



United Way
Alberta Capital Region

Pathways out of Poverty

2018 INVESTMENT & IMPACT REPORT

Introduction

In the Alberta Capital Region, 135,000 people live in poverty – nearly 42,000 of them are children. It is the most debilitating social issue we are dealing with today. It strips people of self-esteem, robs children of their true potential and causes families to lose hope. Poverty takes a heart-breaking personal toll on individuals and families and a monetary toll on our economy.

United Way funds local social service agencies to deliver a network of services to provide immediate help and longer-term solutions so that no one must face these challenges alone. In turn, we are helping our social service partners keep their costs low by managing their key fundraising efforts. This allows agencies to spend less time on fundraising and more time delivering services. By aligning funding to our community-developed investment strategy, dollars donated to United Way are able to go farther and wider than any other single charity to deal with the big picture of poverty.

As part of our stewardship process, the agencies report annually on programs that receive United Way funding. The information submitted includes (but is not limited to):

- Agency Audited Financial Statements
- Agency Annual Reports
- Common Outcomes Reports

Annual program reviews by United Way staff and Community Stewardship Committee volunteers use these submitted documents, along with other efforts, to provide insight about the impact funded programs are having in the Alberta Capital Region. This process provides accountability of investments and ensures that the programs are helping to Create Pathways out of Poverty for members of our community.

The contents of this report are based on information provided to United Way. It is a summary of the information as it relates to participants accessing United Way funded programs and the impacts these programs have had in our community in 2018.

Thank You

A big thank you to all our funded community partners! In addition to providing essential supports to participants, they take the time to evaluate program activities, outputs and outcomes and share them with United Way. A lot of time and energy goes into reporting and we are grateful for all the hard work.

We would also like to thank the Common Outcomes Initiative, made up of funders and agency representatives. Without the combined efforts of many regarding the Common Outcomes Report (COR), much of the information for this report would not have been possible to gather. Thank you to Jasmine Brazil and

Kim Turcotte with the City of Edmonton, Debbie Bryson and Bev Laboucane with Edmonton Region Children's Services, and United Way of the Alberta Capital Region's Tammy Greidanus for your hard work.

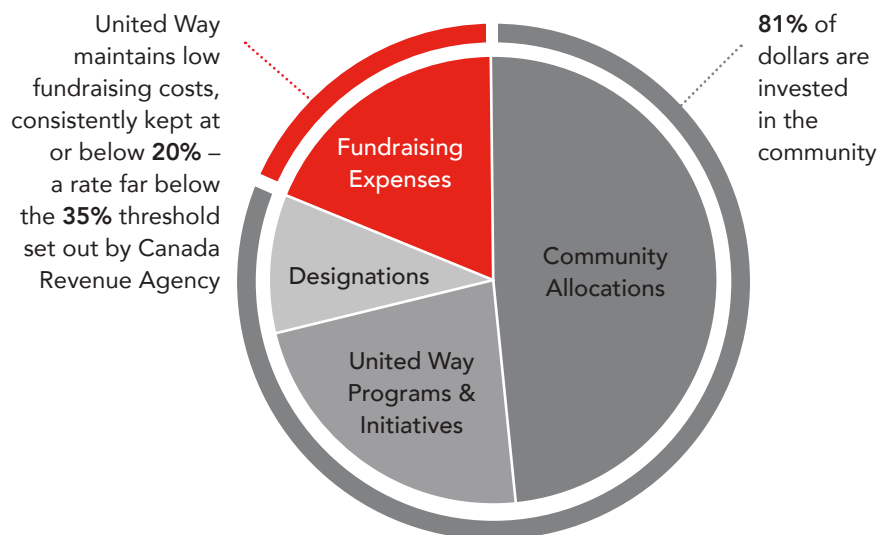
For further information about the contents of this report or the reporting process, please contact:

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2018 Investment Overview

Investments & Expenses¹



Our Mission

Mobilize collective action to Create Pathways out of Poverty.

Focus Areas

Creating Pathways out of Poverty is a results-based approach focused on the three areas that provide the best opportunities to significantly change lives and social conditions:

- Break the Cycle
- Lift People Out
- Provide a Safety Net

Each area concentrates on specific needs and connects with programs and services to make the greatest impact possible. At the same time, considering that individuals struggling with poverty often experience multiple issues and need help in more than one area, the three focus areas are intrinsically linked. This ensures people receive the appropriate mix of supports that wrap around them and their families for both urgent needs and long-term development. In addition, we invest in Capacity Building programs and initiatives; this work helps to enhance the social service sector's ability to make lasting change.

