



LOCAL LOVE

2019 IMPACT REPORT



United Way
Lethbridge &
South Western Alberta

OUR MISSION

To organize the capacity of people to care for one another

OUR VISION

Communities where everyone works as a team to:

- Ensure poverty is temporary
- Help individuals and families live healthy lifestyles
- Give children and youth the tools they need to reach their full potential

OUR VALUES

- Demonstrate trust, integrity, respect, inclusivity and transparency
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships and collective action
- Provide non-partisan leadership
- Embrace diversity



We acknowledge that the land on which we gather is Treaty 7 territory, and the traditional territory of the Niitsitapi (Blackfoot), Nakoda (Stoney), and Tsuut'ina nations. We acknowledge the work done by the Truth and Reconciliation Commission of Canada and recognize our responsibility in providing respectful, safe communities for all to belong to. At United Way, we prioritize reconciliation in the work we do and in the decisions we make.

FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

On behalf of the board of directors and the staff of United Way of Lethbridge & South Western Alberta, I am pleased to share this Impact Report for 2019.

Oki. We are proud to be part of a network of over 80 United Way Centraides working to make positive social change for people and families in more than 5,000 communities across Canada.

Here in our corner of Alberta, 2019 brought on many challenges - ones which, through partnerships and collaborations with other community partners and organizations, our team was prepared to tackle.

One in five Canadians will suffer with a mental illness at some point in their life. We have placed a renewed focus on mental health supports in an effort to combat the stigma that often accompanies mental illness. Services that empower individuals to connect with peers to improve mental wellbeing, and which allow individuals to connect with their inner selves have proven valuable in addressing mental health concerns.

We recognize a great need for people with disabilities of all types to be included in the community, and to be part of the conversations and decisions that affect them. Programs that support people with disabilities in gaining and maintaining employment, taking part in recreational activities, and developing self-advocacy skills are an important part of building a thriving community, and one that we have been proud to support.

With 45% of Alberta's food banks reporting an increase in use in 2019, food access programs remain critical. United Way support in this area helped to ensure that children had access to a variety of nutritious foods, and supported parents and families in learning to shop for and prepare healthy meals at home.

We are on traditional Blackfoot territory, and we endeavour to incorporate the recommendations of Canada's Truth and Reconciliation Commission into the work we do. In September, we teamed up with the Reconciliation Lethbridge Committee, the Lethbridge Indigenous Sharing Network, and CASA to present the second Expressions of Reconciliation Art & Media Contest. The submitted works of art were displayed at CASA through December to celebrate Indigenous culture, to acknowledge the harms caused in Canada's history, and explore ways to move forward together.

We were excited to see increased participation in United Way's poverty simulation, an immersive activity allowing participants to experience some of the challenges people with low incomes face daily. Over 500 participants and volunteers have been challenged to examine their own perceptions of poverty in our community.

Thanks to the local love of United Way donors in Lethbridge and across south western Alberta, we were able to support 19 programs at 17 different organizations in 2019. Collectively, these programs have helped thousands of people to improve their lives. Across the country, more than a million individual donors, staff, volunteers, labour, and corporate partners have mobilized strategic investments in their local communities to make lasting change possible.

We are deeply appreciative of the collaborative relationships we have with our partner agencies, our United Way Centraide colleagues, and for the continued support of every single donor, volunteer, local workplace, and corporate partner. Your support drives our passion as we work together to build communities where everyone can thrive.

Thank you, and most sincerely,

Danielle Davids

DANIELLE DAVIDS
PRESIDENT, BOARD OF DIRECTORS





Staff at FloorRight Interiors Ltd. show their local love each year through their golf tournament. Here, staff including owner Daryl Moore (third from left) presents over \$5,000 raised, their highest yet, to United Way's Cameron Howey.

1,000+

INDIVIDUAL AND CORPORATE DONORS IN 2019



The 2019 United Way Campaign at Corteva Agriscience raised nearly \$12,000 to support essential local programs. Campaign champion Jeanie Baczuk (left) celebrated the success with United Way's Riley Swanberg.



Tools for Schools! Employees at Wawanesa Insurance packed 40 pencil cases with basic school supplies to support children at local schools through Lethbridge's Making Connections Program.



