



**United Way**  
Prince Edward Island



# REPORT TO COMMUNITY

2021/22

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

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# CEO & PRESIDENT'S MESSAGE

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With the pandemic continuing to impact our financial, social and health needs, the United Way of PEI has been laser focused over this past year to meet the growing needs of Islanders.

Our funded partners demonstrate their commitment to building safer, more inclusive communities every day. Opening their doors and offering their services to help people build better futures. Creating environments that build skills, confidence, and opportunities for change. United Way of PEI's signature 211 service is ensuring Islanders can access all the services in our communities. Over this past year, **8,500 Islanders called 211** and were connected to programs and services to meet their unique needs. We are excited to share some of the amazing stories of transformation from the work we do right across the Island.

We know the COVID-19 pandemic has disproportionately affected the marginalized and vulnerable, shining a light on the fact that there is still much work to be done on equity, diversity, inclusion, and indigenization. Over the past year, we have intentionally sought community relationships in this work, to change the foundational culture and climate at United Way of PEI.

Once again, our amazing donors showed their local love through generous donations to the United Way mission and vision, and our volunteers displayed enthusiasm and excellence through their efforts within our board, workplaces, events, and more. Your belief in our work fills us with immense gratitude and we are committed to continuing the legacy of positive change that United Way is known for. **We are proud to report that this year, our investment committee was able to approve over \$575,000 in funding to 12 local organizations, made possible thanks to the generosity of our donors.**

A huge thank you to our Board of Directors for their consistent leadership and ongoing recognition of the growing needs of Islanders. The board executed on several key priorities identified for the year which included: enhanced donor stewardship & recognition, updated community investment evaluation process, and completing a comprehensive strategic plan to guide the organization and board for the next several years. We would also like to thank our staff, who were instrumental in achieving the above goals and continuing to deliver excellence year-after-year.

As we look ahead into 2022, we know we are stronger together. United, we will build a community where everyone can thrive. **Thank you for joining us on this journey!**



**RANDY CANNON**

PRESIDENT UNITED WAY OF PEI

A handwritten signature in black ink, appearing to read 'Randy Cannon'.

**ANDREA MACDONALD**

CEO UNITED WAY OF PEI

A handwritten signature in black ink, appearing to read 'Andrea MacDonald'.



# ABOUT US

United Way of PEI exists to drive positive impact and lasting change right here at home. We are proud to serve all of Prince Edward Island and the diverse, vibrant mix of people and cultures living here. We believe that everyone deserves the opportunities, access, and connections they need to build a good life.

More than ever before, PEI communities need help addressing critical, unignorable social issues. The divide between the rich and the poor is growing. Every day, people across the Island struggle to get by. These challenges are fueled by serious social and economic barriers like poverty, mental illness, and social isolation, among others, making it remarkably difficult to get ahead.

That is why we work collaboratively to build a strong social safety net for PEI's most vulnerable citizens.

## We help communities thrive by investing in programs & initiatives focused on four key areas:



We fight local poverty by understanding how poverty works and acting on local solutions, including funding a network of local agencies that deliver essential services and programs to move people out of poverty and help them meet their basic needs.



Every child deserves the chance at a bright future. We help kids and youth succeed by supporting local programs and initiatives in early childhood development, after-school activities, learning, mentorship, and youth leadership.



We work to bolster essential services for people struggling with mental health and addiction challenges, helping Islanders access affordable, barrier-free mental health and addiction supports when, and where, they need them.



We work to create a healthy, caring, inclusive community where everyone experiences a sense of belonging and connection to one another, regardless of their race, income, gender or how they identify.

**We know that for a community to be great, it has to be great for everyone.**

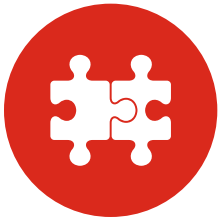
**“ The beauty of 211 is that people like me, people who are down and out, have somewhere to call and they’re actually treated like a human being, not a number on a file. ”**

Learn how we do things here at the United Way of PEI!

# UNIONABLE

The United Way of PEI has been **proudly serving** Islanders and Island communities since

# 1962



### We Do Our Homework

Through research, consultation, and experience, we know where the needs are greatest in our communities and we invest our time, and your donations, **where they will have the greatest impact.**



### We Invest in Local Communities

Smart investments and powerful partnerships help us create a brighter future for everyone by ensuring there is a **strong social safety net in place** for PEI's most vulnerable Islanders.



