted by United Way funded programs & partnerships.



### NUMBER OF UNIQUE PARTICIPANTS<sup>2</sup>

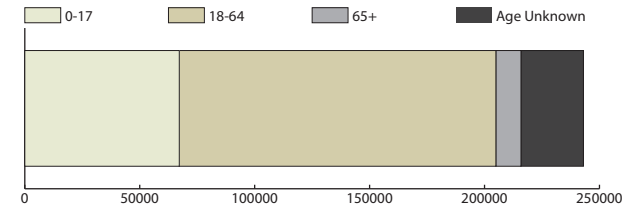
**243,024** Unique Participants were supported by United Way funded programming in the Alberta Capital Region.

Of the total Unique Participants reported:

**9,977** participants were Aboriginal<sup>3</sup>

**5,922** participants were Immigrant and/or Refugee<sup>3</sup>

### AGE RANGE OF CLIENTS



### ALBERTA CAPITAL REGION<sup>4</sup>

Of the total Unique Participants reported:

**7,458** participants are from St. Albert

**3,432** participants are from the City of Fort Saskatchewan

**16,774** of participants are from Sherwood Park & Strathcona County

**3,554** of participants are from Leduc & Leduc County

**2,831** of participants are from Stony Plain, Spruce Grove & Parkland County

**6,446** of participants are from communities listed as Other (e.g. Beaumont, Morinville, Surrounding Reservations, etc.)



### DID YOU KNOW...



**12,424** back packs were discretely and respectfully distributed to students in need through *Tools for School*.

**5,800** coats were donated throughout the Alberta Capital Region through *Coats for Kids and Families*.

**58,832** calls were responded to by **211**, providing callers with information and referrals to programs & services available in the Alberta Capital Region.

<sup>1</sup> This chart does not include donor directed giving and represents focus area program and partnership expenses only. For complete Audited Financial statements please visit myunitedway.ca

<sup>2</sup> A unique participant is a participant in a program who receives direct services. Some programs are unable to track the 'unique' number of participants so this number is not exhaustive of the work in our community and does not take into consideration participants that access multiple programs.

<sup>3</sup> Many Agencies choose not to ask participants to identify their cultural background and as a result we know the numbers of Aboriginal, Immigrant & Refugee clients are significantly under-reported.

<sup>4</sup> Not all funded partners ask clients to identify what community they are from. These numbers are based on the 53 programs that do track this information and, as a result, we know that the numbers of clients from around the Alberta Capital Region are higher.

## COMMUNITY IMPACT SNAPSHOT CONTINUED

**2015 OUTCOMES<sup>1</sup>** - The following is a summary of information from reports submitted by Funded Partners on client outcomes<sup>2</sup> for United Way funded programs & partnerships.

### EDUCATION

#### Children & youth have developmentally appropriate skills.

**92%** of participants demonstrated age/developmentally appropriate skills in the following areas: personal/social skills, gross motor skills, fine motor skills, appropriate problem solving skills, and coping skills.

**79%** of school age participants surveyed demonstrated school readiness skills (e.g., age-appropriate literacy, numeracy).

#### Participants have knowledge of child development.

**96%** of parents/caregivers identified activities that are appropriate for their child(ren)'s development (e.g., what activities they would encourage children to do, or do with their children, at a particular age/stage)

**96%** of parents/caregivers identified ways they can interact with their child(ren) in a way that matches his/her level of development (e.g., read to child(ren), engage interactive play in home or community).

#### Participants are supported in meeting their basic needs.

**84%** of participants accessed housing that was (1) safe, (2) adequate, (3) affordable, (4) permanent - in either independent or supported living arrangements, as appropriate to their needs (e.g., their physical, mental or social health: economic situation).

**100%** of participants accessed nutritious food for themselves and/or their children (e.g., fruits, vegetables, multiple food groups).

**92%** of participants accessed resources that address financial issues (employment opportunities, career counselling, financial literacy).

**96%** of participants accessed resources that address safety (e.g., protection from physical, emotional, or financial abuse; assistance with daily living tasks as needed).

#### Participants have knowledge of community resources.

**88%** of participants asked for information about or referral to one or more community resources that addressed their information or service needs.

