



UNITED WAY OF PRINCE EDWARD ISLAND

2019 Report To Community



United Way
Prince Edward Island



| PRESIDENT MESSAGE

Although it seems like Covid-19 has consumed all of our focus, it has only impacted the last two weeks of our reporting year and will significantly impact the coming year. Much more will be said about the fantastic role the United Way of PEI played in providing leadership and oversight in that time of crisis in next year's report.

The United Way of PEI's mission is to improve the lives of Islanders and build community by engaging individuals and mobilizing collective action. Throughout 2019, our organization was able to live up to the mission through leadership and program development directly impacting our local communities.

Numerous Staff and Board members participated in the Day of Caring on June 7, 2019. This day brought together over 80 volunteers to help with 7 projects across the Island. Day of Caring allows us to roll up our sleeves while introducing donors and funded partners to areas of past projects. It continues to generate positive community relationships and is another way for us to give back, to make a difference and allows our partners to see the impact of their donations within a community.

In October, we presented the second **United By Song** in an evening that allows the importance of the United Way programs to be conveyed by storytellers that have firsthand knowledge of the success of our programs.

Through the Community Fund and its restructured delivery model we were able to provide funding to 10 projects.

Equally as important are the new initiatives developed in 2019 to provide internal strength to our organization.

GARDINER MACNEILL, P.Eng.
President of the Board

The preparation to apply for accreditation with **Imagine Canada's Standards program** allowed for an objective review of our internal operations and allowed us to enhance many of our policies and procedures.

The development of the terms of reference of a **new Marketing Committee** was identified by the Board as a strong requirement to guide the messaging to the public of the community programs available.

While much of 2019 was focused on preparing for the **launch of 211 PEI**, it was March 2020 when this service, in partnership with the Provincial Government, was launched as a valuable resource for all Islanders to help navigate the network of community social, non-clinical health and government services available. With the launch of 211 completed, David Webster decided to retire, and I would like to thank David for his invaluable assistance, service and dedication to our organization. I would also like to take this opportunity to thank our dedicated staff for their commitment to the United Way of PEI. Your enthusiasm, willingness and response is recognized and truly appreciated.

As I leave my position as president, I would be remiss if I did not recognize and thank the members of the Board for their commitment. ***A special thanks to Paul Allen and Rob Lantz who have completed their tenure with the United Way.***

To all our partners and supporters, we thank you and look forward to working with you to collectively create access to safe affordable housing and healthy food, bright futures for our youth, and safe and supportive neighbourhoods for Islanders.





ANDREA MACDONALD
CEO United Way of PEI

| CEO MESSAGE

It is interesting to reflect on the past year, and while we couldn't have anticipated what this year would bring, I'm proud that in the face of the devastating COVID-19 global pandemic, now more than ever, our focus on supporting our most vulnerable and building strong resilient communities has remained and we have stepped up.

Throughout the past year, we worked diligently to ensure that the funds entrusted to us by the community are invested in programs that make a measurable difference. We are proud to share the impact of this funding in this report.

We were incredibly proud to launch 211 PEI in March of this year. This an initiative that has been in development for quite some time. Thanks to the partnership and funding from the provincial government, Islanders now have the ability to find the services they need when they need them.

United Way of PEI is dedicated to making important social issues like poverty and social exclusion unignorable in our community. In March when the pandemic hit, United Way of PEI was able to act quickly to address the severe impact of COVID-19 thanks to government partnerships and your generous gifts. We couldn't do this alone. Our efforts have been amplified by neighbours helping neighbours; our volunteers and partners out in the community who help us deliver urgently needed services.

Looking forward, we know that the coming year will be extremely challenging. We are facing adversity, but the COVID-19 pandemic is also presenting us with the opportunity to explore new forms of innovation, experiment with delivering services in new ways, while continuing to support the charitable sector throughout the recovery period and beyond. **Throughout this work, it is our promise to you that we stay transparent and accountable, with a 100% local focus.**

UNITED WAY OF PRINCE EDWARD ISLAND

Ensuring everyone has the opportunity to reach their full potential. Igniting the desire in everyone to improve lives and build strong communities.



