



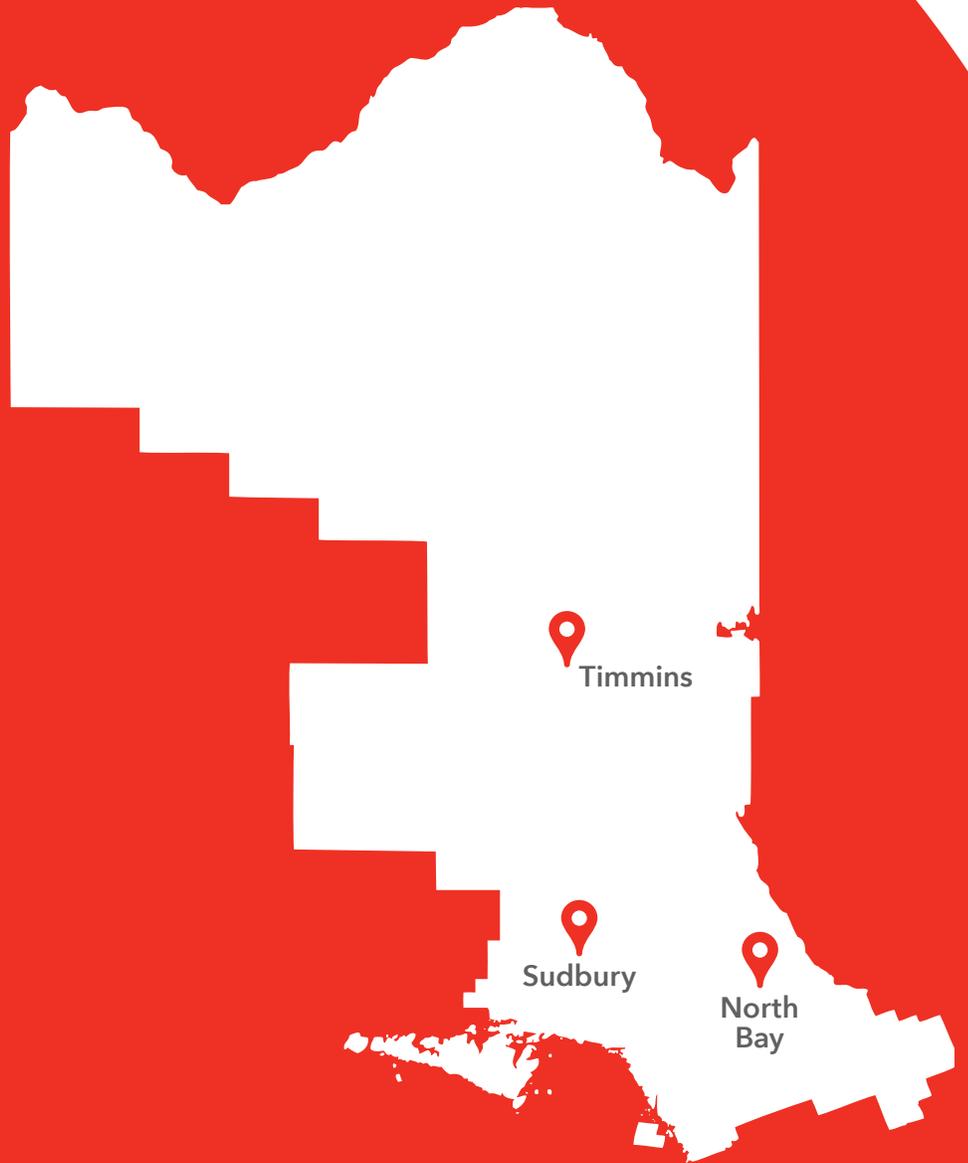
United Way  
Centraide  
North East Ontario  
Nord-est de l'Ontario

# REPORT TO THE COMMUNITY 2018



For United Way, community is a place where everyone can succeed, where all people have opportunities to reach their potential. A place where you feel connected and safe. A place where you feel a sense of belonging.

United Way Centraide North East Ontario/ Nord-est de l'Ontario is committed to working in partnership to tackle complex issues that affect many people that call North East Ontario home. Our focus is impact — not the kind measured on a thermometer, but the kind that changes lives.