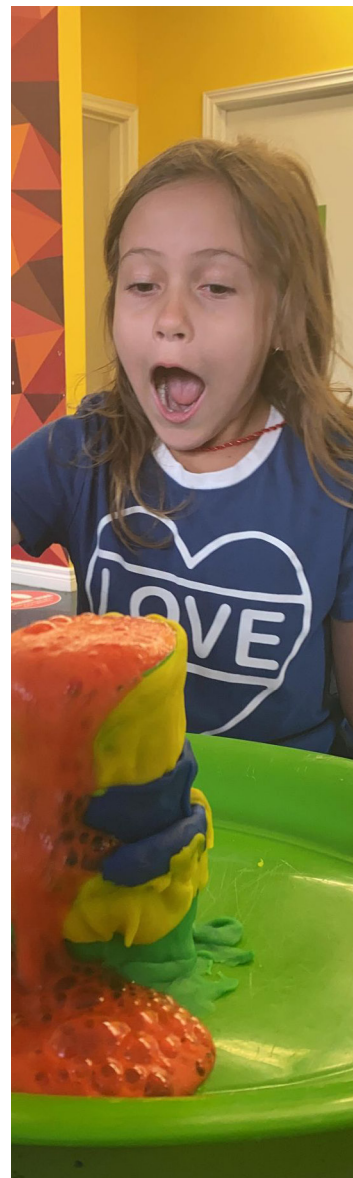
### We Act as a Trusted Advisor

We help local businesses, organizations, and our donors **invest their donations and resources where they are most needed**, ensuring that gaps in supports and services are effectively identified and filled.



### We Support the Community Sector as a Whole

By sharing resources and expertise with non-profits and charities across PEI, we help ensure the community sector is strong, sustainable, and adaptable, so **together we can serve the diverse needs of our communities and make a difference in more lives.**



# DIVERSITY, EQUITY, INCLUSION & INDIGENIZATION

Local issues can only be addressed when we are held accountable for creating a community where individuals are provided the opportunity to live with hope, dignity and a sense of belonging.

The United Way of PEI strives to be a model of diversity, equity, and inclusion by supporting and promoting these values throughout our organization with our staff and volunteers, and in service to our whole community.

We strive to be a model of diversity, equity, and inclusion.



*United Way of PEI respectfully acknowledges that the land on which we live and work is the unceded territory of the Mi'kmaq people of PEI. We encourage everyone to seek opportunities to learn and support our indigenous communities.*

## OUR COMMITMENTS



Increase and grow diversity in committees, volunteer groups, board of directors and staff.



Fund, steward and build the capacity of organizations that have inclusion and diversity as a core part of their mandate.



Support and educate agencies and community to grow their DEI capacity through workshops, training & sharing resources.



Ensure the voices of communities are heard, and their cultures respected.



Work with businesses, organizations and agencies to promote the value of our diverse communities through education and engagement opportunities.

## In the past year, we've been able to move our work forward through:

- **Training** for staff, board and committees.
- **Implementing an internal system** for assessing and addressing microaggressions.
- Providing monthly opportunities for facilitated small **group learning**.
- Introducing **DEI 1-1 coaching** for UWPEI staff and funded partners.
- **Providing support** to encourage an intersectional lens for our work and that of our funded partners.



We are a local organization  
with local impact.

**100%**

of donations to the United  
Way of PEI stay on PEI to help  
Islanders in need.



We provide **funding & support** to

## **LOCAL ORGANIZATIONS**

across PEI through our Community Investment Grants.

## **LOCAL IMPACT: OUR 2021 FUNDED PROGRAMS**

**In 2021, we were able to make a difference in the lives of more than 10,000 Islanders thanks to your support!**

Through our Community Investment Grants, **we provided funding and support to 9 local organizations across PEI.** The impact of these programs is reflected in the many inspiring stories of recovery, growth, and transformation.

