Welcome, and thank you so much for joining us this [morning/afternoon] to learn more about United Way's work and impact.

Over the next 10 minutes or so we hope you'll get a good sense of what United Way is, what we enable, and why we are asking you to support us today.

Before we begin, I know some of you may have a feeling or reaction to our headline this year. Why say we can end poverty? Because we must be ambitious. Our communities were struggling well before the pandemic, but then years of illness and isolation set us back, and now we're dealing with high inflation and both housing and cost-of-living crises. If anyone can lead the way on ending poverty, it's this GTA, this United Way, and this generous community of supporters. We can't aim for anything less.

[Your Impact in 2022]

Many of you have supported us before, and because of you we've accomplished so much.

In 2022, donors helped fund **300 social service organizations** across Peel, Toronto and York Region and over **650 programs** that provide life-saving, life-changing, and life-enhancing supports for two million children, youth, adults and seniors.

## Impact areas

- Food Security
- Children & Youth
- Inclusive Employment
- Mental Health & Addictions
- Housing & Homelessness
- Gender-Based Violence
- Aging in Community
- Living Independently
- Newcomer Settlement
- Social & Systems Change

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[Impact Areas]

Those supports address a wide range of issues linked to poverty, including homelessness, mental health, food insecurity, unemployment, and so much more, with particular emphasis on populations and communities that are disproportionately affected by poverty.

[Where we show up]

This is what that support looks like on the ground. This is a snapshot of the organizations we fund through our three and five-year grants as well as a couple of our cross-sector initiatives. We'll be telling you a little more about them in the coming slides.

**Daniele Zanotti**
United Way Greater Toronto
CEO and President

*"Poverty doesn't end at those experiencing it. It affects us all. As many of our neighbours struggle to cope with the skyrocketing cost of living, we need solutions that work for today and into the future. With your generous support, we can meet urgent needs around food, housing, employment, and mental health, while building strong neighbourhoods with access to services and opportunities for a better life for everyone."*

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[Quote from Daniele Zanotti]

So let's talk about this year and what makes it different than even last year's campaign.
Our CEO Daniele Zanotti puts it this way:

"Poverty doesn't end at those experiencing it. It affects us all. As many of our neighbours struggle to cope with the skyrocketing cost of living, we need solutions that work for today and into the future. With your generous support, we can **meet urgent needs** around food, housing, employment, and mental health, while **building strong neighbourhoods** with access to services and opportunities for a better life for everyone."

[United to meet urgent needs]

Until we end poverty, our first priority will always be to meet the basic, urgent needs of our communities—supports like counselling for families on the brink; food for the child who can’t focus at school; safe shelter for the teen at risk of harm; guidance for those who don’t know where to turn.

Year after year we see more residents needing help—your neighbours, your friends, your family perhaps.

[United to meet urgent needs]

So what does that need look like?

- Earlier this year, 1 in 5 Canadians said they would need to rely on charity to meet essential needs.
- A big unmet need has been for food. We've all seen the stats on food bank usage and the long lines and growing food insecurity due to the incredible cost of goods and groceries. Food banks are getting 4 times the number of visits as they had during the pandemic, when so many people were un- or underemployed. And 1 in 4 of those users were children. [notes: 270,000 visits in March 2023; stat is from Daily Bread Food Bank]
- Another need that's been growing is for mental health services. Calls for mental health resources are up more than 30%, with demand outpacing supply.
- Finally, in just 5 years, the GTA lost more than 130,000 rental units that were available to rent at under $1,500 per month.

## United to meet urgent needs

**Funding**

**Access to Services**

United Way-founded and funded **211** is available 24/7 in 150 languages, and connects callers to housing support, food programs, mental health resources and more.

**Partnering**

**Food security**

The York Weston Pelham **Community Coordination Table** collaborated to deliver over 50,000 meals in 2022. United Way-led Tables break down silos to effectively address local emerging needs.

**Funding**

**Mental health**

**Punjabi Community Health Services** provides culturally relevant counselling, group sessions and mentoring to families dealing with mental health issues, addiction or violence.

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[United to meet urgent needs]

So how do we address those basic, daily, and urgent needs for mental health, housing, and food security? Here are just a handful of examples of the initiatives and programs we fund, lead, and support.

- For many residents, finding help begins with a call. We founded Findhelp 211 to connect people to community services that can support them, 24/7, in 150 languages, whether they need housing support, food, mental health resources, crisis support or more.

- Beyond 211, we fund a range of programs and initiatives that get food on tables—everything from food banks to community gardens to meal delivery services. One powerful example of how we've met food needs is through our Community Coordination Tables. The York Weston Pelham Table alone worked with local food banks and funding from United Way and the City to deliver over 50,000 meals. The coordination tables were formed during the pandemic, but

they have been so effective, that we continue to meet to address local emerging needs across Toronto, Peel, and York Region.