# Message from our Board President and Executive Director

## THANK YOU

2018 was a year filled with exciting transformation. With the changing charitable landscape, our Board of Directors recognized and embraced the opportunity to evolve, to be more than funders, as we work with partners to create lasting change. Like you, we care deeply about this community and the residents who call it home. We live, work, and raise our families here.

There's no doubt the issues are complex, and there are no 'quick fix' solutions. People of all ages are struggling with poverty, addictions, mental illness, and social isolation. The path forward, the opportunity, is collective partnerships, shared expertise, and targeted resources. They're what we refer to as local solutions.

Our journey of listening, learning, and identifying opportunities will continue as we work towards sustainable change. We will fundraise and invest in the most promising programs targeted to poverty, community, and kids. We will be a partner in creating brighter futures.

This incredibly important work is happening because of your generosity and support, and we thank you! We invite you to visit our website at [www.uwcneo.com](http://www.uwcneo.com) to learn about our goals, strategies, and community successes.

Sincerely,



Patrick Brouzes  
Board President



Michael Cullen  
Executive Director



*Michael and Patrick*

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# POVERTY TO POSSIBILITY

**19 TARGETED PROGRAMS**  
**DELIVERED BY**  
**13 FUNDED PARTNERS**

Poverty is complex. It's not always easy to identify. Many people struggle in silence. Poverty can affect anyone, from children to seniors, in neighbourhoods across our community.

## Our Commitment

To work in partnership with our community providing the foundational building blocks of a good life. Our investments help ensure that essential services including emergency shelter, food, employment, financial sustainability, support, and training programs are available to all people who are struggling.

## Your support makes a difference. In 2018:

68,351

nutritional meals were provided to help improve food security

2,887

individuals accessed emergency supports to help meet basic needs including shelter and clothing

1,470

individuals participated in workshops that helped build resiliency, confidence, and relevant life skills

2,098

individuals utilized transportation supports that connected them to community services

18,008

crisis interventions were provided to vulnerable people through street outreach

*"It's something that I look forward to each month."*

## *Meals on a Bus*

*A program that helps meet basic needs.*

South River is a small community in the Almaguin Highlands with a population of 1,100. In 2018, their only grocery store closed for six months. Seniors, individuals with limited income, and those without transportation felt the immediate impact. With the uncertainty and the reality of how this was affecting quality of life, The Almaguin Adult Learning Centre (AALC) developed Meals on a Bus, a United Way funded program.

Once a month, residents from Burk's Falls, Sundridge, South River, and Powassan board a school bus for \$2.50 to go to North Bay for a day of shopping. Randie Doornink with the AALC shares, "Day trips are important to our clients. Many are living on a limited income, and this program provides the opportunity to shop sales, have variety, and to buy in bulk, often sharing costs. It also provides clients with the opportunity to build friendships and socialize."

Each bus trip typically yields 20 riders. The conversations and laughter heard on the trips are robust and welcomed. Two-thirds of the riders utilizing the program are seniors that have limited income or difficulty 'getting around.' The other one-third receive social assistance and having access to reasonably priced food is critical in helping them stretch their budgets.

"Almost half the people utilizing Meals on the Bus report running short on funds by the end of each month. The issue is even more complex with the cost of accessing transportation. Taxis can cost anywhere between \$10-\$75 dollars," says Randie.

# BUILDING STRONG COMMUNITIES

**22 TARGETED PROGRAMS**  
**DELIVERED BY**  
**20 FUNDED PARTNERS**

Many people find difficulty in connecting with essential community services. They don't know where to turn, or, that help is even available. These barriers are often amplified for seniors, people living with disabilities, newcomers, and people struggling with mental illness.

## Our Commitment

The foundation of a strong community starts with a network of essential services and supports. Our targeted investments help to ensure that counselling, crisis intervention, mental well-being supports, multi-cultural training sessions, and engagement opportunities are available, locally.

## Your support makes a difference. In 2018:

232

individuals with learning or physical disabilities accessed supports including assistive devices, educational, and recreational activities reducing stress and isolation

2,765

people accessed coaching and counselling services to improve their sense of security and well-being

40

volunteers received mental health first-aid training certification, improving their ability to recognize changes in behaviour and provide support to people who are struggling

1,778

women and children who were victims of domestic/partner violence found safety and security

*"I looked in the living room and noticed our couch was missing."*

Wendy learned the importance of giving back at a young age. Now she helps kids finish high school.