### **PEERS Alliance**

The PEI Queer Youth Collective is a low-barrier social support initiative designed to **promote community and social connection, community leadership, resiliency and psychosocial well-being** among 2SLGBTQIA+ identified youth and youth allies. Group meetings are currently held in Summerside and Charlottetown.



reported that QYC helps them **feel connected to community**



report engaging in **healthier coping behaviours**



**“ I love how I get to be a part of a supportive group and that I get to meet people like me! I’ve gained more acceptance for myself. ”**

- Queer Youth Collective Participant



## BGC Summerside & Wellington

The Nutritional Breakfast Program operates Monday - Friday from 6:30 AM - 8:30 AM year-round, **providing kids with a healthy breakfast, physical activity, time with friends, learning opportunities, and homework support.** The Club also provides transportation to and from the Club and school, along with healthy food for lunches if needed.



reported feeling **more confident and having a greater sense of belonging** thanks to their time at the Club



reported having **improved concentration** at school



## BGC Charlottetown & Montague

The Great Futures Program **aims to remove barriers and provide high-quality, educational, social, and recreational based programming** to kids ages 5-14, regardless of household income. The aim is to introduce kids to their communities, instill the value of giving back, and showcase the value of being part of a community.



reported that the program helped them **connect with their peers and their communities**



reported an increase in **healthy coping skills**

## Big Brothers Big Sisters PEI

The Teen Mentoring Program **matches elementary school children with teen mentors weekly** throughout the school year, providing the opportunity for participants to build confidence and form new positive, healthy relationships. The program helps encourage achievement at school while engaging in a variety of fun and educational activities.



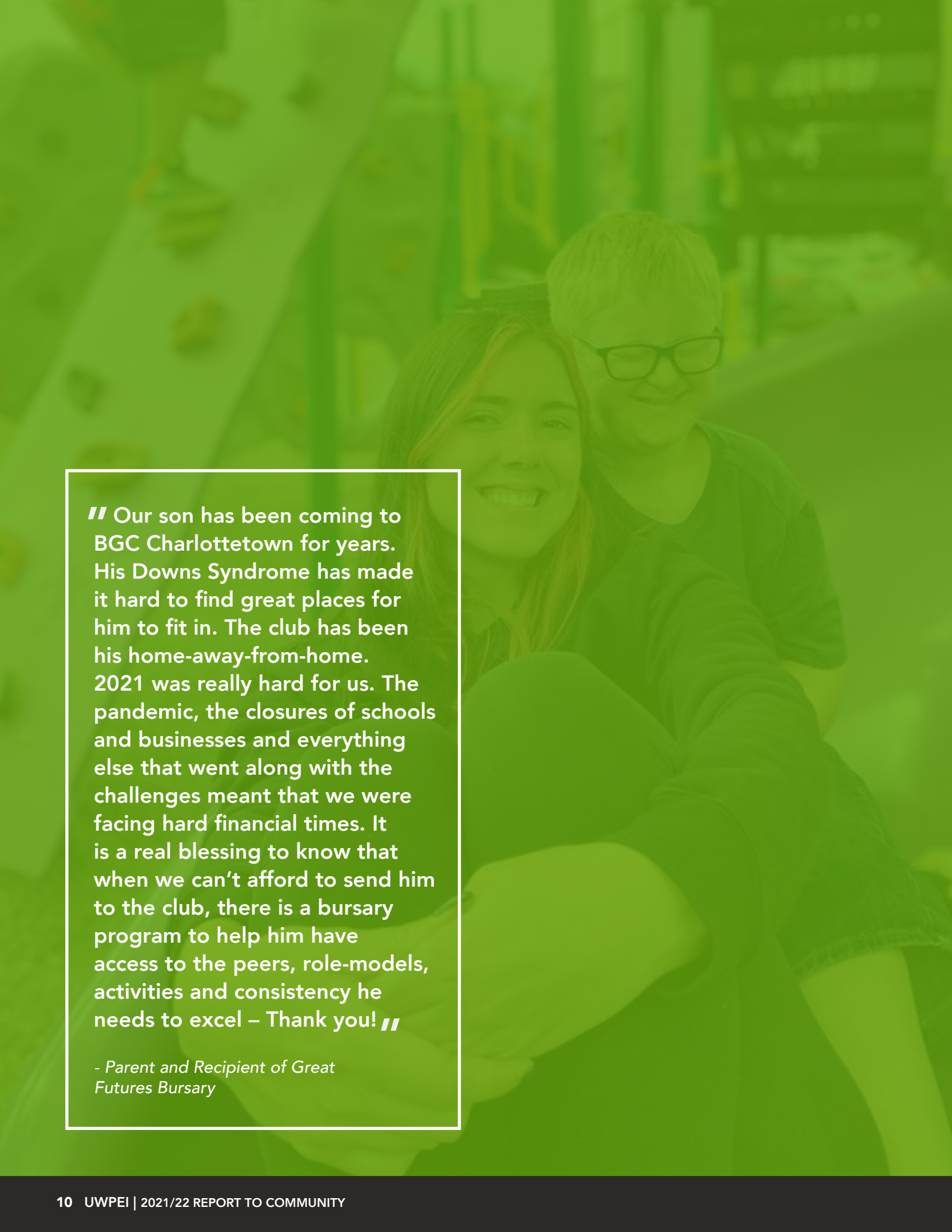
reported experiencing **connection, fun and friendship** through the program