**88%** of participants identified one or more specific community resources that addressed their information or service needs (e.g., could be for parenting, relationships, mental health, physical health, basic needs, abuse, community connections, or other issues).

#### Participants have the skills needed to address identified issues.

**86%** of participants report an increased capacity to solve day-to-day problems and challenges.

**57%** of participants reported being able to cope with day-to-day stress.

**65%** of participants reported having personal characteristics that are likely to help them address their identified issues.

<sup>1</sup> This is a sample and not exhaustive of all outcomes reported in 2015. Agencies reported on up to 4 (out of 18 possible) outcomes for every United Way funded Program.

<sup>2</sup> Overall, Funded Partners attempted data collection 392,748 times (a client can be surveyed more than once during a program). These outcomes are the positive change of clients that responded to surveys for that particular indicator.

**2015 TRENDS** - Agencies are asked to report annually on trends impacting their programs & clients. The following themes emerged from the information agencies submitted.

### PROGRAMS

Overall, funded partners reported that during 2015 there was an increase in demand for programs, often resulting in increased wait times for clients. Fundraising & staff retention continue to be challenges for not-for-profits in the Alberta Capital Region.

### CLIENTS

While agencies identified numerous issues impacting clients the following were the top 5:

1. Housing.
2. The impact of the downturn in the economy.
3. Mental Health.
4. Substance Abuse.
5. Clients presenting with increased complexity of needs.

**2015 PROGRAM DELIVERY** - It takes a village to support a community. United Way funded programs and partnerships reported the following staff and volunteer<sup>1</sup> contributions towards service delivery outcomes in the region.

### EMPLOYEES

The social services sector is a vital sector in our community. In 2015 United Way funded partners alone reported **418.71** full time equivalent employees working to create Pathways out of Poverty for those they serve.

### VOLUNTEERS

Volunteers play a significant role in supporting the sector. They provide agencies with the additional support needed to operate programs in our community. In 2015, **13,801** volunteers contributed **366,381** hours of time to support United Way Funded programs & partnerships.

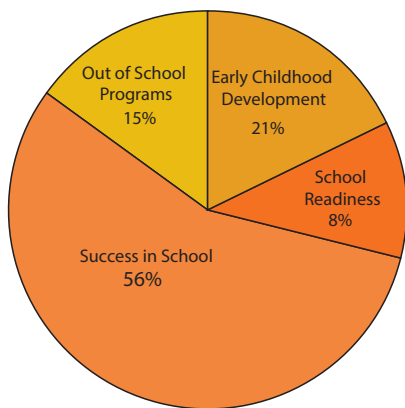
<sup>1</sup> Not all funded programs reported this information and as a result these numbers are under-reported.

# EDUCATION - ALL THAT KIDS CAN BE.

**FOCUS AREA SUMMARY** - United Way helps to create Pathways out of Poverty in our community by investing in three focus areas. Together with funded partners, government and community organizations, United Way identified 12 Desired Results for our community - four within each of the three focus areas. This section provides an overview of the Education Focus Area and desired results United Way invested in during 2015.

## INVESTMENT SUMMARY

### FUNDING BY DESIRED RESULT



### NUMBER OF FUNDED PROGRAMS & PARTNERSHIPS BY DESIRED RESULT

Early Childhood Development - 6  
 School Readiness - 7  
 Success in School - 12  
 Out of School Programming - 7

### PERCENT OF TOTAL PROGRAM FUNDING THAT IS FROM UNITED WAY

8%-50% - 13 programs  
 51%-75% - 6 programs  
 76% - 100% - 11 programs  
 Unknown - 2 programs

## IMPACT SUMMARY

### DESIRED RESULTS

#### Early Learning & Development

- Increase access to quality, early childhood development opportunities for children aged 0-3.
- Increase the number of children entering school with age-appropriate early literacy skills.

#### Success in the Middle Years & High School Completion

- Increase the number of children and youth who have access to the community supports they need in school.
- Increase the number of children and youth who participate in quality out-of-school time programming.

### POSITIVE CHANGE

Funded partners were asked to elaborate on what positive change looked like for clients. Here are some examples of positive change for clients in the Education Focus Area.

