



# REPORT TO COMMUNITY

2020-2021



**United Way**  
Prince Edward Island

## | CEO & PRESIDENT'S MESSAGE



**MARY LYNN KANE**  
PRESIDENT

This will not be the usual message from the President of the Board and the CEO of United Way. While the annual report will highlight the work and accomplishments of our United Way, work we are very proud of, this message will convey our shared feelings and reflections from this past year. This year more than perhaps any other, we feel the weight and importance of this message. We thank you for your indulgence and patience as we attempt to articulate what is so very difficult to put into words.

This year, as we all struggled to meet the challenges and new reality of COVID -19, we also saw attention brought to the existing social injustice built into our communities: growing inequality, failures in caring for the most vulnerable, systemic racism, and the legacy of colonialism. COVID-19 did not create these inequities, but it has exacerbated the chronic challenges people were already facing, like poverty, social isolation, and mental health issues.

The truth is, what has left many of us feeling overwhelmed with the weight of the many injustices exposed, has been the daily reality of our neighbours and community members who have shouldered the burden of the truth for decades.

We at United Way are taking time to reflect internally and to hold ourselves to account. As we move forward, we will be asking more of ourselves: more learning, more trust-building, more risk-taking, more change. Knowledge is important, but knowledge is not enough; we must take meaningful action to address what we know to be inequitable systems.



**ANDREA MACDONALD**  
CEO

## | CEO & PRESIDENT'S MESSAGE

As a small first step on our journey as an organization, we recently hired a diversity consultant to work with us to better understand and meet the unique inequity challenges present in our sector and our communities.

Despite the many challenges COVID-19 presented and the weight of the realities exposed, we are proud of how United Way responded in the face of the pandemic and the challenges of this year. In addition to ongoing support to our funded partners, we invested more than \$1.1 million in emergency COVID funding. Over the past year, we launched 211 PEI and United Way became the first organization on the Island to receive accreditation through Imagine Canada's Standards Program.

We are likewise proud of our donors. You again surpassed all expectations through your generous support in these uncertain times. We simply could not do what we do without you, and we are so very grateful. Thank you.

We expect that the days ahead will continue to be challenging. We are confident that with the compassion and understanding that our United Way family is known for, together we can be the light for change.

We invite you to reach out with your questions and thoughts.

The image shows two handwritten signatures. The signature on the left is 'Raylyn Kane' written in a cursive script. The signature on the right is a stylized, illegible cursive signature.



# UNITED WAY OF PRINCE EDWARD ISLAND

Across PEI, United Way is working locally to build great communities for everyone.

## HOW WE HELP



### WE ARE LOCAL EXPERTS

Through research, consultation and experience, we know where the need is greatest in our communities, and we invest our efforts and your donations where they will have the greatest results.



### WE BRING PEOPLE TOGETHER

We make sure the right people, organizations and skills are at the table to solve the tough problems. We work together with nonprofits, government, community agencies, corporate partners, labour and donors to improve lives across PEI.



### WE ADDRESS ROOT CAUSES

While a band-aid fix may help in the short-term, we also aim to create lasting change. By learning more about the factors that influence issues like poverty, we can tackle them early and develop long-term solutions.

## KEY FACTS

4

focus areas: poverty, social inclusion, supporting kids & youth, mental health & wellness

10

funded partners were supported through United Way's Community Fund

56

programs were provided with emergency funding to expand, adapt or innovate during the COVID-19 pandemic

27,000+

Islanders have been helped by United Way funding in the past year

SHOW  
YOUR  
LOCAL  
LOVE

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



# TACKLING #UNIGNORABLE ISSUES IN COMMUNITIES ACROSS PEI

United Way is putting your donations to work where they get the greatest results. Together, we are creating lasting change in local Island communities from tip to tip.

Our work focuses on 4 key areas that create opportunities for everyone in our communities to live a better life:

## Poverty

Meeting the basic needs of our community's most vulnerable people, giving every Islander the opportunity to realize a better future.

## Social Inclusion

Helping PEI become a truly equitable, safe, and inclusive place with vibrant communities where everyone experiences a sense of belonging and connection to one another.



**1 in 5** PEI children live in households that are food insecure.



**19.4%:** PEI's current poverty rate.



**19.9%** of Islanders 12 and over are seeking professional help for mental health issues.

# SHOW YOUR LOCAL LOVE

## Supporting Kids & Youth

Giving children and youth the support they need to get a great start in life, do well in school, and reach their full potential.