reported that they engaged in a variety of **fun activities** with their mentors

**“ We definitely see the benefits for the “Bigs” as they interact and engage with their “Littles”. Some of these benefits include leadership skills, building empathy and understanding, relating to others, civic mindedness (and feeling valued for their contribution) as well as an opportunity to explore career possibilities and build their resume.”**

*- BBBS Staff Member*



**// Our son has been coming to BGC Charlottetown for years. His Downs Syndrome has made it hard to find great places for him to fit in. The club has been his home-away-from-home. 2021 was really hard for us. The pandemic, the closures of schools and businesses and everything else that went along with the challenges meant that we were facing hard financial times. It is a real blessing to know that when we can't afford to send him to the club, there is a bursary program to help him have access to the peers, role-models, activities and consistency he needs to excel – Thank you! //**

*- Parent and Recipient of Great Futures Bursary*

## Blooming House

The First Step Program **helps women navigate services** such as housing, mental health and addictions, transportation, and community programming, while also developing practical life skills, in order to minimize the risk of chronic homelessness and find long term solutions.



**13**  
WOMEN

transitioned from the shelter into housing



**64**  
WOMEN

developed a **support plan** for transitioning into housing



**236**  
SUPPORT SESSIONS

were **provided to women** staying at the shelter

## Abegweit First Nations: The Abegweit Mi'kmaq Youth Achieve Strategy

The Abegweit Mi'kmaq Youth Achieve program provides youth from the three Abegweit communities with a safe place to gather. Programs are designed to **support youth engagement in cultural activities and provide youth with the skills and support needed to be healthy and successful.**