- Teachers and principals reported students participating in the School Nutrition Program had an increased attention span and greater participation in class. Students have shown an overall improvement in academic performance and teachers have seen a decrease in behavioural incidents.
- Parents share that their children and youth are able to better communicate, and get along better with their siblings and peers at school. Parents also have shared that stress has decreased in their home due to their child's continued development of coping and problem solving skills. Children and youth participated in a variety of recreational activities (variety of sports, games) that have assisted in developing age appropriate fine and gross motor skills.
- Through interactions and observations of children, staff are able to develop/plan activities that address fine/gross motor skills, language acquisition, social-emotional development, and cognitive needs. These plans/activities are posted in each child's activity room and shared with parents. Staff take pictures of children engaging in each activity to provide more specific information about the activities. This provides opportunities for parents and staff to engage in conversation about the child's day and to make recommendations for activities at home.
- Positive change in how the caregivers function is related to improved structure due to the incorporation of parents reading to their children as part of their daily routine.

## CLIENT SUMMARY

### NUMBER OF CLIENTS

**67,162** Unique Clients were supported by United Way funded programming in this focus area.

Of the total Unique Clients reported:

**4,262** participants were Aboriginal<sup>1</sup>

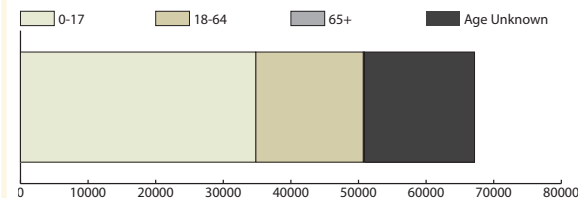
**4,276** participants were Immigrant and/or Refugee<sup>1</sup>



### CLIENTS BY DESIRED RESULT

Early Childhood Development - 7,259  
 School Readiness - 6,637  
 Success in School - 48,684  
 Out of School Programming - 4,582

### AGE RANGE OF CLIENTS



### CLIENT QUOTE

"...I also have to thank my daughter's teacher and all of the assisting staff for helping my amazing little girl. I am so thankful for all of their input and help with her education and growth...The leaps and bounds of difference with my child's speech is amazing..." *Parent of program participant.*

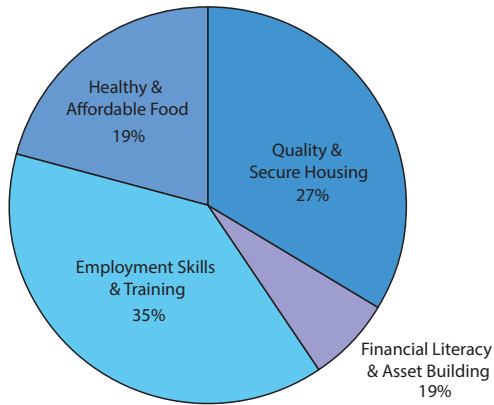
<sup>1</sup> Many agencies choose not to ask participants to identify their cultural background and as a result we know the numbers of Aboriginal, Immigrant & Refugee clients are significantly under-reported.

# INCOME - FROM POVERTY TO POSSIBILITY

**FOCUS AREA SUMMARY** - United Way helps to create Pathways out of Poverty in our community by investing in three focus areas. Together with funded partners, government and community organizations, United Way identified 12 Desired Results for our community - four within each of the three focus areas. This section provides an overview of the Income Focus Area and desired results United Way invested in during 2015.

## INVESTMENT SUMMARY

### FUNDING BY DESIRED RESULT



### NUMBER OF FUNDED PROGRAMS & PARTNERSHIPS BY DESIRED RESULT

Financial Literacy & Asset Building - 4  
 Employment & Skills Training - 9  
 Quality & Secure Housing - 6  
 Healthy & Affordable Food - 4

### PERCENT OF TOTAL PROGRAM FUNDING THAT IS FROM UNITED WAY

3%-50% - 12 programs  
 51%-75% - 1 programs  
 76% - 100% - 10 programs

## IMPACT SUMMARY

### DESIRED RESULTS

#### Housing Security

- Increase the number of people who are able to access and maintain quality housing.

#### Food Security

- Increase the number of people who are able to access healthy, affordable food.