## Mental Health & Wellness

Addressing the critical mental health challenges facing our Island, ensuring Islanders can access the mental health and addiction services they need, when and where they need them.

**THANK YOU** for giving back to the communities where we all live, work and raise our families.

Whether you supported our work by giving a personal donation, by helping to plan a workplace campaign, or by spreading the word about how we help Islanders in need, our community has benefited from your local love.

# I FUNDED PARTNERS 2020-2021

## 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 BROTHERS BIG SISTERS - TEEN MENTORING PROGRAM
- BLOOMING HOUSE - WRAP-AROUND SERVICES
- 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



# FUNDED PARTNERS: LOCAL LOVE, LOCAL IMPACT

Over the past year, thanks to the generosity of donors like you, the United Way of PEI was able to provide funding and support to **10 organizations across the Island**. The impact of their 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.**

**75**  **15**

**75 YOUTH** from each Abegweit community (Rocky Point, Morell, and Scotchfort) participated in United Way funded youth programs.

**15 YOUTH** developed new leadership skills through cultural related activities.

*"I feel very happy and supported at youth group meetings. I have made new friends and I am very grateful for this group. It helps with my mental health."*  
-15 Year Old Participant, PEI Queer Youth Collective

## 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.

**95** 

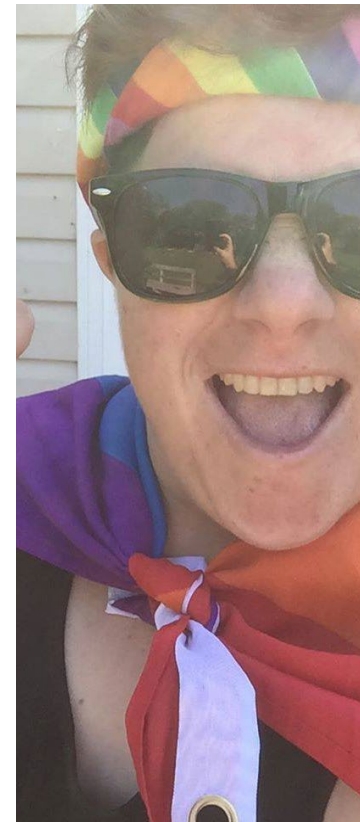
**95 YOUTH** attended the PEI Queer Youth Collective youth group meetings in Charlottetown, Summerside & Tignish.

**83%** 

**83%** of program participants report that the program helps them connect with the broader LGBTQ2+ community.

**78%** 

**78%** 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**.

29 

**29 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.

90% 

**90% OF PARTICIPANTS** reported feeling safe and secure while in the program.

## BLOOMING HOUSE: WRAP-AROUND SUPPORT

Supporting women transitioning into housing and women newly in housing.

This includes help developing a care plan and providing continuous support in accessing critical outside resources and services.

8 

**8 WOMEN** were able to transition from shelter to housing.

16 

**16 WOMEN** with mental health and/or addiction challenges developed a care plan in order to be successful in transitioning from the shelter.

## FAMILY VIOLENCE PREVENTION SERVICES: LIFE SKILLS & JOB READINESS PROGRAM

The Life Skills and Job Readiness Program at Anderson House provides women and youth staying at the shelter with important tools and resources needed to promote independence, in turn helping to **break the cycle of abuse and homelessness**.

59 

**59 WOMEN & YOUTH** staying at the shelter received valuable life skills training.

*"Thank you again for all of your kindness and support in my time of need, and how you continue to show you care and are there for me. I don't know what I would have done without Blooming House being there to take me in and support me as all you ladies did. Words cannot describe how blessed I was during my stay with all the family at Blooming House."*

*- Blooming House Client*

## 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: GREAT FUTURES PROGRAM

The Great Futures program aims to remove barriers and provide high-quality educational, social and recreationally-based programming to all children ages 5-14 regardless of household income. The aim is to **introduce children to their communities, instill a value of giving back, work on taking responsibility, and showcase the value of forming partnerships within one's community.**

182 

**182 ISLAND KIDS** from priority populations (low income families, 2SLGBTQ+, and BIPOC families) were able to participate free-of-charge thanks to funding from United Way.