**75%**  
OF YOUTH

in the Abegweit communities **participate in youth programs**

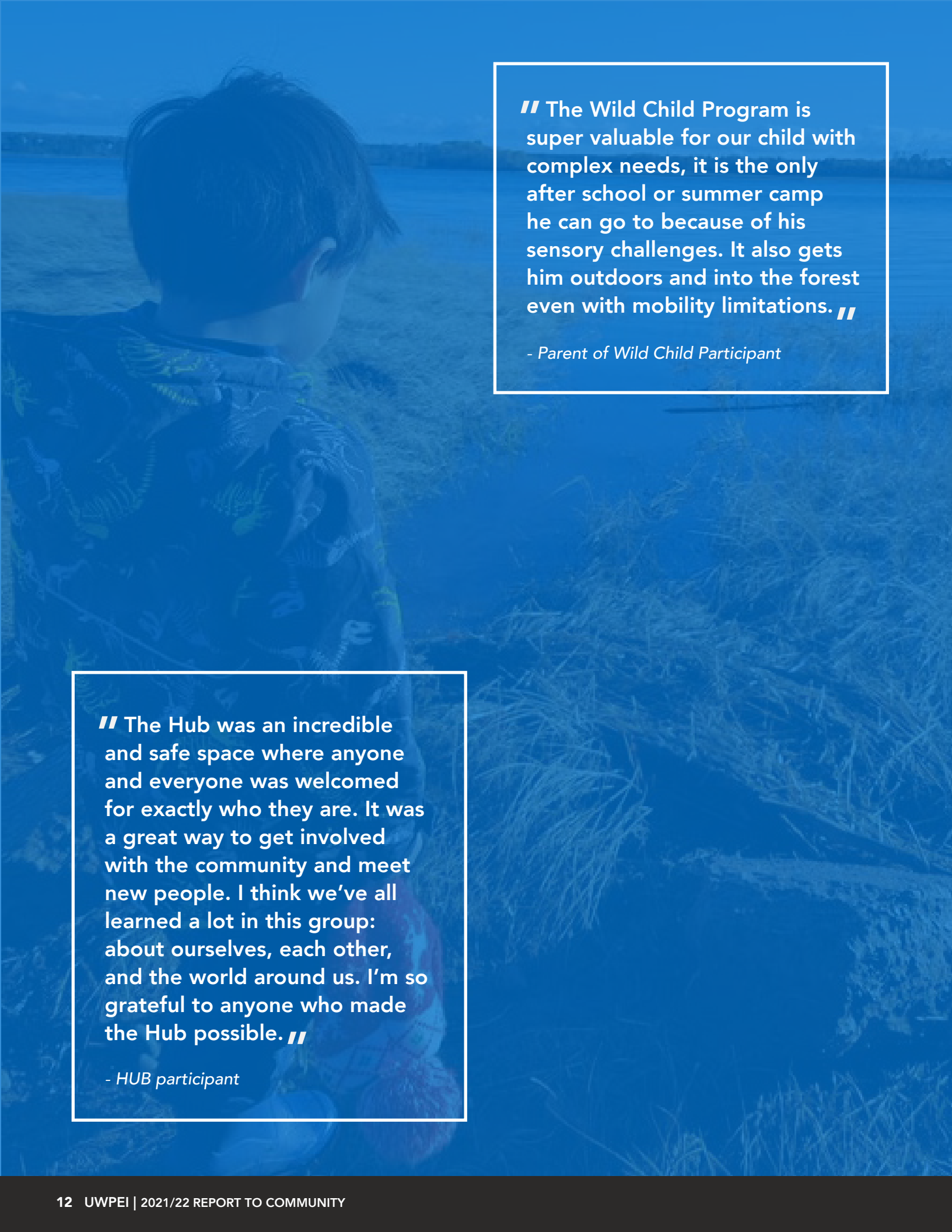


**Our funded partners are required to measure program impact.** Besides funding, we provide them with mentorship, training and support to help ensure success.

**“ Throughout my year as Resource Coordinator, there has been one client that consistently had an impenetrable guard up. I recall last fall she told me she was going to the methadone clinic. When I congratulated her, she snapped at me that she “wasn’t quitting anytime soon, don’t get any ideas”. In May of 2021, she was hospitalized, and I consistently showed up to see her week-after-week. I worked so hard at building a relationship with her and began to notice those walls around her starting to crack. In August, we had a huge victory when I brought up the topic of methadone again and this time, she decided she would give it a real shot. In September we secured housing for her, and she has been settling really well into this new way of living.”**

*- Krystal, Resource Coordinator for Blooming House*





**// The Wild Child Program is super valuable for our child with complex needs, it is the only after school or summer camp he can go to because of his sensory challenges. It also gets him outdoors and into the forest even with mobility limitations. //**

*- Parent of Wild Child Participant*

**// The Hub was an incredible and safe space where anyone and everyone was welcomed for exactly who they are. It was a great way to get involved with the community and meet new people. I think we've all learned a lot in this group: about ourselves, each other, and the world around us. I'm so grateful to anyone who made the Hub possible. //**

*- HUB participant*

## Family Violence Prevention Services

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.



**80%**  
OF PARTICIPANTS

gained **valuable life and careers skills** to build the capacity for success as they move forward on their journeys

## Sierra Club

The Wild Child Forest School Program 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.



**91%**  
OF PARENTS

reported an increase in their **child's curiosity and interest in nature**



**95%**  
OF PARENTS

say they noticed changes in their **child's confidence** in managing risk

## Women's Network of PEI

The Hub is an after-school program run out of the Hillsborough Community Centre. The focus of the program is to **engage and educate marginalized youth** on a variety of topics such as gender equity, mental wellness, and confidence building.