"I came home from school one day, and my mom was in the kitchen. I looked in the living room and noticed our couch was missing. I looked at my mom and said, 'What happened to the sofa?' She said, 'You should ask your dad.'

It turned out that my dad had learned about a parent in our school who had fled an abusive situation in her home. She and her kids had found a new place to live, but they didn't have any furniture. So, he came home and loaded up our sofa—one of those big sectionals—put it in the back of the truck, and took it over to her place.

This wasn't the only time something went missing from our house because my dad was helping someone. That story stayed with me throughout the years. My dad's example sent an important message to me at a young age: When people need help, we help them. That's the house I grew up in.

I first became involved with United Way through my workplace. I was looking for different ways to get involved in the community. I went to a meeting and heard a few amazing speakers share what they were doing to support vulnerable youth. I thought, 'This is exactly the room I need to be in right now.'

Providing support to young people—through things like food programs and counselling—allows them to focus on school, and that is such an important step.

If we can unleash that untapped potential in our community, the world's going to change. All it takes is, 'Yeah, I'm in.'"

— Wendy



# ALL THAT KIDS CAN BE

**40 TARGETED PROGRAMS**  
**DELIVERED BY**  
**30 FUNDED PARTNERS**

Children and youth are one of our community's greatest assets. While their potential is limitless, many struggle with food insecurity, mental illness, and lack of early-year supports that affect their everyday lives. All children deserve a great start in life, the supports to help them do well in school, and reach their potential. By decreasing barriers and increasing supports, we help our kids thrive today, tomorrow, and in the future.

## Our Commitment

To invest in the most promising programs that lay the foundation for lifelong success including mental well-being, school readiness, recreational activities, and leadership development opportunities.

## Your support makes a difference. In 2018:

2,193

parents or guardians participated in programs that helped enhance their capacity to support their children's development

83

children and youth were encouraged, empowered, and supported by a caring mentor

4,000+

youth participated in free or subsidized social, physical, and recreational programs, including arts and camp, to improve their sense of belonging, self-esteem, and their skill development

1,000+

students participated in workshops, and educational opportunities targeted to mental well-being

4,355

at-risk youth accessed places and spaces that provided safety, security, and acceptance

## The Gift of Time

"I have three grandchildren that live with me, and I knew I couldn't do it alone. I was dealing with behavioural, emotional and social issues with all three. Within the first 10 seconds of reaching out for support, I knew I made the right call. The team worked very hard to find perfect matches for Robert, Cloey and Emma with 'Bigs' that would be suitable for their needs.

Emma was matched with Amanda; they are both soft-spoken, enjoy being pampered, and love sports. When we asked Emma how she felt about having a 'Big,' she said she didn't understand how a stranger would want to be her friend. Cloey was matched with Kate; they are both adventurous, outgoing, and vegetarian. Robert was matched with Greg; they both love science, building things, and technology.

With the support and guidance of their mentors, these children know that they can dream big. They are more confident, stable, and happy. They go to summer camp every year for a week; they've all attended group sessions where they worked on self-esteem, anxiety, and the ability to self regulate. They also skate, go to hockey games, the movies, rock climbing, and so much more."

- Raye

A photograph of three children, two boys and one girl, smiling and looking at the camera. They are standing behind a clear plastic barrier, possibly in a science laboratory or classroom. The boy on the left is wearing a black shirt, the girl in the middle is wearing a purple shirt with a colorful owl graphic, and the boy on the right is wearing a black zip-up jacket. The background is slightly blurred, showing shelves with various items.

*"My grandchildren have formed lasting bonds and friendships that will last a lifetime."*

## Partnership with Labour

The Canadian Labour Congress and United Way share a common vision for strong, healthy, and prosperous communities that offer accessible, universal and high-quality social and public services.

The partnership between organized labour and United Way has remained strong over the decades. Not only are unions and their members longstanding, generous donors, but they're also volunteers, advocates, and social change leaders. We are proud to leverage our collective voices, networks, and resources to make our shared vision for a strong community a reality.

United Way Centraide North East Ontario has a Director of Labour & Community Services on staff to work directly with labour affiliates, offer support to unionized workplaces, and to coordinate events, initiatives, and learning opportunities that impact workers and their families.