92% 

**92% OF PARENTS** noticed changes in their child's confidence around managing risk and unfamiliar situations.

38 

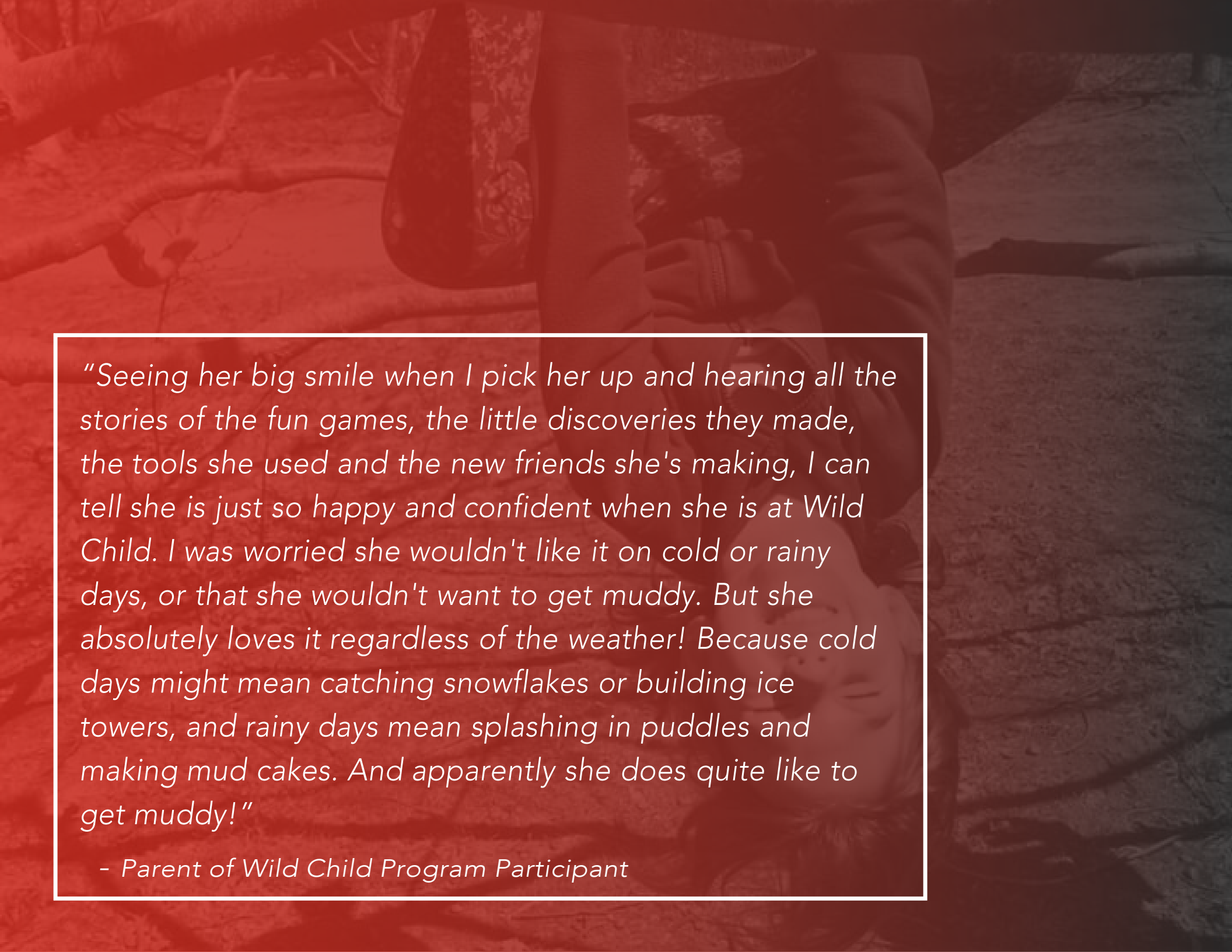
**38 KIDS** from low-income families were able to attend the after-school & summer camp programs because of the Great Futures Bursary Program.

100% 

**100% OF KIDS** who were surveyed reported learning at least one healthy coping skill at the Club.

*"The Boys and Girls Club has been an incredible learning, social and emotional support for my 11-year-old autistic twin daughters. Both of my girls have attended the Club since it opened. Although my girls are at different places on the spectrum, they have both been enriched in different ways through their participation."*

*- Mother of Participants, Great Futures Program*

A child is shown from the waist down, wearing a dark jacket and pants, standing in a sandbox. The child is holding a shovel and appears to be digging. The background is a large, textured mound of sand. The entire image is overlaid with a semi-transparent red filter.