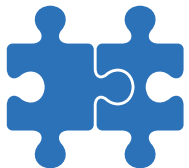
INVESTOR

Strategically funding local non-profits that are effective, innovative, flexible & collaborative.



ADVISOR

Advising, leveraging and aligning other funders/investors to achieve the greatest possible outcomes for our community.



BUILDER

Help non-profits be stronger and more resilient. Help with outcome measurement and skills & development.



FUNDRAISER

Creating meaningful partnerships with local businesses, unions, foundations and individuals to solve social problems.



CONNECTOR

Connecting companies and individuals to create social changes on the issues that matter most to them.

KEY FACTS

4

focus areas: reduce poverty, help kid & youth, enhance mental health & wellness, and reduce social isolation

10

programs were funded to support Islanders in need in 2019.

90

United Way of PEI is hyperlocal and part of a national network of 90 across Canada.

1,000s

of individuals and families have been impacted by United Way funding.

SHOW YOUR LOCAL LOVE

Thank you for helping us make local issues **#unignorable**

LOCAL ISSUES CAN BE EASY TO IGNORE

HELP MAKE THEM **#UNIGNORABLE**

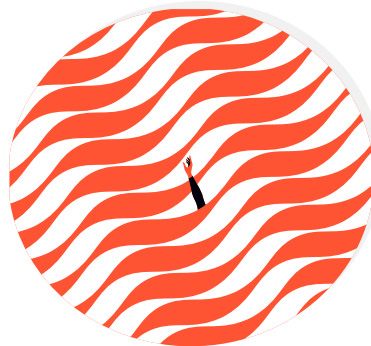
We love where we live, but our community faces growing challenges, like poverty, social isolation, youth unemployment and mental illness. Given the harm that these issues bring to our friends, neighbours and fellow community members, we can't ignore them any longer.



Close to **1 in 4 children** on PEI are living in poverty.



38% of homeless people on PEI are youth ages 16-19.



About **1 in 4 young people** aged 9-19 in Canada live with a mental illness.

By showing your local love, you are helping make local issues **#UNIGNORABLE.**

SHOW YOUR LOCAL LOVE

Your generosity powers United Way of PEI's work in the community. It allows us to tackle persistent, **#UNIGNORABLE** issues that are preventing far too many individuals and families across PEI from getting ahead. When you show your local love for community, you're helping create pathways out of poverty so that everyone can thrive.

Whether you supported the campaign by giving a personal donation, by helping to plan campaign activities or by attending special events, our local community has benefitted from your local love.

Thank you for giving back to the places where we all live, work and raise our families. Thanks for making local issues **#UNIGNORABLE**.

| LOCAL LOVE, LOCAL IMPACT

In 2019, thanks to the generosity of donors like you, the United Way of PEI was able to provide funding and support to **10 programs from 8 organizations across the Island**. The impact of these programs is reflected in the many inspiring personal stories of resiliency, recovery, and transformation.

| ABEGWEIT FIRST NATIONS: THE ABEGWEIT MI'KMAQ YOUTH ACHIEVE STRATEGY

A community-based, partnership-driven strategy that engages youth and community stakeholders in the development of programs, activities and initiatives designed to ensure youth have what they need to be **healthy and successful**.



Approximately **60 YOUTH** were reached through the development of the strategy and its programming/activities on a weekly basis.



75% of youth in the community participated in the development of the strategy.

| PEERS ALLIANCE: PEI QUEER YOUTH COLLECTIVE

The PEI Queer Youth Collective offers the Island's only community-based youth group specifically for LGBTQ2+ youth (ages 12 to 18) and their allies. The program offers a low-barrier social support system designed to promote **community connection, community leadership, resiliency and psychosocial well-being** for participants, with group meetings currently held in Summerside, Tignish and Charlottetown.



78 YOUTH engaged with the PEI Queer Youth Collective Program from Sept 2019 - March 2020



95% of program participants report that the program helps them connect with the broader LGBTQ2+ community



80% report that the program helps them make new friends and maintain friendships

REACH FOUNDATION: REACH FOR THE STARS

An innovative and intensive after-school program for youth in junior high that provides activities and supports for students experiencing **mental health and addiction challenges**.

