

# United Way of Lethbridge & South Western Alberta Community Impact Report 2016



**United Way**  
Lethbridge &  
South Western Alberta



# Dear Friends,

As United Way's 75th Annual Fundraising Campaign comes to a close, we are already looking to the horizon and planning for the year ahead.

Coupled with the work of our agency partners and those on the front lines of building stronger communities, United Way is committed to keeping the momentum going. Our goal is to maintain a strong focus on reducing poverty for all, and especially our region's children, with the highest child poverty rate in Alberta to ensure children are on a level playing field with their peers and have every opportunity for an empowering future. We must also be proactive in our approach to address the increase in child and youth mental health concerns.

We are looking forward to collaboration between organizations, businesses and individuals across all sectors to deliver a strong, positive impact with the goal to improve the lives of people in our communities by:

- **Helping children and youth become more resilient and be all they can be:** We are investing in programs and services that give children a leg up when it comes to school readiness and literacy, fostering relationships with positive adult mentors, and ensuring that children and youth can count on access to healthy food daily.
- **Taking people from poverty... to possibility:** We're helping families in Lethbridge & South Western Alberta to make sure their basic needs are met and that those living with low incomes have access to supports and resources that can help them move into a future that is financially stable.
- **Building healthy people and strong communities:** We believe in creating a welcoming and inclusive community for everyone and ensuring that people with disabilities and mental illness have help to access community resources and live with as much independence and dignity as possible.

Our donors, funded partners, volunteers, employers, local organizations and community members deserve recognition and accolades for helping to build the foundation of the strong, healthy, inclusive and welcoming community that is at the forefront of our minds. We thank you for standing with us to build, improve, care for and celebrate the community we all share.



**Trudy Carrels**  
Executive Director

**Maureen Burke**  
Chair, Board of Directors

# Together... We Are Possibility!

# 2016 By the Numbers...

**794**



Pairs of new socks donated during the 2016 Toasty Toes Sock Drive.

**28**



Communities in South Western Alberta, including Lethbridge, whose residents accessed United Way-funded programs in 2016.

**110+**



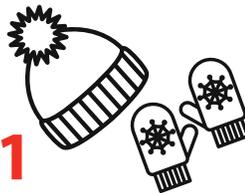
Individual volunteers who gave their time to United Way activities in 2016.

**370**



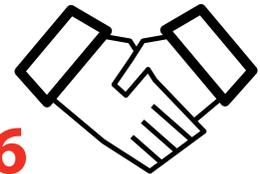
Teddy bears donated by Calendar Club kiosk customers and shared with children and families during the Holidays.

**601**



Pieces of winter wear donated during the 2016 Coats for Kids & Families Collection.

**16**



Partner organizations in the 2016-2017 funding year.

## Poverty to possibility

People become homeless for many reasons - job-loss, family death, natural disasters... Together, we can help low-income families and those experiencing homelessness to find and maintain stability and independence.

- **4 programs supported in 2016-2017**



## Strong communities

We support a thriving, inclusive community. When we support and encourage the overall well-being of individuals and families, we are building a strong network of safe, caring neighbourhoods.

- **6 programs supported in 2016-2017**



## All that kids can be

We want to see kids grow and succeed! From early childhood to high school completion, we support paths of development which help youth achieve their full potential and live healthy lives.

- **7 programs supported in 2015-2017**





The 75th Annual Fundraising Campaign kicked off at Lethbridge City Hall on Monday, September 12. The United Way flag was raised and the campaign was officially opened with a **\$40,000** donation from the Kinsmen Foundation.

Of the \$40,000, half was designated to support school readiness through the *Ready, Set, Go!* program and half was directed to United Way's Community Fund and local programs for people and families at United Way funded partner organizations.

*L to R: Trudy Carrels (United Way Executive Director), Blair Foster (President, Kinsmen Club of Lethbridge, 2016)*

In the 2016-2017 Lethbridge Hurricanes regular and post seasons, **\$30,741.90** was raised for United Way's Community Fund through raffles at each home game, Tailgate BBQs with Brown's Social House and the annual Tip a 'Cane event at Mr. Mike's Steakhouse Casual.