*"Seeing her big smile when I pick her up and hearing all the stories of the fun games, the little discoveries they made, the tools she used and the new friends she's making, I can tell she is just so happy and confident when she is at Wild Child. I was worried she wouldn't like it on cold or rainy days, or that she wouldn't want to get muddy. But she absolutely loves it regardless of the weather! Because cold days might mean catching snowflakes or building ice towers, and rainy days mean splashing in puddles and making mud cakes. And apparently she does quite like to get muddy!"*

*- Parent of Wild Child Program Participant*



## BOYS & GIRLS CLUB OF SUMMERSIDE: THE NUTRITIONAL BREAKFAST PROGRAM

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

**210** 

**210 KIDS** started their school day with safe transportation, a healthy breakfast, help with homework, and physical activity.

**98%** 

**98% OF MEMBERS** reported feeling that they belonged, were safe, happy, created friendships, developed confidence, and loved the Nutritional Breakfast Program!



## PEI HOME AND SCHOOL FEDERATION: THE PEI SCHOOL FOOD PROJECT

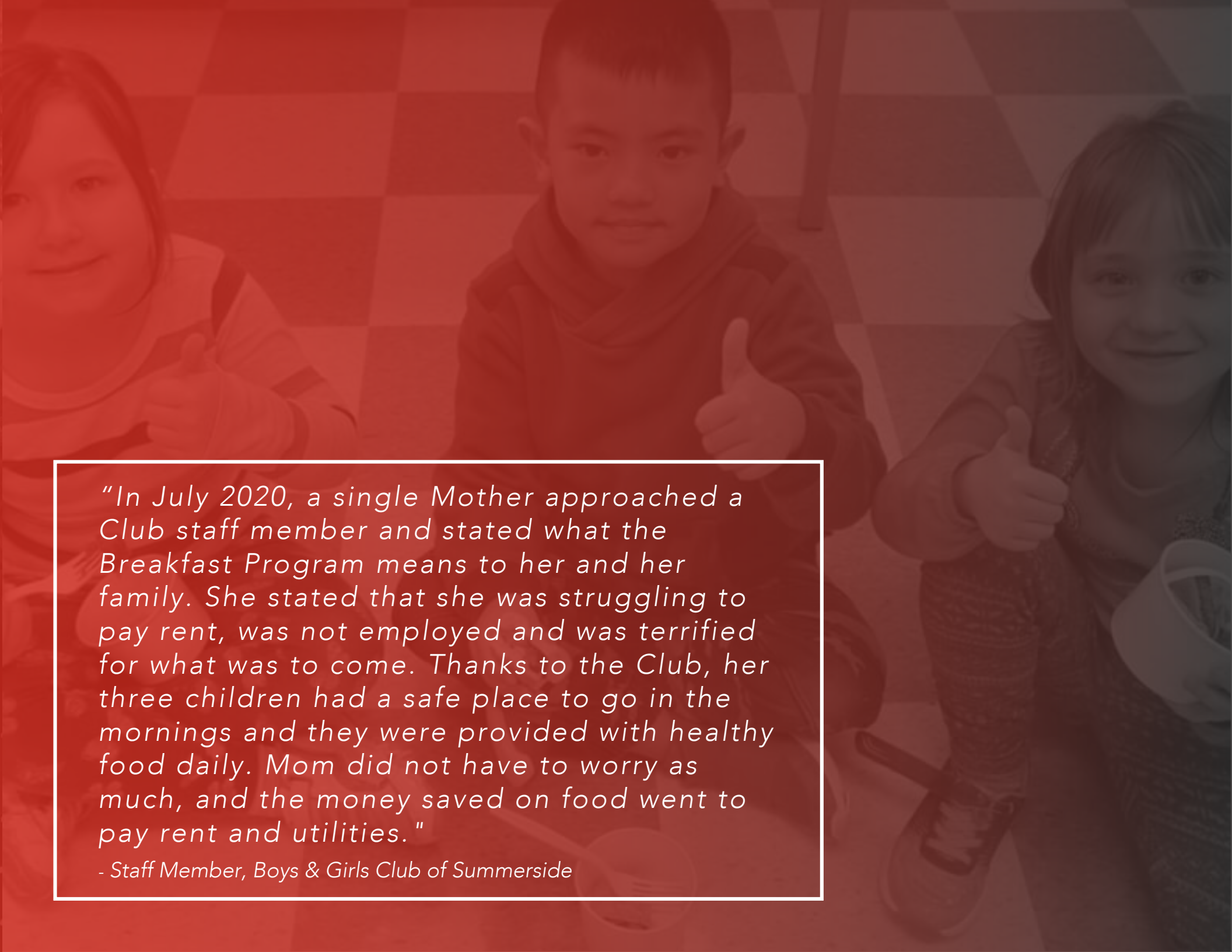
The PEI School Food Project focuses on providing healthy local meals in schools and food education opportunities, while making sure all families can **access high quality, healthy school food through a "pay-what-you-can" model,** funded by the United Way of PEI.