10  **AT RISK!**

10 AT-RISK YOUTH were selected to participate in the Reach for the Stars program in order to gain valuable life-skills and connections in a positive, supportive environment

CNIB: RETHINK RECREATION

Recreational activities and programs are provided to **Islanders with vision loss to help increase their quality of life**. Participants are offered the opportunity to gain skills and develop meaningful relationships, with the goal of decreasing feelings of isolation and depression.

45 

45 ISLANDERS experiencing vision loss made new connections while attending CNIB's monthly social



Living Safe Life Skills Program



Tandem Biking



Movie Night



Snowshoe Group



Yoga Classes



Walking Group



Audiobook Club




Monthly Social

8 UNIQUE AND ENGAGING PROGRAMS were offered to Islanders experiencing vision loss, including the Living Safe life skills program, tandem biking, movie night, a snowshoe group, yoga classes, a walking group, an audiobook club, and the monthly social.

“ I’ve met so many new people and spent time with the ones I love! There’s such a strong sense of community with these people that I have yet to find anywhere else, it was such an amazing time and I can’t wait to go for the rest of my life! ”

*- Age 14, Charlottetown
PEI Queer Youth Collective
Participant*



“The program had offered me an opportunity to be more active and actually include fun in my life. If we didn’t have these programs, I’d just be bored all the time and more isolated from people. I’ve been struggling with a lot of personal matters, so the program actually helped distract me from their negative impacts and gave me the strength and courage to keep fighting through them, just knowing that around the corner was something to look forward to. Something that I can enjoy. ”

- ReThink Recreation Program Participant

SIERRA CLUB: WILD CHILD FOREST SCHOOL

Wild Child provides opportunities for kids to get active in an unstructured outdoor environment with trained facilitators. Activities support healthy child development by **encouraging prosocial behaviours, improving coping skills, increasing confidence, enhancing emotional development and promoting outdoor physical activity.**

BOYS & GIRLS CLUB OF CHARLOTTETOWN: KID FOOD NATION

Kid Food Nation is a food skills initiative, designed for kids aged 7-12 years, which aims to help improve food skills and support healthy eating habits by empowering and educating kids, parents and families to **develop practical knowledge and experience related to planning, preparing and cooking healthy meals and snacks.**

155 

155 ISLAND KIDS from low-income families in need were able to participate free-of-charge thanks to funding from United Way

96%



96% of parents noticed changes in their child's confidence around managing risk and unfamiliar situations

68%




68% of kids learned to cook from a recipe

All kids were able to recognize more **FRUITS AND VEGETABLES** after the program, and were more willing to try new things.



“In Kid Food Nation I learned how to cook and make different foods, but mostly I learned how to work together with other people. I really learned a lot.”

- Age 13, Kid Food Nation Program Participant



“ My pediatrician recommended Wild Child for my hyperactive 3 year old. I had just had knee surgery and my daughter needed to be challenged and engaged. She is a runner, and this led to unsafe situations with my knee - unfortunately, I was on social welfare and couldn't afford the program. I am so grateful for the free spot provided to me by United Way. It made my child's entire spring, and mine too. Thank you so, so much. ”

- Parent of Wild Child Program Participant

BOYS & GIRLS CLUB OF SUMMERSIDE: THE NUTRITIONAL BREAKFAST PROGRAM

The Nutritional Breakfast Program operates **Monday-Friday from 6:30am - 8:30 AM** year-round, providing children with a healthy, hearty breakfast, physical activity, time with friends, and homework support. Members also receive transportation to the club and school, along with healthy food for their lunches if needed.

BOYS & GIRLS CLUB OF SUMMERSIDE: GOLDEN OPPORTUNITIES

Golden Opportunities provides kids from low-income families who are unable to participate in traditional team sports the opportunity to play at no cost. Participants receive **training, play against other teams, and experience a sense of belonging, all while enhancing mental health and having fun.**

165 

165 KIDS started their school day off right with safe transportation, a healthy breakfast, help with homework, and physical activity thanks to the Nutritional Breakfast Program

7 

7 DIFFERENT SCHOOLS across PEI participated in the program

240 

240 KIDS got the opportunity to play team sports at no cost

100%  

100% of participants completed their 14 week program

“Breakfast at the Club is the best! My favorite thing to have is breakfast burritos with fruit. It’s amazing!!!”