#### Employability & Workforce Participation

- Increase individual capacity to obtain & retain employment that provides for basic economic security.

#### Financial Literacy & Asset Building

- Increase individuals' understanding & capacity to manage personal finances and build assets.

### POSITIVE CHANGE

Funded partners were asked to elaborate on what positive change looked like for clients. Here are some examples of positive change for clients in the Income Focus Area.

- Newcomers to the community shared they have a greater sense of belonging; and job seekers report that as a result of finding the right job, at the right place they gain a sense of belonging.
- The importance of providing a safe environment, support, resources and encouragement is a lifeline for many disadvantaged individuals in our community. Living on the street can be hard and being able to have a safe place to sit and have a snack, while it seems so basic, is positive change for our clients.
- In addition to getting direct support from Housing Support Staff, young families in the program have described finding new supports within the program.
- There has been a decrease in the incidence of depression among our job seekers as they feel like they are contributing members of society. As such, they are more aware of how they present themselves and seem to have improved hygiene habits.
- Due to the support they received multiple families were able to increase their incomes to the point where they no longer needed rental assistance.
- Following through with action plans, ability to maintain employment and school goals, making healthy decisions that help lead them towards increased independence.

## CLIENT SUMMARY

### NUMBER OF CLIENTS

**65,694** Unique Clients were supported by United Way funded programming in this Focus Area.



*Of the total Unique Clients reported:*

**2,545** participants were Aboriginal<sup>1</sup>

**786** participants were Immigrant and/or Refugee<sup>1</sup>

### CLIENTS BY DESIRED RESULT

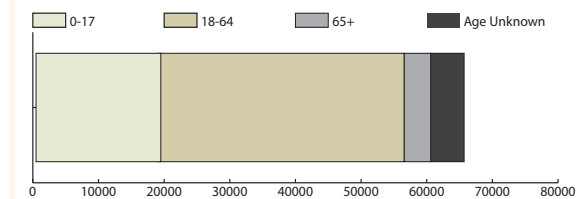
Financial Literacy & Asset Building - **5,355**

Employment & Skills Training - **2,359**

Quality & Secure Housing - **6,454**

Healthy & Affordable Food - **51,526**

### AGE RANGE OF CLIENTS



### CLIENT QUOTE

“Even though I am in debt, there is a way out” - *Financial Literacy Program participant.*

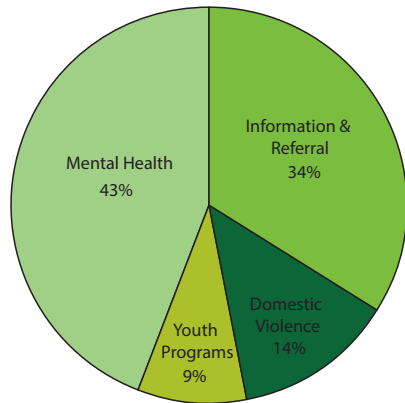
<sup>1</sup>Many Agencies choose not to ask participants to identify their cultural background and as a result we know the numbers of Aboriginal, Immigrant & Refugee clients are significantly under-reported.

# WELLNESS - HEALTHY PEOPLE, STRONG COMMUNITIES.

**FOCUS AREA SUMMARY** - United Way helps to create Pathways out of Poverty in our community by investing in three Focus Areas. Together with funded partners, government and community organizations, United Way identified 12 Desired Results for our community - four within each of the three Focus Areas. This section provides an overview of the Wellness Focus Area and desired results United Way invested in during 2015.

## INVESTMENT SUMMARY

### FUNDING BY DESIRED RESULT



### NUMBER OF FUNDED PROGRAMS & PARTNERSHIPS BY DESIRED RESULT

Mental Health- **11**  
 Youth Programs - **4**  
 Domestic Violence - **5**  
 Information & Referral - **17**

### PERCENT OF TOTAL PROGRAM FUNDING THAT IS FROM UNITED WAY

4%-50% - **21** programs  
 51%-75% - **7** programs  
 76% - 100% - **9** programs

## IMPACT SUMMARY

### DESIRED RESULTS

#### Safety

- Decrease wait times and improve access to supports for people experiencing abuse and/or domestic violence.
- Increase access to interventions that help youth overcome the challenges they face in resisting and avoiding crime and gang involvement.