**5,000** 

**5,000 FREE LUNCHES** were provided to students through the "Pay-What-You-Can" model to support Island families living with food insecurity.

*"This program will be a huge help for my family. I'm a single mom of three kids, and I am extremely grateful for your kindness and generosity in these crazy, stressful times."*

*- Mother of School Food Project Participant*

A photograph of a woman and two children sitting on a checkered floor. The woman on the left and the child on the right are giving a thumbs-up gesture. The child in the middle is also giving a thumbs-up. The image has a red overlay and a white text box.

*"In July 2020, a single Mother approached a Club staff member and stated what the Breakfast Program means to her and her family. She stated that she was struggling to pay rent, was not employed and was terrified for what was to come. Thanks to the Club, her three children had a safe place to go in the mornings and they were provided with healthy food daily. Mom did not have to worry as much, and the money saved on food went to pay rent and utilities."*

*- Staff Member, Boys & Girls Club of Summerside*

# LAUNCH OF 211 PEI

Connecting Islanders with the help they need, when they need it most.

On June 1st of 2020, 211 PEI became available to all Islanders as a valuable resource to help navigate the complex network of community, social, non-clinical health and government services available across PEI.



## 211 PEI IMPACT



**3,200 CALLERS**



**28,408 WEBSITE USERS**

**3,600 REFFERALS MADE**



*Top Referral Areas:*

- ✓ COVID-19
- ✓ Counseling services and support groups
- ✓ Addictions & Mental Health
- ✓ Food Assistance
- ✓ Housing Programs

### 211 PEI IS

Free | Confidential  
Available 24/7/365 in  
more than 150 languages  
[www.pe.211.ca](http://www.pe.211.ca)



**United Way**  
Prince Edward Island





## WORDS FROM OUR CALLERS

"I love having this number, before I found out about 211 I was pulling my hair out trying to get information; even though the answer ended up being no, at least I reached somebody who could tell me that."

"I couldn't be happier with 211. I spent three days calling the federal government, endless hours on hold, and no one ever helped me. One quick call to 211 and she filled out a form for a call back, and less than a day later I received a call from the CRA!"

"I was happy to have a conversation with such a helpful and friendly person!"

*"Well dear, you people sure do know how to make an old man's day. First, you send this flyer in the mail and I thought to myself, "What can they possibly do to help?" But you know what? You did help. You helped a lot! Then what do you know, my phone rings again today and it's 211 checking in on me, making sure I got help. Thank you and bless you."*



# COVID-19 RESPONSE: Keeping Communities Strong

When COVID-19 arrived, United Way of PEI leapt into action to support Islanders as they contended with the effects of the pandemic.

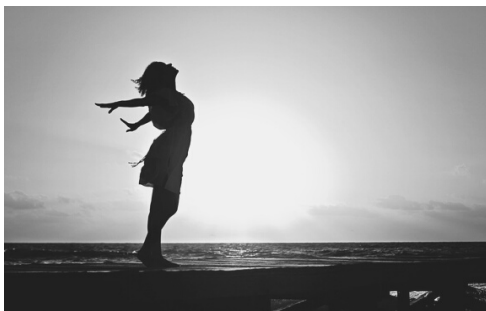
We knew the most vulnerable people across PEI would be hit the hardest, so we immediately began advocating on behalf of local agencies that serve them. We reached out to our partners, donors, stakeholders, and government funders to find solutions to new problems, offering help, support and resources to those with the greatest need.