- Chris, Age 9, Nutritional Breakfast Program Participant

A photograph of a woman and two children sitting on a checkered floor, all giving thumbs up. The image is overlaid with a semi-transparent red filter. The woman is on the left, a young boy is in the center, and a young girl is on the right. They are all smiling and looking towards the camera.

“ Due to the fact that I’m a single mother of 3 with no vehicle, it’s extremely difficult to register my children for sports teams in our community. Thanks to the Golden Opportunities program, my children get to be a part of a sports team that is FREE of cost and that looks after transportation. This is a dream come true for me and my children, and many other families in our community! ”

- Parent of Golden Opportunities Participant

BOYS & GIRLS CLUB OF SUMMERSIDE: PROJECT BACKPACK

A free program that supplies nutritious food, healthy living information, education materials, and recipes to families in our community who are experiencing food insecurity.

Backpacks are dropped off to participating families weekly, filled with a wide variety of healthy food and snacks.

PEI HOME AND SCHOOL FEDERATION: THE PEI SCHOOL FOOD PROJECT

The PEI School Food Project focuses on providing healthy local meals in schools and food education opportunities, while making sure all families can **access high quality, healthy school food through a “pay-what-you-can” model.**

40 

40 LOW-INCOME FAMILIES

received healthy meals and recipes on a weekly basis

100%  

100% of participants attended educational seminars to learn about healthy eating, food preparation and shopping on a budget

6 

6 PILOT SCHOOLS across PEI were supported through the new “pay-what-you-can” model to help families access healthy affordable lunches

“Project Backpack continues to be a staple program for our Club, with tremendous positive impact for our participants. With support from the United Way of PEI, we are able to support 40 families in Summerside and surrounding area, so they are able to feed their families nutritious food from Friday – Monday, and learn how to budget and spend the money they have wisely in order to stretch the dollar when it comes to grocery shopping. ”

- Adam Binkley, Executive Director, Boys & Girls Club of Summerside

LAUNCH OF 211 PEI

Helping islanders make
the connection.

In March 2020, the United Way of PEI, in partnership with the Province of Prince Edward Island, officially launched the new **211 PEI service** as a valuable resource to help Islanders navigate the complex network of community, social, non-clinical health and government services available across the Island.

211 PEI will help those in need **"find the right door the first time"** by connecting them to human services quickly and easily. The 211 PEI service is now fully active, providing Islanders and service providers with access 24/7 by **calling 2-1-1** or searching the website at **www.pe.211.ca**.

"211 PEI will be a valuable resource for Islanders looking to connect to the services they need to both survive and thrive. Having options to connect, including the ability speak to an information specialist to help them identify their needs and find resources, will be so helpful for Islanders to navigate the many programs and service available across the Island. "

- Andrea MacDonald, CEO of the United Way of PEI.

211 PEI IS

Free | Confidential
Available 24/7/365 in
more than 100 languages



UNITED BY SONG 2019

Four stories of courage and resiliency. Four inspiring songs. *One unforgettable evening.*

The United Way of PEI's 2nd annual **"United by Song"** took place on October 16th at the Confederation Centre of the Arts, and was a great success thanks to the support of everyone involved.

United by Song is a celebration of our community and a thank you to those who help make it a better place through support of the United Way.

This year, four brave individuals shared their empowering personal stories with four local artists, who then wrote and debuted an original song inspired by the strength and resiliency of the storyteller, shining a light on the critical issues, diversity, possibility and talent found right here at home.

I THIS YEAR'S STORYTELLERS



Nick MacIntyre
CNIB, ReThink
Recreation



Drew Acorn
PEERS Alliance,
PEI Queer Youth
Collective



Jessica Praught
Reach Foundation



Andre Bruyneel
Sierra Club,
Wild Child
Forrest School

I THIS YEAR'S SONGWRITERS



Logan Richard
"Worst for Wear"



**Jenni & The
Hummingbird**
"I Drew, I Drew"



Fraser McCallum
"Melt the Ice"



Jill Chandler
"Journey in Eastsizing"



John Connolly
**Finale "United
by Song"**



United by Song

“ This event brought me to tears - serving as a reminder that we never know what our fellow Islanders may be experiencing in their lives, but that with support from organizations such as United Way, community and one another, there is always hope and opportunity. ”