**100%**  
OF PARTICIPANTS

reported that the program helped them **connect with their peers and their communities**



**100%**  
OF PARTICIPANTS

reported an increase in **healthy self-care strategies**

*“ We had a young woman come to stay with us at the shelter with no knowledge of personal home finances. Her partner had never let her have any control of money or any decision making. She had never created or used a budget, and staff helped her with understanding how to manage her personal finances. She also had never learned to cook, which both staff and other residents helped her with. She really enjoyed this, and really flourished in her time with us. She also moved into one of our transitional housing units, and will soon be moving into a permanent unit that we helped her secure. ”*

*- Family Violence Prevention Services Staff Member*





The United Way of PEI operates PEI's 211 service, helping Islanders connect quickly and easily with community, social, government and health programs and services across the province.



# 211 PEI is your front door to support in your community!

Free | Confidential | Available  
24/7/365 in over 150 languages



## 211 helps Islanders access and navigate programs and services for both everyday needs and times of crisis.

When a caller dials 2-1-1, they are connected with a skilled and empathetic Community Resource Navigator (CRN) who takes the time to listen and helps them connect with the right program, service or support for their own unique situation. CRNs ensure callers are eligible for a program or service prior to making recommendations.

211 PEI also has a website, [www.pe.211.ca](http://www.pe.211.ca), that provides users access to all the programs and services in the 211 database. The website is continuously updated to ensure the most accurate and up-to-date information is available on all programs, services, and agencies.

# 211 PEI

is a **signature service** of the United Way of PEI, provided in partnership with the Government of PEI.

## 211 YEAR IN REVIEW

### Top Needs of Callers:

- Health & Health Care
- Income Support/Financial Assistance
- Information Services
- Housing & Shelter
- Food & Meals

**84,339**  
WEBSITE USERS

**105,000**  
WEBSITE SESSIONS

**8,500**  
CALLS MADE

**“I am forever grateful that 211 exists. When I was in crisis, I called them and the friendly person on the other end gave me a series of resources that got me through it. They gave me hope when I needed it most.”**



## Help starts with 211 PEI.

# LOCAL LOVE IN ACTION

This year, we celebrated local love in action with our first ever Local Love Awards, recognizing outstanding achievement in workplace campaign management and giving.

We want to thank all of the businesses that show their dedication to community by supporting the United Way of PEI!

## LOCAL LOVE AWARDS 2022

### AND THE WINNERS ARE...

#### First-Timer Award: IO Solutions

The First-Timer Award was presented to IO Solutions PEI locations in celebration of their first United Way Workplace Campaign! **They weren't afraid to try creative things, experiment and bring people together in new ways.** We were especially impressed by their UWPEI Hygiene Drive in support of Chief Mary Bernard's Memorial Women's Shelter.



**IO Solutions**  
Contact Center Inc.

#### The Good Neighbour Award: PEI Mutual

The Good Neighbour Award went to PEI Mutual Insurance and their staff for being such Good Neighbours. Not only do they give generously each year through their workplace campaign, in 2021 they also made a generous corporate donation in support of our 211 PEI service!



#### Double the Impact Award: ADL

The Double the Impact Award went to ADL for doubling their impact each year with a corporate match. Not only does this motivate staff to give, they truly are doubling the impact they are having in our local community!



#### Spirit Award: Provincial Government Employees

This year, PEI provincial government employees and their United Way campaign team really showed their love and compassion for community. **They excelled in organization-wide communications, new pledging initiatives and creative staff engagement activities.** We are always amazed by the enthusiasm and energy put into this campaign, so we presented them with the Spirit Award!





**We hope you will continue to show your local love and stand with us as we continue to work for a more inclusive and equitable PEI, where everyone can thrive.**

## **WORDS FROM OUR DONORS**

**// I feel like donating to the UWPEI is a great way to support the community, and there are a lot of challenges and needs in the community right now. //**

*- United Way of PEI Donor*

**// I have always given to the United Way of PEI. Years ago when I started my career, I was looking around for a trusted and credible organization that will do worthwhile things with my money, and I chose the United Way of PEI. //**

*- United Way of PEI Donor*

**// Even before gas, food, and housing prices went up, I know many Islanders struggled just to afford rent, and owning a home was so far out of reach. I've watched friends struggle with mental health. Now that everything is getting out of hand, I feel for those already struggling and know they will have to make tough decisions on essential items and services. Instead of just saying, "How will these Islanders survive?", I decided that I'm in an OK place in my life to donate and I wouldn't miss \$20 off my credit card every month. It's only a little monthly donation, but it's something. I like the United Way because it supports many services, is socially conscious, and very transparent. //**