Community Investments

Community Allocations: **\$12,514,265**
United Way Programs & Initiatives: **\$5,671,518**
Partner & Non-partner Designations: **\$2,663,969**

Thanks to our generous supporters,
\$20,849,752
was invested in Creating Pathways out of Poverty in the Alberta Capital Region



1. For complete Audited Financial statements please visit our website.

2018 Impact Overview



At-a-Glance

\$20,849,752

Invested in supporting **130** programs, partnerships and initiatives

By working with over **50** community agencies

To support **283,510** unique participants



Of which, roughly*

60% were women and girls

34% were men and boys

1% were gender diverse

7% were Indigenous

5% were immigrant and refugee

41% were children and youth

4% were seniors

*Not all funded partners choose to ask the following demographic questions and/or clients choose not to self identify. These number are from programs where data is available.

2018 Impact Overview

Desired Results

United Way funded partners are committed to evaluating the impact of their programs and services on participants. Program evaluations are used to measure changes in participants' lives as well as for program improvement. The following is a summary of outcomes reported relative to our Investment Strategy:

Break the Cycle



- **97%** of children have age appropriate skills and development in the early years (0-5)
- **94%** of children and youth have the community supports they need to succeed in school

Lift People Out



- **94%** of individuals have the capacity to obtain and retain employment, providing basic economic security
- **79%** of people have the knowledge, skills and resources to attain financial stability

Provide a Safety Net



- **80%** of individuals and families accessed a network of community supports to address their needs
- **88%** of individuals and families accessed comprehensive mental health supports
- **99%** of people were able to access and maintain their basic needs

2018 Impact Overview

The Numbers

In 2018, United Way contributed funds to **130** programs, partnerships and collaboratives at more than **50 agencies** in the Alberta Capital Region. Together with our partners, we were able to serve **283,510 unique participants**.



Participant Age Range

0 - 5	13,066
6 - 12	28,190
13 - 17	34,105
18 - 24	24,938
25 - 64	114,318
65+	9,337
Age Unknown	59,556



Geographical Location

City of Edmonton	205,881
Strathcona County	14,181
Fort Saskatchewan	5,346
Leduc & Leduc County	4,270
St. Albert & Sturgeon County	3,548
Parkland County	2,283
Out of Province	145
Other	2,803
Unknown	45,053



People Power

United Way funded programs reported:

453.87 full-time employees (FTE)

7,739 volunteers contributed **352,670** hours

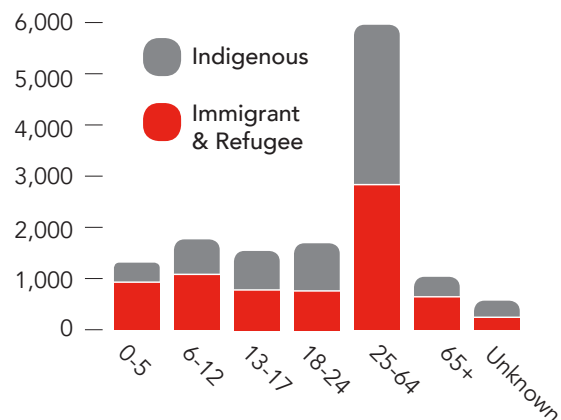
582 students contributed **43,825** hours

For every one FTE position working in a United Way funded program, there were **18** volunteers or students!

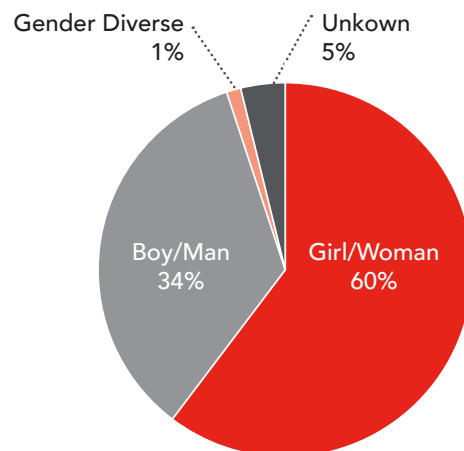
If each were paid a living wage, their contribution would be just over **\$6.5** million!



Indigenous, Immigrant & Refugee Participants



Participant Gender



2018 Impact Overview



Break the Cycle

When you are born into a life of poverty, it is all you know. So, getting the support you need as early as possible is critical. United Way funding is helping kids from the start! From early learning and development to support right through the school years all the way to graduation. Together, we can break the cycle of poverty.

In 2018, United Way supported 30 programs, partnerships and initiatives, which ensured **38,711** unique participants received the support needed to succeed in school and work toward reaching their full potential.