- Natalie Jameson, MLA for Charlottetown-Hillsborough Park

| DAY OF CARING 2019

In 2019, we were grateful to more than **80 volunteers** **completing 7 projects** supporting a variety of non-profits across the Island. Volunteers helped plant trees, worked at the PGI Golf Tournament, assisted with yard and garden clean up, landscaping and more!

| Initiatives were supported at the following locations:

Habitat for Humanity
Cornwall and Area Watershed Group
Bedeque Bay Environmental Management Association
PGI Golf Tournament for Literacy
Boys and Girls Club of Summerside
Blooming House
Anderson House

| Huge thank you to our volunteers for showing their local love:

RBC
TD
Red Shores
BMO
Veterans Affairs Canada
Medavie Blue Cross



SHARING STORIES OF IMPACT

Speaker's Bureau

The United Way of PEI's Speakers Bureau project was created to combat pervasive negative stereotypes and promote educated dialogue around the community implications and costs of poverty and social exclusion.

In summer 2019, we worked closely with **7 individuals** involved in United Way funded programs to empower them to share their personal stories as part of a speaker's bureau. Each participant worked on developing a presentation that reflected their personal experiences and identified issues important to them. Presentations were delivered to community groups and workplaces in a way meant to help educate, inspire and ignite local change.

Participants were provided with opportunities to develop leadership skills, communication tools, and confidence required to contribute to increasing the diversity in community leadership.

A special thanks to RBC for providing funding for this special project!

2019 Speakers Bureau:

Rory Starkman, PEERS Alliance: PEI Queer Youth Collective

Drew Acorn, PEERS Alliance: PEI Queer Youth Collective

Ryley MacWilliams, Home and School Federation: School Food Program

Hannah Geherel, Sierra Club: Wild Child Forest School

Lisa Murphy, CNIB: ReThink Recreation

Nick MacIntyre, CNIB: ReThink Recreation

Carly Levy, Boys & Girls Club of Charlottetown

“ Working with the United Way of PEI's Speakers Bureau was one of the most eye-opening and rewarding experiences of my life. Hearing the stories of others, while also getting to share mine, was an incredible opportunity for me, and I would do it again in a heartbeat! ”

*- Drew Acorn, Age 18,
Speakers Bureau and United
by Song Storyteller 2019*

COVID-19 EMERGENCY RESPONSE

Throughout the pandemic, the United Way of PEI collaborated with local government, other funders, and the community sector to ensure there were no gaps in essential services or emergency needs unmet, while acting as a trusted partner in administering government funding to those most in need.

When the pandemic first became a reality in March, the United Way of PEI responded quickly by partnering with the 11 United Ways across Atlantic Canada to launch the Atlantic Compassion Fund.



atlantic
business
interiors



I \$250,000

The Province of PEI invested \$250,000 into the Atlantic Compassion Fund based on the United Way's experience and ability to quickly adapt our investment process to meet immediate needs and we are grateful for the numerous individuals and businesses who have since contributed to the fund.

Here on PEI, our first tier of funding through the Atlantic Compassion Fund focused on meeting emergency basic needs. In total, 24 organizations supporting 26 COVID related projects across the Island received funding from the ACF, including:

Cooper Institute
Abegweit First Nation Mi'kmaq
Wellness Center
Gifts From the Heart Inc
Town of North Rustico
Big Brothers Big Sisters of PEI
PEERS Alliance
Island Pregnancy Centre
Boys & Girls Club of Charlottetown
Southshore Foodshare

CNIB (Canadian National Institute for the Blind) PEI Chapter
Family Service PEI
North Rustico Lions Club
Kensington Meals-on-Wheels & Kensington Community Food Bank
Boys & Girls Club of Summerside
PEI Rape & Sexual Assault Centre
Winsloe Pastoral Charge
Harbourview Training Center
St Vincent de Paul Summerside
St Francis of Assisi Parish & St Vincent de Paul in Cornwall
Wellington and Area Boys & Girls Club
PEI Council of People with Disabilities
Enriched Residential Care Concepts Ltd & The Phillips Residence
Inclusions East Inc.
East Prince Community Coalition Inc - Family Place



The pandemic response continues to be a priority for United Way of PEI for 2020/21.