#### Mental Health

- Decrease barriers to community based mental health supports.

#### Inclusion & Integration

- Increase access to information about programs and services available in the Alberta Capital Region.

### POSITIVE CHANGE

Funded partners were asked to elaborate on what positive change looked like for clients. Here are some examples of positive change for clients in the Wellness focus area.

- Clients report having the strengths and coping skills to manage day-to-day stress, problems, challenges and their identified issues.
- Many of the youth became more involved and valued their relationship with their assigned youth navigator; and through this process, started to look at building healthy relationships with others. Through this they felt more supported and were able to make better decisions. Youth participants felt more supported and welcomed in the community. Many of the youth who have previously isolated themselves had reported and demonstrated an increased sense of belonging.
- As participants begin to understand the dynamic of family violence they are better able to identify triggers. As this occurs, they are able to incorporate the tools they have learned which assists them with coping on a day to day basis.
- Many inner city seniors live with complex health issues and often experience barriers to accessing healthcare. A majority of program seniors surveyed indicated seeing a doctor or nurse in the past year.
- Clients come back for further support and report that they accessed resources to meet their basic physical and emotional needs.
- Women speak about the stress of coming to court and not knowing how to address their concerns. With the assistance of our team, they speak about the added comfort, and the skills they have developed (including the language and terminology used in courts) and they are much more comfortable with their next appearance.

## CLIENT SUMMARY

### NUMBER OF CLIENTS

**95,013** Unique Clients were supported by United Way funded programming in this focus area.



*Of the total Unique Clients reported:*

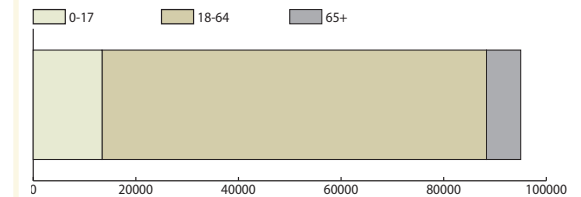
**3,170** participants were Aboriginal<sup>1</sup>

**860** participants were Immigrant and/or Refugee<sup>1</sup>

### CLIENTS BY DESIRED RESULT

Mental Health- **28,607**  
 Youth Programs - **1,747**  
 Domestic Violence- **1,782**  
 Information & Referral - **62,877**

### AGE RANGE OF CLIENTS



### CLIENT QUOTE

“This program has helped me to completely change my outlook on myself and my place in the world...it provided me with a space to develop the tools to cope when things get dark” - *Program participant*

<sup>1</sup>Many Agencies choose not to ask participants to identify their cultural background and as a result we know the numbers of Aboriginal, Immigrant & Refugee clients are significantly under-reported.

## THE ALBERTA CAPITAL REGION

We remain committed to serving communities surrounding the City of Edmonton and working with local citizens to steward resources aligned with our framework. In addition to receiving funded partner allocations, the communities of St. Albert, Fort Saskatchewan, Sherwood Park & Strathcona County and Leduc & Leduc County<sup>1</sup> have their own Investment Committees comprised of local community members that allocate United Way funding directly into their community. Last year these committees invested an additional \$215,000 in their regions.

### ST. ALBERT

**\$190,810** was invested in the following:

#### St. Albert Family Resource Centre

- Family Life Education

#### St. Albert Community Information & Volunteer Centre

- St. Albert Sidekicks Mentoring
- Program Community Information & Referral
- Making things Right

#### St. Albert Food Bank and Community Village

- Rental Assistance Program
- Financial Literacy Training



United Way investments supported **7,458** clients from St. Albert<sup>2</sup>

### FORT SASKATCHEWAN

**\$125,792** was invested in the following:

#### Fort Saskatchewan Boys & Girls Club

- The Bridge Program
- Homework & Tutoring Support Program

#### Fort Saskatchewan Families First Society

- Roots of Empathy

#### Next Step Seniors High

- Next Steps Breakfast/Lunch Program

#### Parent Advocates Linking Special Services

- P.A.L.S.S. Recreation Program

#### Fort Saskatchewan Multicultural Association

- Fort Saskatchewan Multicultural Initiatives

#### Volunteer Programs Association

- Fort Saskatchewan & Area Restorative Justice Program

#### Fort Saskatchewan Families First Society

- Nutritional Enhancement Program



United Way investments supported **3,432** clients from Fort Saskatchewan<sup>2</sup>