 Over **25,500** Islanders helped

**\$\$** **\$1.1 Million** invested across PEI

 **34** local organizations provided with crucial funding

 **56** community services & programs supported



*"COVID-19 has placed extra stressors on our existing staff due to remote work conditions and existing clients needing more frequent support, leaving our ability to respond to victims of recent sexual violence stretched beyond capacity. This funding allowed us to hire a trauma-trained therapist on contract to fill this need and serve the immediate mental health needs of vulnerable victims of gender based violence, while also protecting the mental health and well-being of our existing staff therapists."*

*- Rachael Crowder, Executive Director, PEI Rape & Sexual Assault Centre*

# COVID-19 RESPONSE



## Basic Needs like Food, Medication & Essentials

- ✓ 26,000 meals
- ✓ 3,140 food baskets/packages
- ✓ 1,300 grocery gift cards
- ✓ 1,500+ essentials including medications, hygiene & baby products



## Mental & Social Health Programs

- ✓ 17,150 phone check-ins and home-care visits
- ✓ 1,430 virtual and in-person counseling sessions
- ✓ 665 virtual social activities for program participants
- ✓ 3 therapists hired to provide counseling to Islanders



## Connecting People with Support, Information & Opportunities

- ✓ 13,700 calls for information/referrals
- ✓ 21,200 virtual & in-person learning activities & information sessions
- ✓ 730 learning aids developed
- ✓ 2,560 people were supported with technology (tablets, Internet service, etc.) so that they could participate in vital programs remotely
- ✓ 350 staff and volunteers hired, recruited and/or trained

## Key Populations Served

KIDS & YOUTH | VULNERABLE SENIORS | LOW INCOME FAMILIES & INDIVIDUALS | RACIALIZED COMMUNITIES  
NEWCOMERS | FRONT-LINE WORKERS | PEOPLE STRUGGLING WITH MENTAL HEALTH AND/OR ADDICTIONS  
PERSONS WITH DISABILITIES | PEI'S 2SLGBTQ+ COMMUNITY

*"Through the funding that we received we have been able to improve and increase our programs, supports and services on-site, off-site and virtually. This has helped our clients stay involved and connected for their emotional well-being and has minimized isolation. We have been able to continue to support our members in finding housing and employment throughout these challenging times. It has been significant in allowing us to reach a larger population that is struggling with mental illness."*

*- Staff Member, CMHA PEI Division.*

# COVID-19 RESPONSE: ORGANIZATIONS SUPPORTED

## ATLANTIC COMPASSION FUND

We are proud to have collaborated with the 11 United Ways of Atlantic Canada to create the **Atlantic Compassion Fund**, helping people struggling with the most basic needs during the pandemic such as food, shelter, access to medications and mental health supports.

*With support from the Government of PEI, individual and corporate donors, we were able to provide 39 grants to 30 local charities serving communities across the Island:*

Abegweit First Nation Mi'kmaq Wellness Center  
Big Brothers Big Sisters of PEI  
Boys & Girls Club of Charlottetown  
Boys & Girls Club of Summerside  
Canadian Mental Health Association, PEI Division  
Charlottetown Farmers Market  
CNIB (Canadian National Institute for the Blind) PEI Chapter  
Cooper Institute  
East Prince Community Coalition Inc - Family Place  
Enriched Residential Care Concepts Ltd & The Phillips Residence  
Family Service PEI

Gifts From the Heart Inc  
Harbourview Training Center  
Hospice PEI  
Inclusions East Inc.  
Island Pregnancy Centre  
Kensington Meals-on-Wheels & Kensington Community Food Bank  
North Rustico Lions Club  
PEERS Alliance  
PEI Council of People with Disabilities  
PEI Rape & Sexual Assault Centre  
PEI Voluntary Resource Centre  
Southshore Foodshare  
St Francis of Assisi Parish & St Vincent de Paul in Cornwall  
St Vincent de Paul Summerside  
The Adventure Group  
Town of North Rustico  
Wellington and Area Boys & Girls Club  
Winsloe Pastoral Charge  
Women's Network PEI





# COVID-19 RESPONSE: ORGANIZATIONS SUPPORTED

## EMERGENCY COMMUNITY SUPPORT FUND

Recognizing the local reach and expertise of the United Way network, the Government of Canada engaged us to quickly and effectively disburse funds through the **Emergency Community Support Fund**. Through this fund we were able to provide further support to 15 local community service partners, allowing 16 critical programs to adapt, innovate and expand to help vulnerable Islanders.