**Power of Many Conference:**

*Left to right: Charlene Legacy, Director of Labour & Community Services; Jamie West, MPP Sudbury & District; and Eddie Ste Marie, CLC Northern Representative*

## Community Volunteer Income Tax Program

Each year, through March and April, volunteers with the Community Volunteer Income Tax Program file thousands of income tax returns for low-income individuals and families, at no-cost. The program, a partnership between United Way Centraide North East Ontario, Canada Revenue Agency, Greater Sudbury Public Libraries, French River Public Libraries, and the Sudbury Community Service Centre, helps to ensure that low-income earners who file their taxes receive all available government income programs and benefits.

The cornerstone of this program is the dedicated volunteers who work directly with clients. Their expertise and caring touch make completing a tax return a less-stressful experience.

**4,216 TAX RETURNS FILED**  
**50 CLINICS**  
**70 VOLUNTEERS**  
**2,454 VOLUNTEER HOURS**



### Volunteer Profile: Helen

Helen has been volunteering with the Community Volunteer Income Tax Program for 25 years and does so because she enjoys helping others. We asked why she feels this program is important, and she shared, "Many of the clients using this program cannot afford to have their taxes done professionally, and without filing their returns, they would not receive the benefits that they are entitled to."



## Home Bonus Program

Home improvements can be expensive, especially while living on a limited income, but a few small upgrades can make all the difference. We're talking about added comfort, increased energy efficiency, and cost-savings on your monthly bills. United Way Centraide North East Ontario is proud to partner with Union Gas, GreenSaver, and your local utility companies to make home improvements more accessible to all homeowners.

Utilizing this program is simple and straight forward. The first step for qualifying homeowners is to visit [www.uwcneo.com](http://www.uwcneo.com) to apply for the program. Once an appointment is booked, Adam – our Energy Advisor – will come to your home and perform the energy audit. Based on the results, homeowners may qualify to receive a variety of home upgrades that include insulation, LED light bulbs, water saving products, energy efficient refrigerators, freezers, window air conditioning units, dehumidifiers, weather stripping, and so much more!

In 2018, Adam completed a total of 100 energy audits, helping homeowners benefit from thousands of dollars in free upgrades.



It takes approximately 2 hours to complete an on-site energy audit.

## WOLVES United – United FIVE

The WOLVES United – United FIVE partnership with SW Sports & Entertainment was founded on the shared vision of ensuring that all children and youth in our community have opportunities to reach their potential.

With the success of the electronic 50/50 raffle, the generosity of the fans, and the dedication and hard work of our volunteers, we invested in several youth-related programs that empowered young people to develop their resiliency, skills, and interests.

### 2018 Program investments included:

Suicide training and prevention, mental and physical wellness, leadership conferences, healthy relationships, skill development, art and recreational opportunities, and after-school programs.

### YEAR IN REVIEW:

**42 GAMES + 1,572 VOLUNTEER HOURS  
+ 15 PROGRAMS = OPPORTUNITY**



## Make the Right Call

Finding help is easier when you make the right call. A significant barrier for individuals and families in need of support is not knowing where to turn or who to call. Whether it's accessing food programs, shelter, employment, transportation, services for an ageing parent or finding childcare, 2-1-1 is only a phone call away.

### What is 2-1-1?

2-1-1 is a referral helpline that connects people to community-based supports.

### What do I need to know?

2-1-1 is available 24/7/365, in over 150 different languages. The call is free, confidential and live-answered by a trained referral specialist to connect you with the help you need.

### Top 5 reasons people in the North East called 2-1-1

1. Government/Community/International Services
2. Individual and Family Services
3. Income Support and Employment
4. Criminal Justice and Legal Services
5. Healthcare



# In Good Company

United Way Centraide North East Ontario is grateful to have the support of many loyal contributors. Their collective investments are put to work to improve lives locally. We'd like to take the opportunity to thank them – our corporate partners and their employees, our labour partners, and all the organizations and businesses who take an active role in supporting our work.