*L to R: Danielle Burger (United Way Board of Directors), Stephanie Wierl (United Way Community Development Coordinator), Brian LaChance, Dave LaChance, Jason LaChance (Brown's Social House), Terry Huisman (Business Manager, Lethbridge Hurricanes Hockey Club), Trudy Carrels (United Way Executive Director)*



In 2016, the Golf Classic In Memory of John Wichers saw its 25th year and raised **\$50,365** for community re-investment in programs and services that align with United Way's three pillars: reducing poverty, encouraging healthy lifestyles and supporting positive child and youth development.

*L to R: Brian Wichers (Golf Classic Co-Chair) Trudy Carrels (United Way Executive Director), Chad Zentner (Golf Classic Co-Chair), James Bartsch (Golf Classic Co-Chair)*

In honour of the 75th Annual Fundraising Campaign, employees at Murray Auto Group successfully reached 75% participation in their United Way campaign resulting in a triple company match to employee contributions.

Donations to United Way reached just over \$24,000 with the remainder of the donation being distributed to the Community Foundation of Lethbridge & Southwest Alberta and other Canadian charities as part of United Way's Donor's Choice program.

In 2015, Murray Chevrolet Cadillac received a National Philanthropy Day award in the Corporate category for their regular matching program in which employee donations are matched dollar for dollar by the company, and matched a second time by owner, Chris Murray personally.

*L to R: Trudy Carrels (United Way Executive Director), Chris Murray (Owner, Murray Auto Group), Chad Zentner (United Way Board of Directors), Joan Firestone (Murray Auto Group), Danielle Minor (Murray Auto Group), Femi Aiyegbusi (United Way Board of Directors)*

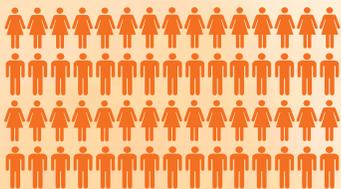


# ALL THAT KIDS CAN BE

We invest in programs and services that support positive child and youth development. These include access to nutritious foods to promote learning and engagement in the classroom, positive adult mentors to connect with in the after school hours, employment resources, emergency shelter for homeless youth and more.

## Our 2016 Funded Partners

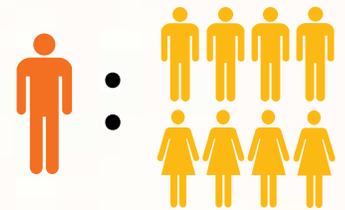
- Big Brothers Big Sisters of Lethbridge & District
- Boys and Girls Club of Lethbridge & District
- Covenant Health - St. Michael's Health Centre
- Safe Haven Women's Shelter Society
- Wood's Homes
- YMCA Lethbridge
- Youth One



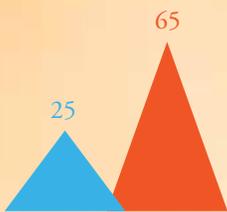
60 children in Taber and surrounding rural areas attended six weeks of no-cost summer programming at Safe Haven Women's Shelter Society.

# 533

Instances of walk-in and phone crisis resource support at Wood's Homes in 2016-2017, an increase from 394 instances in 2015-2016.



**1:8** - The safety ratio of staff/volunteer leaders to youth during after-school drop-ins and activity nights for teens ages 14-18 at Youth One.



Increase in the number of youth ages 11-14 attending drop-in evenings at The Boys and Girls Club - MAT Youth Centre since 2016.

**Youth violent crime rates are highest during the hours between the end of the school day and supper-time.**

*-Where and when youth commit police reported crimes, 2008  
StatsCanada*

"Having a mentor in your life is so unbelievably important, I can attest to that. It means I get a future. I was provided a safe space, unconditional love and support, a non-judgmental ear and endless motivation. That's what mentoring is about. Being there. Being present. Being a friend. Caring."

*-Sam (Little Sister,  
Big Brothers Big Sisters of Lethbridge & District)*

As of 2016, Lethbridge's child poverty rate sat at 19.0 per cent, the highest in Alberta, followed by Red Deer at 16.1 per cent.

*-Alberta Poverty Report 2016*

# 300+



The number of individual children and youth who attended 15 weeks of YMCA Lethbridge day camps or leadership training camps from April 2016-March 2017.

51% of First Nations children in Canada live in poverty. Child poverty rates for those living on reserve are 60%. The poverty rate for First Nations children living on reserve is highest in Manitoba (76%) and lowest in Quebec (37%).

