

Local Love

HERE'S WHAT WE HAVE BEEN
ABLE TO DO IN OTTAWA
BECAUSE OF YOU.



United Way
Centraide
Ottawa

To the team at Carleton University:

I want to take this opportunity to thank you for the unwavering support you have shown our city.

You understand how unbelievable this year has been for Ottawa. Through it all—from ice storms, to tornadoes, to some of the more chronic challenges we face: things like youth homelessness and the growing needs of our seniors. You have witnessed the strength of our city when we come together in the face of adversity. **You know that everyone can benefit from an act of local love.**

In the face of the challenges we are working to overcome in our city, your support is instrumental in creating measurable and lasting change for Ottawa's most vulnerable. **Carleton University** has contributed **\$119,116.44** through the employee giving program in 2018. We cannot thank you enough.

This report is evidence of your passion for Ottawa. Both in the workplace and out in the community, your leadership inspires us and it speaks volumes about who you are as an organization and as individuals.

When you give back in diverse ways, you make big things happen.

You help ensure those facing mental health crises get the help they need, when they need it. You make sure seniors can maintain their independence as they age. You also give kids the support they need to achieve success.

Carleton University has a tremendous amount to be proud of.

Thanks to your incredible generosity and our valued partnership, we will contribute to something much, much bigger: a better city, for all of us.

In the meantime, please accept my humble thanks. Your leadership is a testament to the goodwill and inclusive character of our city and shows what can be accomplished when we work together.

With gratitude,



Michael Allen
President & CEO, United Way Ottawa



Your Impact

Year after year, day in and day out, Ottawa depends on United Way to improve lives, break down barriers and create opportunities for people across our city.

100% LOCAL is not just our slogan—it's our guarantee that we invest every dollar right here in Ottawa where it is needed most and will have the greatest impact.

The extraordinary support that Carleton University shows our city includes generous philanthropic support for many causes, and also, a deep commitment to engaging employees in contributing to the well-being of people in our city.

More than

\$119K

total contributions made by Carleton University and its employees in 2017-18

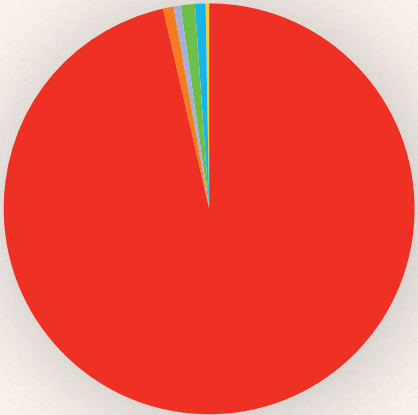
\$3.99M

lifetime contributions given by Carleton University and its employees

The generous donors at Carleton University are passionate about Ottawa and give directly to the causes they care most about.

By giving to United Way, your teams support a variety of causes across the community:

- Mental Health and Addictions
- United Way Ottawa Community Fund*
- Other Charities
- Other United Way Programs
- Poverty to Possibility
- Children and Youth
- Seniors



*When you give to United Way’s Community Fund, you support all of our work: everyone from kids, those struggling in poverty, isolated seniors, newcomers and more.



Supporting Those Struggling With Mental Health

Sue felt broken after the death of her son. She needed relief from the pain and guilt that overwhelmed her. United Way made it possible for Sue to access counselling and process the trauma she was facing. Because she no longer feels alone, Sue says: "I feel lighter, somehow."

Because of your organization's investments, people like **Sue** have a place to turn for help when they need it most.

The stigma associated with mental health problems often keeps people from seeking help. When a person is ready to reach out for the first time, it's important that someone is there to listen and provide effective, professional guidance.

Thanks to your organization, United Way is able to fund programs and initiatives like 24/7 crisis lines, counselling and peer support groups—the psychological and crisis supports people need, when they need it most.

Here's a deeper look at what we were able accomplish in 2017-18 thanks to donors like you:



46,862

individuals received
crisis supports

808

clients experienced
a reduction in stress
and anxiety



Helping Children and Youth

Kuma's guidance counsellor recommended her for the Students Will All Graduate (SWAG) after school program because she was considered "at-risk" as a result of growing up in a low-income neighbourhood.

"I know now that if I didn't have a program like SWAG, it would've been really hard for me to make it as far as I've come. I grew from someone who didn't have confidence in my ability to succeed in school, into someone with the world at my fingertips," says Kuma.