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Vale/United Steelworkers  
Sudbury Integrated Nickel Operations &  
Kidd Operations - A Glencore Company  
Government of Canada Workplace Charitable  
Campaign  
LCBO  
Ontario Public Service  
Newmont Goldcorp Porcupine  
City of Greater Sudbury  
Laurentian University  
Canadian National Railway  
TD Canada Trust  
Union Gas  
RBC Royal Bank  
COSTCO Wholesale  
BMO Bank of Montreal  
CIBC  
Cambrian Ford  
Enterprise  
Public Health Sudbury & Districts  
Scotiabank  
Brokerlink  
Desjardins Group (Caisse Populaire)  
United Way Centraide North East Ontario/  
Nord-est de l'Ontario  
Ontario Northland  
Reliance Home Comfort  
Great West Life  
Intact Insurance  
Fondation Families Lauzon et Provencher  
Greater Sudbury Utilities  
Health Sciences North  
The Robert Campeau Family Foundation  
Manulife Financial  
KPMG  
OPG  
Conseil scolaire catholique du Nouvel  
Ontario (CSCNO)  
Cambrian College

Hydro One  
Sudbury Catholic District School Board  
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Elizabeth Fry Society  
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USW Local 6500  
Carriere Industrial Supply  
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Regulvar  
Sudbury Hyundai  
Palladino Honda  
Laurentian Chrysler  
Crosstown Chevrolet Buick Cadillac GMC  
Mid North Mitsubishi  
New Sudbury Volkswagen  
SW Sports & Entertainment  
Manitoulin-Sudbury District Services Board  
Lacroix Lawyers  
Bell Let's Talk  
NorthernTel

## COMMUNITY MEDIA PARTNERS

Rogers Media  
CTV Northern News/Bell Media  
Northern Life  
Sudbury.com  
Vista Radio

## CANADIAN HERITAGE GRANT (TRANSLATION SERVICES)

Government of Canada

# Leaders of Change: Newmont Goldcorp Porcupine Employees

It takes an entire community working together to create long-term, sustainable change. Common goals, targeted investments, programs that reflect need, and real-time solutions to help make it happen.

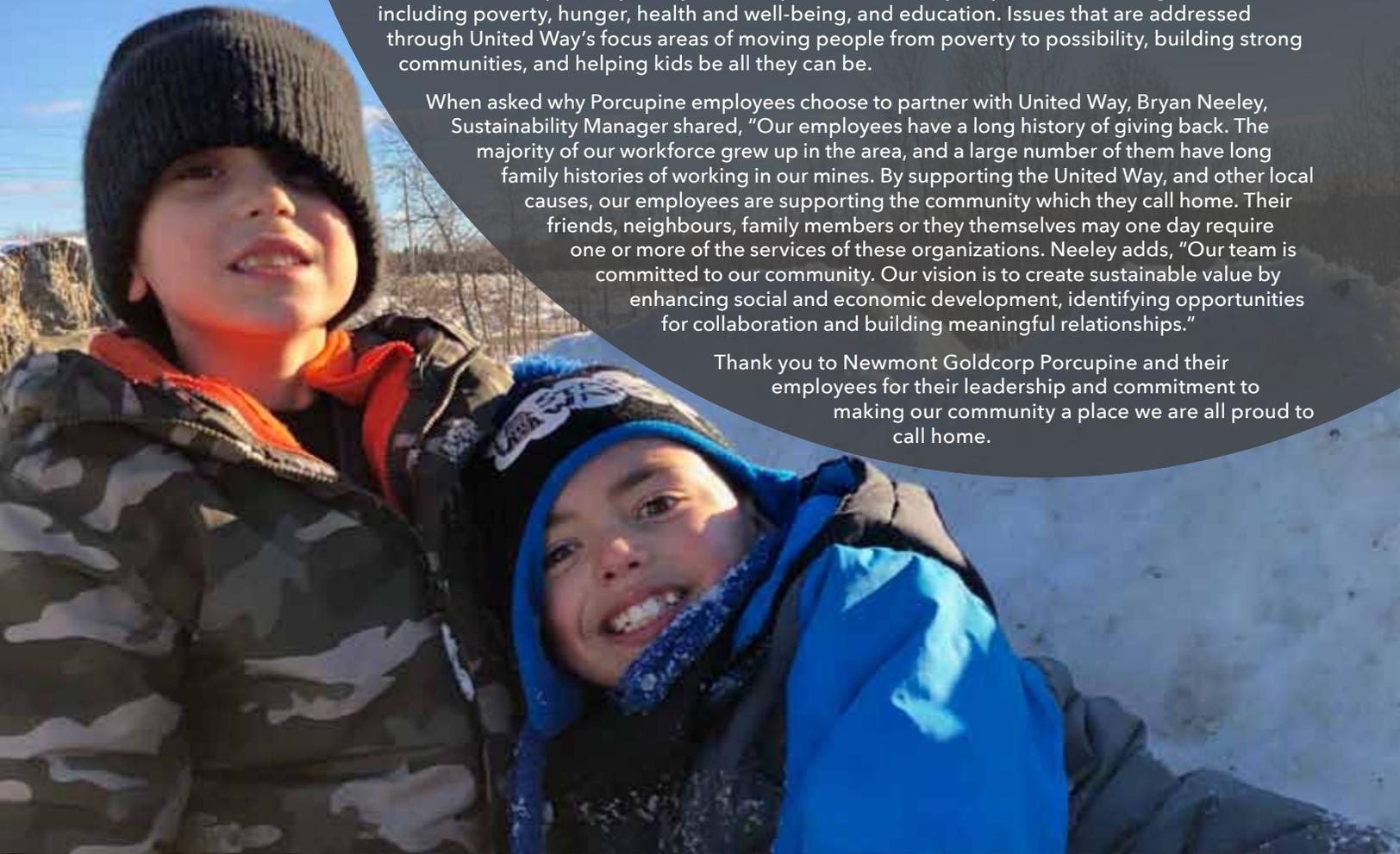
For decades, Porcupine employees at the Hoyle Pond Mine, the Hollinger Open Pit, the Borden Gold Mine, and the Dome Mill have been strong advocates for United Way and the communities of Timmins and Chapleau. Their values are simple. Safety. Productivity. Responsibility.