*-Canadian Centre for Policy Alternatives (May, 2016)*

# 300



The number of elementary, middle and high school students in the Fort Macleod area who access school breakfast programs on a daily basis.

“Poverty is the key driver of food insecurity, and food insecurity is the key driver of food bank use. However, not everyone who is food insecure will want, need, or be able to access charitable food assistance.”

*-Hunger Count 2016 (pg. 9)*

## POVERTY TO POSSIBILITY

We invest in programs and services that help individuals and families avoid or move out of poverty.

Our focus is on ensuring access to emergency shelter, affordable housing and transportation, and providing employment resources and skill development to adults and youth. Access to community food sources is critical, as is the knowledge to prepare nutritious meals for families on a budget.

### Our 2016 Funded Partners

- Crowsnest Pass Women’s Resource & Crisis Centre
- Fort Macleod Kids First Family Centre
- Interfaith Food Bank Society
- St. John Ambulance



The Crowsnest Pass Women’s Resource & Crisis Centre provided holiday toy hampers to 97 children in 2016 to ensure they wouldn’t wake up without a visit from Santa.

# \$250



The average cost of a 3 in 1, adjustable car seat that can be used for children from birth to eight years of age. St. John Ambulance distributed **13** car seats to low-income families in 2016 to ensure safe transportation for children.

## Did you know?

**Infant formula does not carry best before dates, only expiry dates. Formula and baby food often must be purchased by food banks to distribute to clients with infants.**

# 690

The number of Baby Bundles distributed at Interfaith Food Bank in 2016. In addition, **284** pregnant mothers were provided with upsized food hampers during their pregnancy and until their baby reached one year of age.

“When our company was invited to take part in United Way’s Allocations Committee, I had never been directly involved in any non-profit processes, nor have I ever needed the services of any of the organizations that depend on United Way funding. Once I started reviewing the applications it became starkly apparent that there is a truly crushing need for funding in our community. These applications didn’t come from global, national, or even provincial organizations. They came from organizations right here in the Lethbridge area, trying to meet the needs of people right here in our community.”

*-Danielle Minor (Human Resource Manager, Murray Auto Group Lethbridge)*

# HEALTHY PEOPLE, STRONG COMMUNITIES

We invest in programs and services that help individuals and families navigate community and government services, and access counselling and mental health supports. We strive to ensure that people with disabilities are able to advocate for themselves and increase their own inclusion in the community.

## Our 2016 Funded Partners

- Crossroads Healing Centre
- Lethbridge Association for Community Living - LACL
- Schizophrenia Society of Alberta - Lethbridge Branch
- Southern Alberta Individualized Planning Association - SAIPA
- Southern Alberta Self-Help Association - SASHA

"After the workshop, I am becoming more involved in my community choir and with my peers. I have learned to feel good about the things that I am good at, like swimming laps in the pool. I try to catch my bad thoughts now and turn them into something positive about myself."

*-SAIPA Self-Advocacy Workshop Participant*

## 792

The number of times SAIPA's self-advocacy workshops were accessed in by clients in 2016. Over the course of the year, 36 workshops were offered.

## \$250



The cost to provide a 4-week counselling session at Crossroads Healing Centre for a teen and their parent(s) complete with interactive group and family learning activities, peer support and professionals coaching.

## 96



The number of adults with developmental disabilities assisted by the Community Navigator program at LACL in 2016. The program also assisted 65 families of minor children with developmental disabilities in navigating community and government services.



Just three out of 17 annual admissions to SASHA's residential program for individuals with mental illness are repeat admissions.

## 560



The number of drop-in, phone and email clients served by Schizophrenia Society of Alberta programs in Lethbridge and South Western Alberta in 2016.

## 10



The number of Indigenous women who accessed Hope for Hurting Hearts group therapy sessions at Crossroads Healing Centre to find support and begin to heal wounds caused by abuse, child separation, the impact of Residential Schools, discrimination, racism and other types of loss.

In 1920, Superintendent General of Indian Affairs Duncan Campbell Scott made residential school compulsory for all children becoming the age of 6 years old, despite an identified 30-60% mortality rate at Indian residential schools.  
*-Reconciliation Implementation Plan 2017-2027 (Reconciliation Lethbridge, page 11)*

# 2016 Leadership Honour Roll

Leadership donations fuel our work across Lethbridge & South Western Alberta. We are proud to recognize individuals and companies whose generous leadership gifts to United Way's Community Fund provide a foundation for positive change in the community.