Please visit our website for more information on how we have continued to support vulnerable Islanders, including

Launching the No Islander Alone program for isolated seniors thanks to Government of Canada's New Horizons for Seniors

Partnering with the federal government to distribute the Emergency Community Support Fund

Moving forward with the next stage of the Compassion Fund and the rebuilding and recovery of the community sector

As a valued supporter and stakeholder of the United Way of PEI, your gifts allowed us to be ready to respond to the COVID-19 crisis quickly and efficiently, fueling crucial work and supports for PEI's most vulnerable individuals and families.

“ During this time of uncertainty and stress so many of our families are facing challenges. Many people are struggling due to loss of employment, isolation and lack of support. We knew we had to reach out and ease the burden on our families and the United Way Atlantic Compassion Fund has made that possible. We have expanded and adapted our Project Backpack program to ensure healthy food and other essential items gets into the hands of our families. Even though our physical doors are closed, the Atlantic Compassion Fund has helped us keep our hearts open. ”

- Carly Levy, Outreach Director, Boys & Girls Club of Charlottetown.

| FINANCIAL SUMMARY

I ASSETS

	2020	2019
CURRENT		
Cash		
Unrestricted	535,100	431,543
Restricted	6,885	2,301
	578,015	433,844
Short term investments		
Unrestricted	117,854	292,632
Restricted	92,001	94,652
Receivables		
Pledges	305,320	293,902
Atlantic Compassion Fund	36,030	-
GCWCC	11,325	12,917
HST	3,537	3,861
Prepays	16,784	7,874
	1,124,836	1,139,682
TANGIBLE CAPITAL ASSETS	3,894	8,989
	\$ 1,128,730	\$ 1,148,671

| FINANCIAL SUMMARY

| LIABILITIES

CURRENT

	2020	2019
Payables including government remittances payable of \$9,551 (2019 - \$6,537)	31,443	21,622
Deferred revenues	29,667	27,314
Current priority program	296,151	283,595
Current lease obligations	-	2,380
Current designations to other charities - prior year campaign	98,234	96,499
	455,495	431,410
Priority programs - long term committed amounts	-	75,000
Designations to other charities - current campaign	156,422	160,120
	611,917	666,530

| NET ASSETS

UNRESTRICTED	417,928	385,188
INTERNALLY RESTRICTED	98,885	96,953
	516,813	482,141
	\$ 1,128,730	\$ 1,148,671

For the full 2019 audit, visit peiunitedway.com.

| LEADERSHIP

United Way of PEI 2019 Board of Directors



| Gardiner MacNeill
(President)



| Rob Lantz
(Past President)



| Mary Lynn Kane
(Vice President)



| Randy Cannon
(Treasurer)



Alana Walsh



Carl Pursey



Elizabeth Kamps



Kate Ryan



Kim Devine



Pamela Large-
Moran



Paul Alan



Sean Bradley



Sharon Cameron

I FUNDED PARTNERS 2020-2022

PEI Map

- ABEGWEIT FIRST NATION - THE ABEGWEIT MI'KMAQ YOUTH ACHIEVE STRATEGY
- REACH FOUNDATION - REACH FOR THE STARS
- PEERS ALLIANCE - PEI QUEER YOUTH COLLECTIVE
- BIG BOTHERS BIG SISTERS - TEEN MENTORING PROGRAM
- BLOOMING HOUSE - GENERAL OPERATIONAL SUPPORT
- SIERRA CLUB - PEI WILD CHILD FOREST SCHOOL
- FAMILY VIOLENCE PREVENTION SERVICES - LIFE SKILLS AND JOB READINESS PROGRAM
- BOYS & GIRLS CLUB OF CHARLOTTETOWN - GREAT FUTURES PROGRAM
- BOYS & GIRLS CLUB OF SUMMERSIDE - NUTRITIONAL BREAKFAST PROGRAM
- HOME AND SCHOOL FEDERATION - SCHOOL FOOD PROJECT



**SHOW
YOUR
LOCAL
LOVE**

Thank you for
helping us make
local issues
#unignorable



United Way
Prince Edward Island

PEIUNITEDWAY.COM