Local Companies showed their #LocalLove in 2019 through creative special events. Leigh Pylypiuk (left) delivered over \$4,000 from Windsor Plywood. The company donated \$1 for every board foot of hardwood flooring sold in December 2019, gratefully accepted by United Way's Janelle Marietta.



United Way welcomed Lethbridge Toyota as a new campaign in 2019. The staff raised an incredible \$5,000 in support of local United Way-funded programs addressing issues like social isolation and hunger. Pictured: Riley Swanberg (United Way), Tim Schipper (General Manager, Lethbridge Toyota).

THANK YOU TO OUR INDIVIDUAL AND CORPORATE LEADERSHIP DONORS!

Gifts at the Leadership level of \$1,200 or more fuel our work, and ensure a stable source of funding is available to support essential, community programs.

LEADERS OF THE WAY

- Tolu Balogun
- Mark Brown
- Scott Burns & Burnco Family Foundation
- Allan and Fran Caldwell
- Lorne Charlesworth
- Rose DeClerck-Floate
- Candis Done
- Rachel Foster
- Michele Frick
- Kristie Kruger
- Dr. André Laroche
- Wendy Luskey
- Bruce Mackenzie
- Darren Malchow
- Chris Murray
- Barbara Puddy
- Judy Schrempf
- Daryn Wenaas

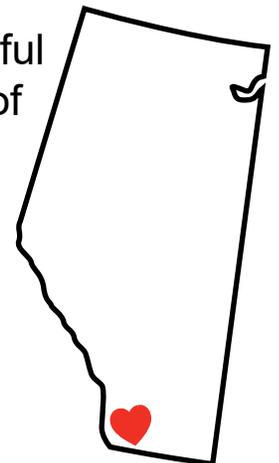
CORPORATE DONORS

- Alberta Environment & Parks
- AltaLink
- ATB Financial
- Burnco Rock
- Canadian Western Bank
- CIBC
- Corteva Agriscience
- Costco
- FloorRight Interiors Ltd.
- Government of Canada Workplace Charitable Campaigns (GCWCC)
- Heaven Hill Brands Inc.
- Investors Group Wealth Management
- The Lethbridge Herald
- Lethbridge Iron Works Co.
- Lethbridge Toyota
- Melcor Developments Ltd.
- Murray Chevrolet Cadillac
- RBC Foundation
- Shell Canada
- Suncor Energy Foundation
- Sun Life Financial Inc.
- TD Bank Group
- University of Lethbridge Students' Union



In 2019, Lethbridge's Black Velvet Distillery was acquired by Heaven Hill Brands. Vice President of Marketing Kate Latts (centre right), and company President Max Shapira (right) marked the occasion with a \$10,000US donation to United Way in support of communities where Heaven Hill employees live and work.

We are also grateful for the local love of many Leadership donors who have chosen to remain anonymous!



POVERTY TO POSSIBILITY

Programs and services helping people avoid or move out of poverty, explore employment resources, and access nutritious food

Partner Agencies

Interfaith Food Bank - Baby Bundle Program

John Howard Society - Re-Entry Support Program

Lethbridge Family Services - Community Connections Volunteer Program

Lethbridge Soup Kitchen - Breakfast Program

St. John Ambulance - Gift of Safety Program

20+ Car seats distributed through the **St. John Ambulance Gift of Safety program**. Parents from low-income families receive a car seat, and the training to install it properly to ensure the safe transportation of children and infants.

43 The number of infants per month supported by **Interfaith Food Bank's Baby Bundle Program**. For one year, new parents receive hampers with baby food, formula, and safety supplies to make baby's first year safe and healthy.

120 Counselling sessions made possible by **The John Howard Society's Re-Entry Support Program**. Individuals transitioning back to the community received support to manage addictions, find employment, access social programs, and advocate for their needs.

5,400 Meals served at the **Lethbridge Soup Kitchen's new Breakfast program**, used by approximately 80 individual people each day.