Thanks to your organization, United Way is able to support youth like **Kuma** so they can reach their full potential.

When you help kids develop the skills they need to succeed in school, you put them on the path to a successful life—which will pay dividends for generations to come. At United Way, we believe that every child and youth across Ottawa deserves an equal opportunity to be all that they can be.

Here's a look at what we were able to accomplish together in 2017-18:



- **7,603** youth participated in out-of-school time programs and/or received individualized supports
- **704** children and youth maintained or improved their academic performance

Additionally, we were able to support our city's most vulnerable youth and their families in diverse ways. Here's how you helped:

- **14,958** youth participated in substance use prevention and education sessions
- **97** youth reported a reduction in the frequency of drug use

2,060

families/caregivers
received information,
resources, tools, trainings,
and/or teaching skills

218

youth living in emergency
shelters or transitional housing
received supports to
live independently



Moving People from Poverty to Possibility

When **TJ** moved to Ottawa to escape his difficult past, he found himself without a network of support—he had no job and no family or friends to fall back on, so he ended up sleeping on couches, in garages and in emergency shelters.

After connecting with a United Way partner, TJ accessed employment counselling and skill-building resources to overcome the barriers he faced. Soon after, TJ landed a full-time job with a local social enterprise that offers employment supports to those who need it. With a steady paycheque, TJ says he feels more independent and hopeful for his future.

Thanks to your support, we were able to move people like **TJ** from poverty to possibility.

Without the basic necessities, life becomes a daily struggle. A place to call home, a job and a sense of belonging to your community are basic needs that we all want for ourselves, our loved ones and our neighbours.

Thanks to donors like you, we invest in programs and initiatives that help newcomers find jobs to match their skills and give people with disabilities employment and a sense of belonging to their community.

Here's a glimpse into what that achievement looked like in 2017-18 with the support of donors like you:



1,012 job seekers with disabilities found employment

- **852** individuals received job skills training
- **309** newcomers found employment
- **111** youth (ages 15-24) found employment

190

employers increased their knowledge of barriers faced by people with disabilities

3,203

people in financial crisis received financial services and supports



Supporting Seniors

Mary was diagnosed with glaucoma at age 72 and found out she would lose more and more of her vision as she got older. With support from a United Way partner that provides services for the blind and partially sighted, Mary developed new ways to maintain her independence and regain self-confidence. Now, Mary teaches braille to her peers, and runs a support group for other seniors who are losing their vision.

There are now more people aged 65 or older living in Ottawa than there are children and youth. Between 2011 and 2031, our senior population is expected to more than double. We know what the challenges look like today, and they will only grow if we don't work collaboratively to support this vulnerable population:

- **30%** of seniors live in poverty in some Ottawa neighbourhoods
- **26%** of Ottawa seniors live alone, making them more vulnerable to social isolation

With your support, we're working to give every senior in Ottawa the companionship they deserve.

Through research, data, and years of measurable results, United Way invests in programs and services that reduce isolation, provide support to caregivers, and ensure Ottawa's seniors stay active, engaged and safe in their homes.

Here is what we accomplished together in 2017-18 with help from donors like you:



1,904
seniors reported
decreased isolation



Engaging Your Employees

Through United Way, your organization can participate in volunteer and engagement opportunities that bring staff together and increase employee recruitment, engagement and retention.

United Way has the expertise to create customized employee engagement experiences for your team, such as:

Make it to Midnight Challenge: Employees can participate in a make-it-to-midnight session, where they will experience a live tour, held between 6:00 p.m. and 12:00 a.m. Here, they will experience first-hand the challenges that homeless youth face. Participants then share their experience with fellow staff, through a post-event workplace event or through a filmed video presentation prepared by United Way. This event offers an eye-opening view of our city and an unforgettable life experience to participants.

Simulation Experience: Medium to large-sized staff groups can participate in a custom simulation experience on topics such as homelessness or mental health crises. To begin, staff break into small teams, and learn the story of a person who has benefitted from United Way's support. For the next hour, they live out the person's story, making important decisions along the way. At the end of the simulation, participants learn how these real people in Ottawa overcame their challenges.

