



2020 IMPACT REPORT



United Way
South Eastern Alberta

utdway.ca

OUR VISION

Everyone in every community has the opportunity to reach their full potential.

OUR MISSION

To improve lives and build communities by engaging individuals and mobilizing collective action.

OUR VALUES

Our values guide our decision-making and our work:

- Demonstrate integrity and transparency
- Inspire volunteerism
- Endorse collaboration and partnerships
- Provide non-partisan leadership
- Embrace inclusion and equality

IN 2020 UNITED WAY AWARDED FUNDING TO 13 AGENCIES SUPPORTING 18 PROGRAMS

OUR FOCUS OF INVESTMENT IS:

From Poverty to Possibility

Change starts here.

FROM POVERTY TO POSSIBILITY
The one gift of the power of "possibility" is that it can be shared. It can be passed on. It can be passed on to the next generation. It can be passed on to the next generation. It can be passed on to the next generation.

YOUR GIFT OF:

- \$20 per year will provide 10 families Christmas dinner and gifts for the children.
- \$10 per year will ensure meals and food for needy children, education and mentoring.
- \$5 per year will buy a backpack full of school supplies to help the children who do not have them.
- \$2 per year provides Access Bag Lunch to provide nutrition to 10 kids to help them focus and learn on what they will do further in school.

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Change starts here. UnitedWay.ca

All That Kids Can Be

Change starts here.

ALL THAT KIDS CAN BE
To be successful, independent adults, children need a good start in life, access to early learning and development programs, positive social experiences during the middle years and a positive future outlook. These needs can be met with adult involvement and support. It is through the involvement and support of adults that children can reach their full potential and become the adults of tomorrow.

YOUR GIFT OF:

- \$15 per year will fund after school programs, providing structured and supervised activities for 20 children, months of school being out of school.
- \$10 per year ensures all children have access to clean and healthy food.
- \$5 per year sends a child to camp for a week, where they can make friends and try new things.
- \$2 per year sends 4 youth to leadership training.

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Healthy People Strong Communities

Change starts here.

HEALTHY PEOPLE STRONG COMMUNITIES
The one gift of the power of "possibility" is that it can be shared. It can be passed on. It can be passed on to the next generation. It can be passed on to the next generation. It can be passed on to the next generation.

YOUR GIFT OF:

- \$100 sends a group of local people living with MS can come together for a support group meeting where they can share and share living with MS through a shared sense of understanding, knowledge and experience it takes per volunteer year.
- \$100 provides 7 boxes of "Kids in the Village" group take care child with special needs children in a safe, comfortable location and all supplies needed.
- \$50 will buy a child's health book.
- \$120 will help United Way of South Eastern Alberta fund its programs for those suffering the effects of debilitating disease.

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2020 IMPACT REPORT

POVERTY TO POSSIBILITY

▶ **\$55,000**

2 programs
Supporting 15,022 individuals

ALL THAT KIDS CAN BE

▶ **\$77,000**

8 programs
Supporting 9470 individuals

HEALTHY PEOPLE STRONG COMMUNITIES

▶ **\$38,000**

4 programs
Supporting 516 individuals



300

Coats for Kids



315

People fed at the
United Way Spirit
of Christmas Feast



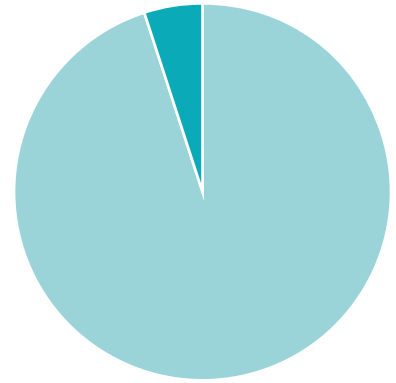
640

Children received
Christmas gifts

MOVING PEOPLE FROM POVERTY TO POSSIBILITY

\$55,000

Food Security 
Poverty 



IMPACT

FOOD SECURITY

Salvation Army

The Salvation Army served 13,800 hot meals to the homeless and the community in need from April 1 to December 31, 2020.

“without the United Way Healthy Bundles program, I don’t know how I would have been able to afford diapers and formula for my 6-month-old infant, my husband lost his job. Thankfully the Food Bank could help us and our baby.”

Medicine Hat and District Food Bank

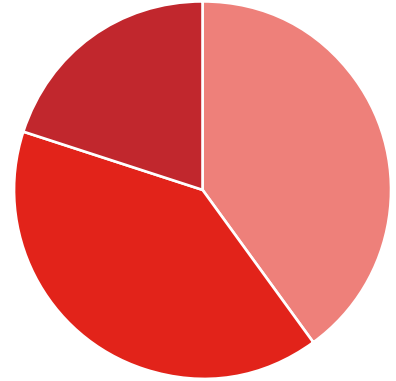
The Healthy Bundles program was able to provide local families with formula, diapers, extra dairy, vegetables and fruit.



ALL THAT KIDS CAN BE

\$77,000

Success in School
Emotional Wellbeing
Community/Leadership
Engagement



IMPACT

EMOTIONAL WELLBEING

Medicine Hat Women's Shelter Treehouse Child Care Program

This program provides more than just childcare, the staff are trained to recognize the effects of family violence in all ages and will work with each child to help them cope with the trauma they have endured.

"My favorite moment that occurred recently was when I was walking a six-year-old child back to her unit after her regular appointment. The child grabbed my hand and asked "Jessa, do you live a happy life?" I replied that I do and asked her the same question. She replied, "I use to live a sad life, but now I live a happy life."

SUCCESS IN SCHOOL

Redcliff Action Society

The funds provided by The United Way of South Eastern Alberta has helped make our Educational and Recreational Program for youth successful. This year-round program offers advocacy and resources for local youth.