Their vision - To Create Sustainable Value, Together. No matter which parent company operated the mines over the years, the employees' commitment to their communities remained deep-rooted, with a focus on understanding local barriers and engaging in local opportunities.

Newmont Goldcorp Porcupine's partnership with United Way helps to address unignorable issues including poverty, hunger, health and well-being, and education. Issues that are addressed through United Way's focus areas of moving people from poverty to possibility, building strong communities, and helping kids be all they can be.

When asked why Porcupine employees choose to partner with United Way, Bryan Neeley, Sustainability Manager shared, "Our employees have a long history of giving back. The majority of our workforce grew up in the area, and a large number of them have long family histories of working in our mines. By supporting the United Way, and other local causes, our employees are supporting the community which they call home. Their friends, neighbours, family members or they themselves may one day require one or more of the services of these organizations. Neeley adds, "Our team is committed to our community. Our vision is to create sustainable value by enhancing social and economic development, identifying opportunities for collaboration and building meaningful relationships."

Thank you to Newmont Goldcorp Porcupine and their employees for their leadership and commitment to making our community a place we are all proud to call home.



# Our Team

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## 2018-19 Board of Directors

### Executive

Patrick Brouzes, President  
Tina Vincent-Gagnon, Vice President  
Debbie St. Germain, Vice President – Labour  
Daryl Heinsohn, Treasurer  
Ashley Thomson, Past President

### Directors

Réjean Amyotte  
Gary Aubut  
Valerie Barbe  
Doug Conroy  
Amanda Dyer  
Paul Gomirato  
Dr. Paula F. Gouveia  
Dr. Rayudu Koka  
Bleir Millions  
Kevin O'Connor  
Sebastian Shushan  
Marisa Talarico  
Chris Vuorensyrja

## Sponsored Employee Program

The Sponsored Employee Program is a unique opportunity in which a workplace loans an employee to United Way from September – December. Participants develop presentation and public speaking skills, plan events, and participate in project management.

Leanne Whitehouse, Ministry of Community Safety and Correctional Services / OPSEU Local 617

Tracey Hill-Loyer, Ministry of Community Safety and Correctional Services / OPSEU Local 616

## 2018-19 Campaign Cabinet

Campaign Chair, Karen Hourtovenko  
Past Campaign Chair, Kevin O'Connor  
Campaign Vice Chair, Alex Freedman  
2nd Vice Chair, Julie Zulich

### Members

Sheena Alexander  
Jay Baxter-Derro  
Linda Boyd  
Tracey Gosnay  
Sam Guillemette  
Karen Hastie  
Mike Ladyk  
Norm Legault  
Sue Lekun  
Leanne Lewis  
Marett McCulloch  
Scott McCulloch  
Kerri Michelutti  
Jessica Penteris  
Mike Penwarden  
Lynne Raven  
Terri Rinta  
Lana Watier

# #LocalLove



**United Way  
Centraide**

**North East Ontario  
Nord-est de l'Ontario**

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