My mother and brother were involved in a motor vehicle collision with my two children. They were rear-ended at over 100km/h. The children had a few bruises, but no serious injuries. This would not be the case just three weeks earlier, when I had neither car seats, nor the knowledge to properly install them. If not for the St. John Ambulance Gift of Safety program, I believe the outcome would have been different, as the impact was so significant they may not have survived.

- C (car seat recipient)
St. John Ambulance

457 Individuals supported through **Lethbridge Family Services' Community Connection Volunteer Program**. New Canadians received support from community volunteers to improve English language skills, increase access to employment opportunities, and increase overall connection to their new community,



HEALTHY PEOPLE, STRONG COMMUNITIES

Programs and services promoting supportive family relationships, positive mental health, physical wellbeing, inclusion and accessibility

Partner Agencies

Allied Arts Council of Pincher Creek - Holding Space: Art Therapy Program

Canadian Bhutanese Society - Sport for Healthy Body, Healthy Mind

Inclusion Foothills - Family Support Program

Parkinson Association of Alberta - Rural Outreach Program

SAIPA - Self-Advocacy Workshops

SASHA House - Meaningful Daily Activity & Employment Program

Schizophrenia Society of Alberta - Peer Support Program

16 The number of individuals who took part in the **Holding Space Art Therapy Program at Allied Arts Council of Pincher Creek**. The program supports mental wellness and reduces social isolation by providing a welcoming, non-judgemental space for participants to express themselves through art.

63 Hours per month of daily activities for 29 residents at **SASHA House through the Meaningful Daily Activity and Employment program**. Residents are assisted in accessing community recreation options, volunteer opportunities, or part-time employment to support positive mental health and wellbeing.

65 The number of participants in the **Canadian Bhutanese Society's Sport for Healthy Body, Healthy Mind program**. Participants had the opportunity to develop physical literacy skills through a variety of sports and games, and develop new relationships and a sense of belonging in the community.

100 Individuals in rural areas living with Parkinson Disease who accessed support and programs through the **Parkinson Association of Alberta's Rural Outreach program**. Participants have access to peer support, information and referral, and are empowered to live well.



When you live outside of a city, you don't expect to be able to get help and support. Brie from Parkinson AB has been a wonderful resource and support. She answers our questions and helped me get onto a telephone support group and join Internet talks.

- R & D (program participants)
Parkinson Association of Alberta

256 People with disabilities in the Claresholm area who received support through **Inclusion Foothills' Family Support program**. Individuals facing barriers were supported in accessing transportation, finding employment, maintaining social connections and more.

311 Unique times **SAIPA's Self-Advocacy Workshops** were accessed. Individuals with developmental disabilities learn self-advocacy skills, and explore topics like social media safety, and anti-bullying. Workshops are offered in Lethbridge and surrounding communities.

1,800 Individual phone support calls for participants in the **Schizophrenia Society of Alberta's Peer Support program** to help them cope with feelings of stress or isolation which often accompany mental illness.

ALL THAT KIDS CAN BE

Programs and services supporting school readiness, in and after-school supports, mentoring, healthy development, emergency shelter

Partner Agencies

Big Brothers Big Sisters of Lethbridge & District - Traditional Mentoring Program

Boys & Girls Club of the Foothills (Crownsnest Pass Club) - Child & Youth Programs

Fort Macleod Kids First Family Centre - Nutrition Education Programs

Frontier College - Summer Literacy Camp

Lethbridge Food Bank - Mindful Munchies Program

177

The number of matches made in **Big Brothers Big Sisters of Lethbridge & District's Traditional Mentoring program**. Matched pairs create positive relationships between children and adult volunteers who spend time together on a weekly basis.



I had a mentor when I was younger and it was nice to have someone to talk to without judgement, someone to connect with and someone to just go out and have fun with. I wanted to gain a friend and give a Little an extra positive lifelong connection.

- Sam (on being a Big Sister)
Big Brothers Big Sisters of Lethbridge & District



129

Children in the Crownsnest Pass area who had the opportunity to develop physical literacy skills, increased self-confidence and optimize mental wellness through **United Way-funded programs at the Boys & Girls Club of the Foothills**.

37

The number of children attending **Frontier College's Summer Literacy Camp at St. Paul School**. Indigenous children and children from low-income families take part in two weeks of literacy and numeracy activities with a focus on Indigenous culture to reduce summer learning loss and develop confidence as readers.