Single Day Volunteering Projects: United Way can create and deliver customized volunteer experiences for employees looking to have a hands-on impact in a specific area. This can include kit-building for vulnerable people (such as personal care kits for homeless youth), landscaping and restoration projects, neighbourhood support, tutoring, and many other options. The scope of the activity can be tailored to the size of the group and the ideal date/time. Depending on the activity, some extra costs may apply.

Skills-based Volunteering: United Way engages volunteers each year to solve specific, community-based challenges across the city. Organizations with human resources expertise can participate in mock interviews with people who have disabilities and are looking for their first job. Those with accounting skills can help people with financial planning challenges. And those able to offer legal help are engaged to offer advice to many in need, particularly Ottawa's refugee communities.



Other Promotional Opportunities: Sponsorship

In addition to the complimentary recognition that United Way will provide, your organization has the opportunity to engage United Way in paid sponsorship activities, which can further promote our collective commitment to making our city a great place for everyone.



United Way Ottawa's Community Builder of the Year Awards Gala

May 16 2019 | 5:00 PM – 9:00 PM
Shaw Centre

This spectacular annual gala honours Ottawa's inspiring community leaders and organizations who make positive change happen every day in our city.

You can be a part of this event in a variety of ways, either by sponsoring awards, food, drinks or even presenting an award on stage.



The United Way Wall of Inspiration

Fall 2019 | 8:00 AM – 10:00 AM
Jean Pigott Place, City Hall

The Wall of Inspiration is an iconic, permanent Ottawa landmark that lives in the heart of our city. Thousands of people interact with the wall every year as it is the backdrop to all events that happen at City Hall.

The Wall of Inspiration recognizes volunteers and pays homage to the spirit of community building. Its prominent placement is indicative of the importance of its message—a community is only as strong as its people, and each of us has the ability to affect change in Ottawa.



Campaign Sponsor

United Way works closely with more than 300 workplaces—local businesses and organizations who rally behind the greatest challenges Ottawa faces. Our campaign sponsor plays a pivotal role in keeping our fundraising costs low. When you sponsor United Way Ottawa’s campaign, we not only share your brand with our extensive network—you are helping to make this city great, for everyone.



Schmoozefest

October 2019 | 7:00 PM – 11:00 PM
Horticulture Building at Lansdowne Park

Bringing together the next generation of philanthropists and change-makers in order to drive local change for youth mental health, LGBTQ+ initiatives and social enterprises in Ottawa.



For more information on how to become involved as a sponsor in any of these events, opportunities and more please contact Mark Belanger at 613.228.6754 or by email at mbelanger@unitedwayottawa.ca.

Leading the Way in Financial Performance

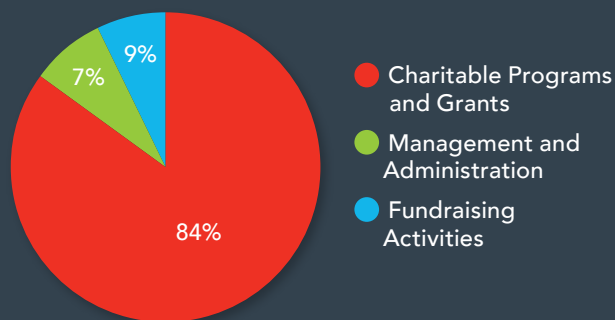
During the most recent reporting year, United Way Ottawa raised \$26,241,526. Of this, 84 per cent of our funds were allocated to charitable programs and grants, and the remaining funds went toward management expenses and fundraising. From the total amount raised, donors and grant makers gave \$11.6M to support United Way-led initiatives in the community.

Managing donors' contributions wisely

United Way Ottawa is proud to have been recognized by external bodies for our strong financial performance. This has included consistent top marks in MoneySense magazine for how we use our funds.

This reflects our efforts—by both staff and our volunteers—to ensure we manage donors' contributions wisely so that we can continue to fund vital programs and services that support the people in our city who depend on us.

As an organization, our promise is to invest dollars where they are needed most and will have the greatest impact. Our consistent top marks further reinforce that donating to United Way Ottawa is the very best vehicle to build a strong, healthy, safe community for all.



More information on United Way Ottawa's finances can be found online at uwco.ca/financials.

Thank You

CARLETON UNIVERSITY, FOR THE
LOCAL LOVE YOU SHOW OUR CITY