*The following PEI organizations received ECSF funding:*

Abegweit First Nation Mi'kmaq Wellness Center  
Boys & Girls Club of Charlottetown  
Boys & Girls Club of Summerside  
CMHA, PEI Division  
Cooper Institute  
Family Service PEI  
Joyriders Therapeutic Riding Association of PEI  
PEERS Alliance  
PEI Association for Community Living  
PEI Association for Newcomers to Canada  
PEI Council of People with Disabilities  
PEI Literacy Alliance  
PEI Rape & Sexual Assault Centre  
Special Olympics PEI  
Voluntary Resource Centre

## NEW HORIZONS FOR SENIORS PROGRAM

The Government of Canada's New Horizons for Seniors program provided funding to support vulnerable seniors at risk due to COVID-19.

Our United Way partnered with Hospice PEI to deliver the **No Islander Alone Program**, where volunteers provided wellness checks and support by phone to seniors across Prince Edward Island.

*Susan\* recently lost her husband. Her children live off Island and she has no siblings left on PEI. Her support and connections are through her church community, but when COVID hit, her church services were suspended.*

*Thanks to the United Way's COVID response, she received weekly wellness calls from a volunteer to check that her needs were being met and to make sure she had someone to talk with. She was given a tablet and taught how to video chat with her granddaughter in Ontario, watch her weekly church sermons on YouTube, and use Zoom to connect with her pastor and congregation. She was also connected to a grief support volunteer to address the loss of her husband of almost 50 years.*

*\* Named changed*



# | UNITED BY SONG 2020

*Three stories of courage and resiliency.  
Three inspiring songs.  
One unforgettable series.*

For the last three years, United by Song has given us the opportunity to highlight deeply personal stories from people impacted by our funded program. These stories, and the songs they inspire, have been incredibly moving for our staff, donors and supporters, who are all committed to working towards improving the lives of Islanders.

Like so much over this past year, our United by Song event had to change to support public health measures. With help from our friends at the Confederation Centre of the Arts, we created a new way to share these transformative stories and songs through the development of a powerful three-part video series.

We invite you to visit our *Facebook* page to watch, enjoy and share the compelling series with family, friends, neighbours and colleagues!

## | THIS YEAR'S STORYTELLERS



**ELI KIRBY**  
PEI Queer  
Youth Collective



**DESREA  
KNOCKWOOD**  
The Abegweit  
Mi'kmaq Youth  
Achieve Strategy



**RAY CULLEN**  
Wild Child  
Forrest School  
Program

## | THIS YEAR'S SONGWRITERS



**MIKE ROSS**



**VINCE THE  
MESSENGER**



**JOCE REYOME**



**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.**



**CONFEDERATION  
CENTRE OF THE ARTS**

# FINANCIAL SUMMARY

## ASSETS

Cash	\$1,164,782
Short Term Investments	\$111,272
Receivables	\$294,559
Prepays	\$20,387
Tangible Capital Assets	\$5,441
	<hr/>
	\$1,596,441