20+

Local schools and youth-serving agencies benefiting from **Lethbridge Food Bank's Mindful Munchies program**, which delivers bagged lunches to ensure children and youth have access to nutritious food. In 2019, approximately 39,000 lunches were provided.





Chillin' 4 Charity is an annual polar plunge organized by the University of Lethbridge Management Students' Society. The event brings together students, faculty, community members, and corporate partners to raise funds in support of United Way-funded programs addressing issues like poverty and education inequality. Event volunteers contributed over 250 hours and raised over \$8,000 in 2019.

2,000+
VOLUNTEER HOURS
CONTRIBUTED IN
SUPPORT OF
UNITED WAY IN 2019



During 2019's National Philanthropy Week, the Lethbridge Hurricanes Hockey Club was honoured with an NPDI Inspiring Philanthropy Award in the Group category, nominated by United Way, for the depth and breadth of their community support. L-R: Janelle Marietta, Connolly Tate-Mitchell, Terry Huisman, Tamara Nelson, Adam Weersink.



During the 2018-2019 Lethbridge Hurricanes Season, volunteers helped raise over \$26,000 in support of United Way and essential local programs. United Way hosted a raffle at each home game of the season for an autographed Lethbridge Hurricanes jersey. L-R: Chris Dupuis, Harley Norunner, Terry Eagle Speaker (United Way volunteers).



Melvina Brave Rock took home the first place prize in the 2019 Expressions of Reconciliation Art & Media Contest, a collaborative project between United Way, Reconciliation Lethbridge Advisory Council, the Lethbridge Indigenous Sharing Network, and CASA. The piece titled "In Transition" is a reflection on Brave Rock's time in Residential School.



The Management Students' Society's 2019 Chillin' 4 Charity polar plunge event raised over \$8,000 for United Way-funded programs addressing poverty and education inequality. L-R: Janelle Marietta, Andrew Novello (MSS), Emily Giesbrecht (MSS), Travis Slomp (MSS), Riley Swanberg (United Way).

2019 BY THE NUMBERS

19

Programs funded at 17 different United Way Partner Agencies in Lethbridge and South Western Alberta in the 2019-2020 funding year.

515

Individuals took part in United Way's Poverty Simulation, as a participant or volunteer, to experience for a short time what it's like to live with a low income.

16

Allocations Committee volunteers who put in more than 20 hours each to read, evaluate and discuss funding applications to direct United Way support in 2019-2020.

726

Winter coats and other winter items donated during the 2019 Coats for Kids & Families Collection in partnership with Lethbridge ATB Financial and TD Canada Trust branches.

300

Unused Hurricanes season tickets exchanged, allowing 300 individuals, families and children to attend United Way Game Day and cheer the 'Canes to victory.

916

Pairs of socks donated during the 2019 Toasty Toes Sock Drive spearheaded by the Alberta College and Association of Chiropractors.

250+

Volunteer hours worked by U of L Management Students' Society members to organize and launch the 2019 Chillin' 4 Charity event, and raise over \$8,000 in support of local programs.

561

Total votes in the People's Choice component of the 2019 Expressions of Reconciliation Art & Media Contest. The winning submission "At Ease" (song) also won third place in the overall contest.

3,470

The number of individual people who accessed specific United Way-funded programs at Partner Agencies in 2019.



Since joining the United Way campaign more than 10 years ago, Murray Chevrolet Cadillac and its employees have contributed nearly half a million dollars to community organizations through United Way. In 2019, the company was the recipient of one of Rachael Harder's Community Builder Awards in the Business category for its philanthropic support for the community through the United Way.

60+
**UNITED WAY CAMPAIGNS
HOSTED AT LOCAL
WORKPLACES IN 2019**

STAFF

JANELLE MARIETTA-VASQUEZ - EXECUTIVE DIRECTOR
RILEY SWANBERG- COMMUNITY DEVELOPMENT COORDINATOR
CONNOLLY TATE-MITCHELL - MARKETING & COMMUNICATIONS COORDINATOR
SANDY KIRK - ACCOUNTANT & OFFICE ADMINISTRATOR



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