### LEDUC & LEDUC COUNTY

**\$91,200** was invested in the following:

#### Leduc & District Food Bank Association

- Food Hamper Program

#### Leduc Boys & Girls Club

- Out of School Program



United Way investments supported **3,554** clients from Leduc & Leduc County<sup>2</sup>

### SHERWOOD PARK & STRATHCONA COUNTY

**\$187,841** was invested in the following:

#### Boys & Girls Club of Strathcona County

- Outreach Youth Worker

#### Strathcona Shelter Society Ltd." A Safe Place"

- A Safe Place Program

#### Saffron - Strathcona Sexual Assault Centre

- Public Education /Educational Program



United Way investments supported **16,774** clients from Sherwood Park & Strathcona County<sup>2</sup>

<sup>1</sup> In 2015, Leduc & Leduc County Investment Committee reviewed applications and made funding decisions to be allocated in 2016.

<sup>2</sup> Not all funded partners ask clients to identify what community they are from. These numbers are based on the 53 programs that do track this information and, as a result, we know that the numbers of clients from around the Alberta Capital Region are higher.



### CAPACITY BUILDING

Capacity Building investments work to enhance the sector's capacity to create Pathways out of Poverty. Through a combination of funding and internally managed programs, these investments provide an invaluable contribution to the social services sector as a whole. Capacity building efforts support all three United Way Focus Areas, helping us achieve our impact objective.

#### Funded Partners

- Community University Partnership
- Edmonton Chamber of Voluntary Organizations
- Edmonton Seniors Coordinating Council
- Edmonton Social Planning Council
- Families First Edmonton
- Mapping and Planning Support Alberta Capital Region

#### United Way Internally Managed Programs

- Discovery & Day of Caring
- Donate-a-Ride
- Coats for Kids & Families
- InKind Exchange
- Labour Partnership
- Stewardship Activity



#### NUMBER OF UNIQUE PARTICIPANTS

**15,155** Unique Participants were supported by Capacity Building Programs in the Alberta Capital Region.

### COMMUNITY BUILDING

There are many community building activities in which United Way staff members are engaged even though direct funding is not provided. These initiatives invite United Way staff members to the table because they know that the expertise provided will benefit the work of the partnership. These activities are often coordinating bodies, problem-solving groups, information sharing or mobilizing efforts. Similar to the programs and partnerships in this report, usually, these efforts are focused on looking for solutions, increasing the capacity of the sector or increasing awareness of issues. The following is a list of groups supported by United Way in a Community Building scope.

- 211 Alberta Steering Committee
- Aboriginal Funders' Liaison Network
- Age Friendly Edmonton Steering Committee
- Alberta Asset Building Collaborative
- Alberta Early Learning and Care Leaders' Caucus
- Alberta Early Years Conference Planning Committee
- Alberta Early Years Learning Series
- Aligning Early Learning & Care (AELC)
- Combat Crime
- Common Outcomes Reporting
- Community Action Team
- Community Initiatives Against Family Violence (CIAFV)
- Community Investment Process
- End Poverty Edmonton
- Funders' Forum
- Funders' Liaison Network (FLN)
- Homeless Connect
- Impact Councils
- Mental Health & Well-being Forum
- National Child Day and Regional Planning Committee
- Nutrition in Schools
- Out-of-School Time Collaborative

#### 2015 CAPACITY BUILDING SNAPSHOT

While the Capacity Building work of our funded partners varies, there are some similarities. The following are examples of activities multiple funded partners are involved with.

**Sector/Issue Newsletters** - Keeping those interested up-to-date about events, trends, opportunities and general information on issues relevant to work being done in our community.

**Presentations, Learning & Networking Opportunities** - Disseminating best practices, learning and issue based information to not-for-profits and the general public.

**Research, Publications & Evaluation** - Conducting research related to social issues and evaluation support to those in the social services sector.

**Training and Development** - Providing low cost or free opportunities for not-for-profit staff and volunteers to enhance personal skills and enhance service delivery.