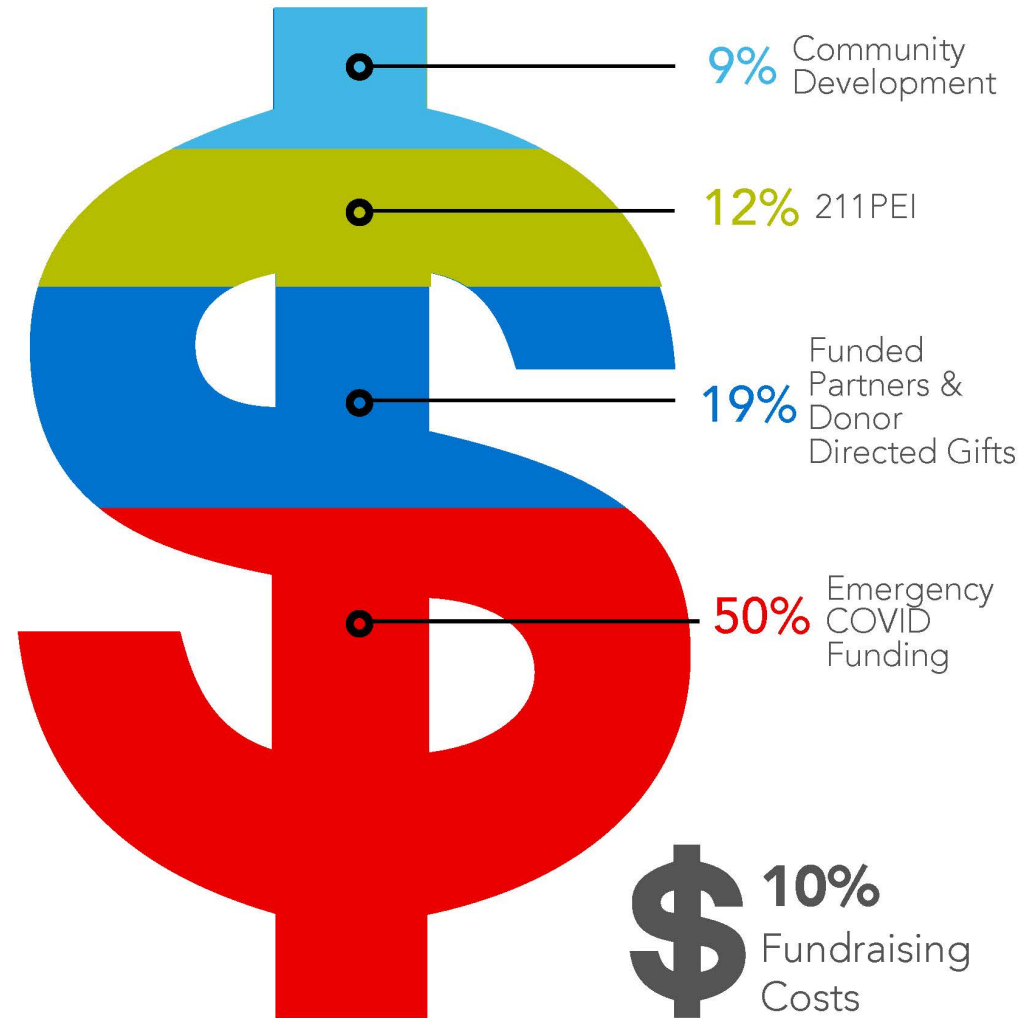
## LIABILITIES

Trade Payables	\$34,850
Deferred Revenue	\$221,449
Funded Partner Commitments	\$212,501
Designations to Registered Charities	\$225,384
	<hr/>
	\$694,184

## NET ASSETS \$902,257

\* For the full 2021 audit, visit [peiunitedway.com](http://peiunitedway.com).

90% of Spending was Invested in the Community



# | IMAGINE CANADA STANDARD'S ACCREDITATION

In 2021 the United Way of PEI became the first charity on Prince Edward Island to be accredited under Imagine Canada's Standards program. With this achievement, we join a distinguished ever-growing community of 250+ organizations dedicated to operational excellence.

The Standards Program is a Canada-wide set of shared standards for charities and nonprofits designed to help organizations strengthen their operations in five fundamental areas:

- ✓ Board Governance
- ✓ Financial Accountability & Transparency
- ✓ Fundraising
- ✓ Staff Management
- ✓ Volunteer Involvement



IM  GINE  
CANADA

*"We are incredibly proud to be the first charity on PEI to be accredited under the Standard's program. Over the past year we've had to constantly adapt and step up to support the most vulnerable in our communities throughout the pandemic. Earning this accreditation provides donors, sponsors and volunteers with the knowledge that when supporting the United Way of PEI, you can be assured of excellence in accountability, transparency and governance."*

*-Mary Lynn Kane, President, United Way of PEI*

To earn the accreditation, organizations must meet **73 standards** in the five areas of compliance. The United Way of PEI's policies and procedures were evaluated by a group of volunteers from the sector and were found to be compliant with the Standards Program.



# | LEADERSHIP

## United Way of PEI 2020-2021 Board of Directors



**| Mary Lynn Kane**  
(President)



**| Randy Cannon**  
(Vice-President)



**| Sean Bradley**  
(Treasurer)



**| Gardiner MacNeill**  
(Past-President)



Pamela Large-Moran



Carl Pursey



Elizabeth Kamps



Kate Ryan



Kim Devine



Sharon Cameron



Lea Bryden

**SHOW  
YOUR  
LOCAL  
LOVE**

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



**United Way**  
Prince Edward Island

[PEIUNITEDWAY.COM](http://PEIUNITEDWAY.COM)