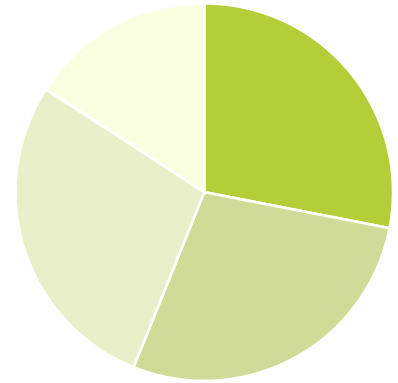


HEALTHY PEOPLE STRONG COMMUNITIES

\$38,000

IMPACT

Community Mental Health
Domestic Violence
Seniors/Disabilities
Community Wide Strategies



COMMUNITY MENTAL HEALTH

Medicine Hat Family Services and Life Talk Counselling

These 2 agencies provide counselling subsidies for individuals and families. They address the social issues stemming from struggling and broken marriages/relationships, parenting issues and the many difficulties creating mental, emotional, relational and psychological hurts in life, with the goal to assist change so clients handle life situations in healthier ways.

“Families, more than ever, are experiencing a shift of what defines them. The challenge is the acceptance of that and then strengthening the commitment to change or adapt.”

Syl Bellefeuille 2019 Medicine Hat Family Services

SENIORS/DISABILITIES

Parkinson Association of Alberta

Providing support, education, information and resources to address mental health and quality of life issues for people living with and affected by Parkinson disease in South Eastern Alberta was vital, and funding from United Way of South Eastern Alberta was critical in Parkinson Association of Alberta to continue to provide these services in extremely challenging times.



2020 UNITED WAY GRANTS



25,202



Lives were changed through investments in:
19 programs and 13 partner agencies



ALL THAT KIDS CAN BE

Redcliff Action Society
YMCA
South Eastern Alberta Safety Alliance Society
Girl Guides of Canada
Be YOUth Centre



FROM POVERTY TO POSSIBILITY

Medicine Hat Food Bank Healthy Bundles
Salvation Army
Medicine Hat Women's Shelter
Brooks Women's Shelter



HEALTHY PEOPLE STRONG COMMUNITIES

Parkinson Association of Alberta
Medicine Hat Family Services
Lifetalk Counselling
Brain Injury Relearning

COLLABORATIONS

United Way is proud to collaborate with community partners for Fresh Start to School.



**UNITED WAY OF SOUTH EASTERN ALBERTA ALLOCATED
\$52,000 in April 2020 for Mental Health and Senior Services Funded by the
Government of Canada's New Horizons for Seniors Program, ATB and Scotia Bank**



Medicine Hat Family Services & Life Talk Counselling

Mustard Seed

Hilda Community Association

Schuler Community Association

Senior Outreach Brooks/Bassano

Drumheller Meals on Wheels

Redcliff Meals on Wheels

Medicine Hat Meals on Wheels

County of 40 Mile

Oyen/Acadia Foundation

Funded by the Government
of Canada's New Horizons
for Seniors Program

Canada 

ABOUT THE NEW HORIZONS FOR SENIORS PROGRAM

The New Horizons for Seniors Program (NHSP) provides grants and contributions for projects that help improve the well-being of seniors and foster their social inclusion. To provide immediate essential services to seniors impacted by COVID-19, the Government of Canada is providing \$9 million under the NHSP to be distributed through United Way Canada network. These funds will help organizations providing support to seniors dealing with the impact of COVID-19.



EMERGENCY COMMUNITY SUPPORT FUND

The fund provided financial support to charities and other qualified donees adapting their frontline services to support vulnerable Canadians during the COVID-19 pandemic. The ECSF was announced by the Government of Canada and is administered in collaboration with United Way Centraide Canada, Community Foundations of Canada and the Canadian Red Cross.

AGENCY/PROGRAM	ALLOCATION
Mustard Seed/Neighbour Care Package	\$54,000
Medicine Hat Shuffle Board	\$12,000
Lifetalk	\$24,000
Persian Dreams & Canine Dreams	\$30,000
Brooks Senior Centre/Wellness Gathering	\$23,500
SPCA/Animal Adoptions Social Well Being	\$15,000
Cerebral Palsy Association Alberta	\$1,000
Tools for Schools	\$15,000
Medicine Hat Public Library	\$8,000
Redcliff Action	\$20,550
Alberta Cancer Foundation	\$60,000
Food Bank	\$40,000
Salvation Army Medicine Hat	\$10,000
Parkinson Medicine Hat	\$3,100
Town of Drumheller	
55+ Home Care/Personal Support	\$10,500
55+ Subsidized Hot Meals Program	\$10,101
YMCA Seasonal and PD Camps	\$39,330
MHWSS Christmas Hampers	\$10,000
Mustard Seed Flooring Replacement	\$28,432
Salvation Army	\$8,000
Seniors Out Reach	\$11,700
Junior Achievement	\$5,000
Be Youth	\$8,435

The Government of Canada's \$350 million Emergency Community Support Fund aims to help charities and non-profit organizations adapt and increase frontline services for vulnerable populations during COVID-19.

United Way of South Eastern Alberta is pleased to support this vital investment by the Government of Canada in critical services for vulnerable people in our community.

Canada

CONNECT.
GIVE.
IMPACT.

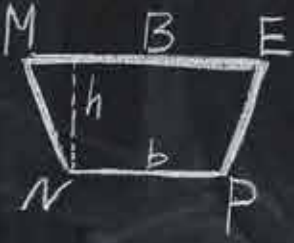


**COMMUNITY
FOUNDATION**
of Southeastern Alberta

work



$$A = L \times w$$



$$A = \frac{(B+b) \times h}{2}$$





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