- Another issue that has been growing is mental health challenges. Punjabi Community Health Services is one example of an organization that we fund to provide mental health supports that are tailored and suited to the clients they serve, in this case South Asian clients and their families. They offer culturally relevant counselling sessions, group therapy sessions, and mentoring for families struggling with mental health challenges, addiction, or violence.

## United to meet urgent needs

### Funding

**Housing**

**360°kids** helps more than 3,500 youth a year find housing, employment, counselling services, and education supports.

*"If you are going to provide stability, you need housing. We are so grateful for the support of United Way to be able to help us be creative in some of our programming."*

—**Clovis Grant**, CEO, 360°kids

[United to meet urgent needs]

Another key issue for us is housing and homelessness. One of the most complex issues we face, housing requires that we work on all levels for sustained solutions, while ensuring that people can be housed today, whether that's a mom removing herself and her kids from a violent family situation, an elderly man struggling with mental health challenges, or a young person looking for safe shelter off the streets.

We're proud to fund 360°kids, which does wonderful work to help 3500 youth a year who've faced abuse, family turmoil, homophobia, or other challenges, to find safe housing, employment, counselling services, and education supports.

[United for strong neighbourhoods]

Beyond meeting basic needs, United Way collaborates with corporate, government, and community partners to create, support and empower strong neighbourhoods.

A strong neighbourhood is many things. They have:

1. Easy access to community services and amenities
2. Engaged and connected residents
3. The means to financial empowerment, and
4. Stable housing

At the crux of it, they are communities where people have the opportunity to build a better life.

# United for strong neighbourhoods

### Research

**Inclusive Communities**

Our **Building Inclusive Communities Report** shares effective programs and policies that boost social and economic inclusion, like community land trusts and workforce agreements.

### Advocating

**Health & Wellbeing**

United Way advised the province on a **Portable Benefits** program to provide part-time, temporary and contract workers with access to health and wellness benefits.

### Partnering

**Access to Services**

United Way, the Scarborough Hospital and the YMCA have broken ground on the **Bridletowne Hub,** which will house a wide range of services and resources in one convenient location.

2023 UNITED WAY COMMUNITY CAMPAIGN

[United for strong neighbourhoods]

So how does United Way prioritize strong neighbourhoods?

- First, we have to understand where there are opportunities. For years, United Way has led groundbreaking research that sounded the alarm on growing gaps between neighbourhoods and the services they could access. This year, Our **Building Inclusive Communities Report** shared effective programs and policies, like workforce agreements and community land trusts, that build social and economic inclusion in neighbourhoods across the GTA.

- Often that research defines the best opportunities for our advocacy work, which is all about changing the systems so they better serve residents most vulnerable to poverty. One example is how we advised the province on a **Portable Benefits program** that would provide health and wellness benefits to part-time, temp, contract, and other workers who don't have them. The government is expected to release details about the program shortly.

- We are also effective because of our partnerships, collaborating with local

organizations, private sector partners, and all levels of government. Those relationships enable powerful initiatives like **Bridletowne Hub**, which broke ground this summer and will house a range of services in one site, including care for the growing senior population, employment programming and culturally appropriate mental health supports.

# United for strong neighbourhoods

**Partnering**

**Employment**

The **Inclusive Local Economic Opportunity's Storefront Starter program** provides aspiring entrepreneurs with training, capital, and pop-up opportunities to help them launch their businesses.

*"It really means a lot, trying to struggle to build a business with little to no money and little to no support, all I can say is just gratitude, gratitude, gratitude."*

—**Nadia Ibrahim**, owner, Wifey Collection

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[United for strong neighbourhoods]

Those strong relationship are also allowing us to create economic opportunities in neighbourhoods that have been left behind.

One great example is the multi-faceted work being done through our partnership with BMO and other partners in Scarborough's Greater Golden Mile through our Inclusive Local Economic Opportunities Initiative, known as ILEO. Collectively, these business initiatives generated nearly half a million dollars last year.

The Storefront Starter program is just one of five innovative ILEO pilots and provides aspiring entrepreneurs with training, capital, and pop-up opportunities to help them launch their businesses. It is already expanding this year and is being eyed for replication in other regions.

[Will you help us end poverty?]

If there’s one thing we’ve learned over the past few years, it’s that the only way we will get closer to the kind of region we know we can be— for everyone—is by standing united with and for community.

That’s why we’re asking you to join us today. To continue standing with your neighbours as we do all that we can to end poverty across the GTA.

[How you can help]

There are lots of ways you can help.

- You can make a donation through [XXX] or [XXXX]. This is one of the most impactful ways to make a difference.
- You can get involved in [organization name's] fundraising campaign, or volunteer to lead [your organization's] efforts.
- You can also participate in United Way's CN Tower Climb with your family or coworkers this October, which is back after a three-year hiatus, and you can sign up for our newsletter and talk to your United Way staff partner for other ways to get involved.

However, and whatever, you're able to contribute, please do.

Thank you so much for joining us today! And please, stay in touch.

Your United Way Ambassador can help answer any questions you may have.

I look forward to celebrating our fundraising success at our wrap up event!