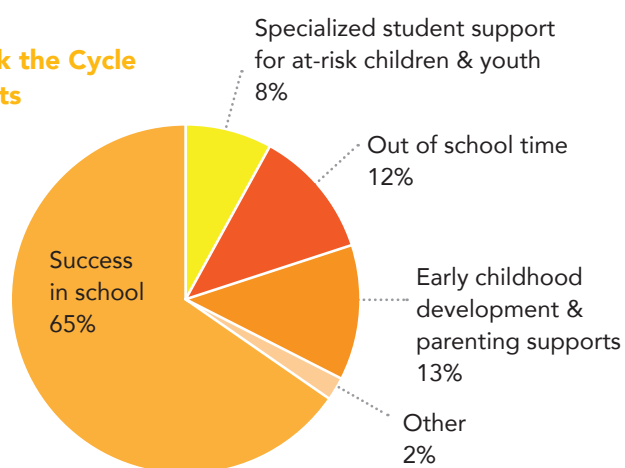
Participant Age Range

0-5:	2,559
6-12:	9,338
13-17:	4,616
18-24:	513
25-64:	2,260
65 years or older:	35
Unidentified age:	19,390

1,743 were Indigenous participants

1,564 were immigrant or refugee participants

2018 Break the Cycle Investments



Lives Changed

Funded partners are asked how participants' lives were changed as a result of program involvement. Examples from the Break the Cycle focus area:

Children have age appropriate skills and development in the early years (0-5).

- **99%** of participants surveyed demonstrated age/developmentally appropriate skills in the following areas: personal/social skills, communication skills, gross motor skills, appropriate program solving skills.
- **96%** of parents surveyed identified strategies to apply in one or more of the following areas: Helping their children develop age-appropriate skills, providing positive feedback to children, addressing children's behaviour challenges, setting boundaries.

Children and youth have the community supports they need to succeed in school.

- **93%** of students surveyed reported behaviours or feelings that were consistent with some of the eight developmental assets: support, empowerment, boundaries and expectations, constructive use of time, commitment to learning, positive values, social competencies, positive identity.
- **96%** of participants surveyed accessed nutritious food through school-based lunch and snack programs.

"Youth...report being more happy when they have food in their stomach. Some have relayed that there is not much food at home. Concentration levels are better in the classroom. Behaviours and moods are much more pleasant"

- Program staff with an in-school nutrition program

2018 Impact Overview

Break the Cycle: Story of Change

Throughout high school, Tara struggled with issues of self-esteem and confidence. She felt like she could not live up to her family's expectations and sometimes experienced feelings of insecurity with peers. Going to school was an emotional challenge as she worked to meet the expectations she felt others had of her. It led to anxiety and depression. At times, the intense feelings made it challenging for her to get out of bed and significantly impacted her ability to focus or be interested in learning at school.

Such experiences can greatly affect a youth's ability to graduate high school. High school completion is a key indicator of future life success and a pathway out of poverty. Tara's situation was putting her at risk of becoming another statistic: one in five high school students in Edmonton does not graduate due to barriers such as the ones Tara faced. People who don't graduate high school often live with low-income or in poverty.

A member of the All in for Youth (AIFY) team noticed Tara was struggling and reached out to see how she was doing. As a result, Tara was connected with various AIFY supports that helped her learn the skills she needed to overcome her personal and academic challenges. "The (All in for Youth) people believed in me for a reason, so I'm using that to work hard," she notes. "They have helped so many students, not just individually, but they are helping the community as a whole." Tara graduated high school in June and is working now full-time. She is planning to go to post-secondary school in the fall, and is currently exploring which field she wants to go into. Because of the dramatic impact the AIFY staff had, she is considering a career in social work.



2018 Impact Overview



Lift People Out

Whether you are living alone on the streets or working multiple jobs, when you are unable to make ends meet all your time is spent surviving. United Way funded programs are empowering people living in or close to poverty to prepare for life's challenges.

In 2018, United Way supported 21 programs, partnerships and initiatives, which ensured **8,272** unique participants received the support needed to create new beginnings through employment supports and financial education.