## Corporate Gifts

ATB Financial  
Bayer Inc. Canada  
Burnco Rock  
CIBC  
Costco  
DuPont Pioneer Hi-Bred Production LTD.  
Utilicorp Lethbridge

Farm Credit Canada  
Future Shop  
Lethbridge Iron Works Company Ltd  
Manulife Financial  
Melcor Developments Ltd  
National Bank Financial

Scotiabank  
Shell Canada  
Suncor Energy Foundation  
Sun Life Financial  
TD Bank Group

## Visionary \$25,000+

### Platinum \$10,000 - \$24,999

Lethbridge Kinsmen Charities Foundation  
RBC Foundation

### Gold \$5,000 - \$9,999

### Silver \$2,500 - \$4,999

Femi Aiyegbusi  
Mark Brown  
Scott Burns - Burnco Family Foundation  
Allan and Fran Caldwell  
Rose DeClerck-Floate

### Bronze \$1,200 - \$2,499

Anonymous  
Anonymous  
Bruce Mackenzie  
Charmaine Marie Ross  
Dr. Robert Strank  
Jacki Tarr-Nagy

# Thank You!



United Way receives a gift from RBC and the RBC Foundation  
L to R: Trudy Carrels (United Way), Monica Cove, Sheri Kain, Doug Camrud  
(RBC Royal Bank)



United Way staff take a tour of Lethbridge Iron Works Company Ltd.  
L to R: Trudy Carrels (United Way), Calvin Miller (Lethbridge Iron Works Company Ltd.)



Nick Authier (left) and Jeanie Baczuk raise funds during  
DuPont Pioneer's annual United Way campaign.

# Interactive Learning for Maximum Impact!

At United Way, we believe that knowledge and understanding are powerful tools in achieving our goal of reducing poverty. The Mad City Money Financial Literacy Simulation gives high school students the opportunity to see what happens when they spend more than they earn in a no-risk environment as they build a personal budget based on a career they've chosen. The simulation reached over 100 students in 2016.

Likewise, the Understanding the Struggle Poverty Simulation helps participants understand the realities of living with a low income in a deliberately stressful environment. Participants take on a new identity for one hour and visit volunteer merchants to pay bills, stay employed and keep track of their mock families. In 2016, approximately 160 people took part in the simulation.



Winston Churchill High School Career Practitioner Lettie Croskery assists Career Quest student McKenna Bare Shin Bone in choosing a house option that fits her budget.



Above: University of Lethbridge Public Health 1000 students wait to begin a simulated month in poverty.



Right: Nicole Bosch, Kaity Doiron and Megan Lloyd act as mock service providers to help or hinder participants during their hour in poverty.

## United Way of Lethbridge & South Western Alberta Staff

Trudy Carrels - Executive Director

Stephanie Wierl - Community Development Coordinator

Connolly Tate-Mitchell - Marketing & Communications Coordinator

Sandy Kirk and Jeannie Kuno - Bookkeeping and Office Administration

## Board of Directors

Maureen Burke - Chair

Leah Berkhoff - Treasurer

Danielle Burger - Secretary

Rylan Boudreau

'Femi Aiyegbusi

Chad Zentner

Emily Johnson

Rachel Foster

Cheryl Meheden - Member at Large

all • potential we everyone kids healthy independence build  
 give community people improve  
 partner local us impact  
 access united future improve jobs  
 opportunities engagement you teach healthy  
 possibility independence jobs local respect kids we needs  
 results together here work people  
 local everyone we improve partner local potential us  
 us change future opportunities lasting  
 build help together engagement better help share  
 here kids give access engagement better help share  
 volunteer kids all act us share  
 improve



**United Way**  
 Lethbridge &  
 South Western Alberta

1277 - 3rd Avenue South  
 Lethbridge, Alberta T1J 0K3  
**P:** 403-327-1700  
**E:** [together@lethbridgeunitedway.ca](mailto:together@lethbridgeunitedway.ca)

[lethbridgeunitedway.ca](http://lethbridgeunitedway.ca)




**#WeArePossibility**