



**United Way**  
Prince Edward Island

# I M A G I N E I F



All Islanders had access to safe affordable housing and healthy food



All Island youth had hope for a bright future



All Island neighbourhoods were safe and supportive places for everyone

By supporting UWPEI, you are supporting positive change in PEI.

We work to identify and support priority needs based on our three focus areas:

## FROM POVERTY TO POSSIBILITY

**Poverty packs a serious punch.** Once in the cycle of poverty, it can be difficult to overcome and can continue for generations.

### WHY IT MATTERS?

18.2% → PEI's child poverty rate<sup>1</sup>

38% → Island workers are classified as "working poor" - the highest % in Canada<sup>2</sup>

41.1% → One-parent families in PEI are living in poverty<sup>3</sup>

### POVERTY IN PEI IS RELATED TO



- Childhood development issues
- Poor quality of life
- Substance abuse

### HOW WE HELP

Help individuals and families start to escape the cycle of poverty

Improve financial literacy & financial management skills

WE WORK TO

Strengthen supports for low-income individuals and families to find safe and stable housing

Support services for people with mental illness or addictions.

### THE IMPACT WE WANT

INDIVIDUALS AND FAMILIES TO:



Become more financially stable with reduced stress



Have manageable expenses



Have family-sustaining meaningful employment

TOGETHER, WE CAN FIGHT BACK AND KNOCK POVERTY OUT.

## ALL THAT KIDS CAN BE

**Our kids are the future of our Island communities.** To grow into happy, healthy independent adults, they need a little help along the way.

### WHY IT MATTERS?

38% → Of people who use the food bank in PEI are kids<sup>4</sup>

35.7% → Of kids in PEI are considered overweight<sup>5</sup>

30.7% → Of Canadian youth aged 15 to 24 meet the criteria for a substance abuse or mental health disorder<sup>6</sup>

### WITHOUT PROPER SUPPORT



Kids have:

- Increased health risks
- Increased mental health issues
- Higher school drop out rates

### HOW WE HELP

Engage community partners, parents, and children in promoting healthy eating and physical activity

Invest in programs that help build self-esteem and life skills

WE WORK TO

Help build strong peer relationships and introduce positive adult role models

Invest in programs that support school readiness and provide mentorship and leadership opportunities

### THE IMPACT WE WANT

CHILDREN AND YOUTH TO:



Believe in themselves



Make healthy choices



Have less stress in their lives

TOGETHER, WE CAN HELP ISLAND KIDS BE ALL THEY CAN BE.

## HEALTHY PEOPLE, STRONG COMMUNITIES

**Thriving communities are key to the wellbeing of our Island.** By taking an active role in where we live, work and play, we can create Island communities that are happy, healthy, vibrant and safe.

### WHY IT MATTERS?

50% → of Islanders are inactive<sup>7</sup>

43% → of working Islanders lack essential reading and writing skills<sup>8</sup>

1,336 → Newcomers moved to PEI between July 2014 and June 2015<sup>9</sup>

### BY GETTING INVOLVED



Islanders experience:

- Improved health outcomes
- Increased life satisfaction
- Improved confidence in abilities

### HOW WE HELP

Strengthen programming that promotes volunteerism

Support community based services and programming

WE WORK TO

Support community integration and settlement

Engage community members, through awareness raising on health promotion and risk reduction

### THE IMPACT WE WANT

INDIVIDUALS AND FAMILIES TO:



Feel a sense of belonging



Get involved with their communities



Act to positively influence their communities

UNITED, WE CAN BUILD HEALTHY, STRONG, PRINCE EDWARD ISLAND COMMUNITIES

United Way of PEI knows it's possible, because together, we are possibility.

<sup>1</sup>Statistic Canada 2013 | <sup>2</sup>Statistic Canada 2016 | <sup>3</sup>McKillop Centre of Social Justice 2012 | <sup>4</sup>Home and School Federation Annual General Meeting, 2015 | <sup>5</sup>Home and School Federation Annual General Meeting, 2015 | <sup>6</sup>Statistics Canada | <sup>7</sup>Provincial Wellness Strategy and Statistics Canada, 2014 | <sup>8</sup>CBC via The Literacy Alliance, 2015 | <sup>9</sup>Statistics Canada, Department of Finance, 2016