*- United Way of PEI Donor*

# FINANCIAL SUMMARY

## ASSETS

Cash	\$ 617,648
Short Term Investments	\$ 1,111,874
Receivables	\$ 335,792
Prepays	\$ 28,681
Tangible Capital Assets	\$ 3,581

**\$ 2,097,576**

## LIABILITIES

Trade Payables	\$ 42,352
Deferred Revenue	\$ 587,132
Funded Partner Commitments	\$ 346,607
Designations to Registered Charities	\$ 179,735

**\$ 1,155,826**

## NET ASSETS

**\$ 941,750**

**“ We couldn’t do what we do without the support of our generous donors. Your gifts are helping us transform lives and fuel lasting change in PEI communities, and we are so grateful. ”**

## WHERE THE MONEY WAS SPENT

**26%** 211 PEI

**15%** Community Development

**41%** Partner Agency Funding & Donor Directed Gifts

**18%** Fundraising Costs



For the full 2021/22 audit, visit [peiunitedway.com](http://peiunitedway.com).



## 1<sup>ST</sup> ACCREDITED ORGANIZATION

In 2021, the United Way of PEI became the first organization on Prince Edward Island to be accredited under Imagine Canada's Standards program. What this means for our donors is that when you support United Way of PEI, you can be assured of excellence in accountability, transparency, and governance.

# INVESTING IN OUR COMMUNITIES

## Announcement of New Funded Partners

Thanks to your donations to our 2021 Campaign, we have invested **\$575,712** of funding into local community programs that support the United Way's work of lifting local families out of **poverty**, helping **children and youth** thrive both in and out of school, creating **inclusive communities**, and improving **mental health** of the province's most vulnerable individuals and families.



**\$575,712**  
of funding  
invested into  
local community  
programs.

## RECIPIENTS OF THE GRANTS INCLUDE

- THE BLACK CULTURAL SOCIETY OF PEI
- PEERS ALLIANCE
- NATIVE COUNCIL OF PEI
- BLOOMING HOUSE
- BGC SUMMERSIDE & WELLINGTON
- BGC CHARLOTTETOWN & MONTAGUE
- PEI LITERACY ALLIANCE
- PEI FAMILY VIOLENCE PREVENTION SERVICES
- FAMILY SERVICE PEI
- BIG BROTHERS BIG SISTERS PEI
- SIERRA CLUB (WILD CHILD PEI) & WOMEN'S NETWORK OF PEI

Explore our funded partner map on the following page to see where these local program are available.



Each of the organizations has received multi-year funding for programs beginning in April 2022. In addition, United Way of PEI will work with all recipients to provide training, professional development opportunities and will work with them to measure the individual and collective impact of their work.

“The pandemic highlighted deep inequities in our community and the growing gap between thriving and barely scraping by. Today’s investments focus on the most urgent needs facing Islanders right now. We are so grateful to all our donors whose support of United Way allow us to make this very significant investment in Island communities.”

- Randy Cannon, Board President, United Way of PEI

# FUNDED PARTNERS & PROGRAMS 2022-24



## PEI Map

- THE BLACK CULTURAL SOCIETY OF PEI
- PEERS ALLIANCE
- NATIVE COUNCIL OF PEI
- BLOOMING HOUSE
- BGC SUMMERSIDE & WELLINGTON
- BGC CHARLOTTETOWN & MONTAGUE
- PEI LITERACY ALLIANCE
- PEI FAMILY VIOLENCE PREVENTION SERVICES
- FAMILY SERVICE PEI
- BIG BROTHERS BIG SISTERS PEI
- SIERRA CLUB (WILD CHILD PEI) & WOMEN'S NETWORK OF PEI
- 211 PEI – ALL OF PEI





## 2021/22 BOARD OF DIRECTORS

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The United Way of PEI is governed by its Board of Directors, a diverse group of community leaders and key decision makers who provide vision, strategic leadership, accountability and stewardship.



**Randy Cannon**  
**President**



**Mary Lynn Kane**  
**Past President**



**Lea Bryden**  
**Vice President**



**Sean Bradley**  
**Treasurer**



**Julie Pellissier-Lush**



**Andrew MacDonald**



**Carl Pursey**



**Kim Devine**



**Sweta Daboo**



**Sydney Riggs**



**Sharon Cameron**