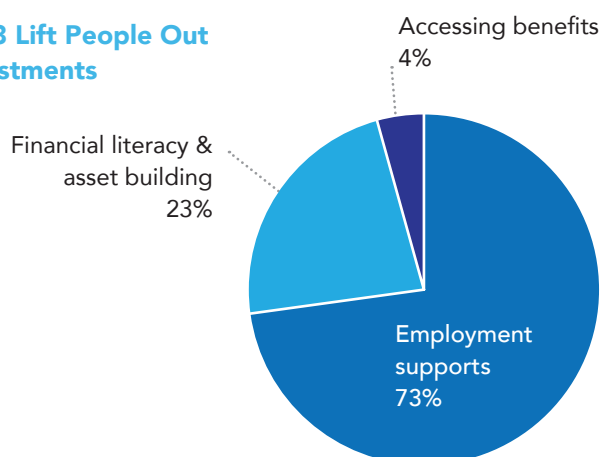
Participant Age Range

0-5 (child care support):	7
6-12 (child care support):	12
13-17:	43
18-24:	185
25-64:	1,946
65 years or older:	66
Unidentified age:	6,013

1,228 were Indigenous participants

319 were immigrant or refugee participants

2018 Lift People Out Investments



Lives Changed

Funded partners are asked how participants' lives were changed as a result of program participation. Examples from the Lift People Out focus area:

Individuals have the capacity to obtain and retain employment that provides for basic economic security.

- **51%** of participants surveyed increased their wages or found employment.
- **100%** of participants surveyed earned job relevant licenses, certificates, credentials or qualified for continuing education.
- **99%** of participants surveyed improved their job readiness.

People have the knowledge, skills and resources needed to attain financial stability.

- **78%** of participants surveyed increased their income by accessing benefits and/or subsidies.
- **89%** of participants surveyed identified strategies that contribute to financial stability.

One program participant reported that before taking the program, she did not believe she was smart enough to go back to school. She stated that the program gave her the courage and self-confidence to enroll in an administrative program, complete it and secure employment.

(From report by program staff with an employment support program)

2018 Impact Overview

Lift People Out: Story of Change

Maria attended the Empower U program because free childcare was offered to program participants, and the only way she could attend was if she had help with her five children.

During the program, Maria was able to recognize how much she already knew and what parts of her life were preventing her from achieving her goals. The most important and helpful session was about budgeting and the chance to create a spending plan. She was happy to learn that she could include some indulgences, but understood that she was in charge and had to determine where she should limit spending.



Maria says she used to struggle every month with not having money. For her, the worst was not having enough money for food. But after she started tracking her income and expenses, she did not have this problem anymore. In her words "I love MY BUDGET"!

Of the program, Maria said "I learned so much that I think I can now build my life the way I want to. I can be successful, and I can show my children that life is about the choices you make."

2018 Impact Overview



Provide A Safety Net

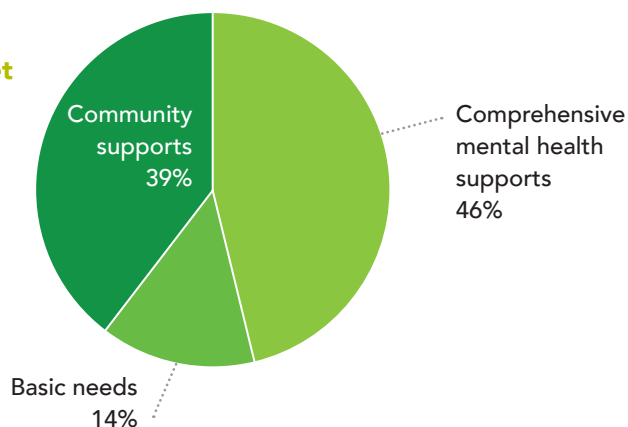
Sometimes, life just takes a turn. A family crisis, a job loss, injury, mental illness, addiction, domestic abuse — the list is endless. United Way funded programs help people to get back on track by providing critical services such as mental health supports, basic needs and referral services.

In 2018, United Way supported 58 programs and partnerships, which ensured **210,646** unique participants received support to deal with personal challenges and family struggles and benefited from healthier, safer communities.

Participant Age Range

0-5:	10,500
6-12:	18,840
13-17:	29,446
18-24:	24,240
25-64:	109,861
65 years or older:	9,104
Unidentified age:	8,655

Provide a Safety Net Investments



3,809 were Indigenous participants

5,334 were immigrant or refugee participants

Lives Changed

Funded partners are asked how participants' lives were changed as a result of program participation. Examples from the Provide a Safety Net focus area:

Comprehensive Mental Health supports

- **91%** of program participants surveyed reported an increased capacity to solve day-to-day problems and challenges.
- **81%** of program participants surveyed identified one or more factors that contributed to a particular social issue that impacts personal and/or community quality of life in their neighbourhood/geographic area.
- **96%** of program participants surveyed reported feeling (1) heard/understood and (2) that their needs were met.

Community Supports/Information & Referral

- **69%** of program participants surveyed reported they accessed services that met their needs.
- **80%** of program participants surveyed identified one or more specific resources that addressed their information or service needs.

Basic Needs

- **99%** of program participants surveyed accessed nutritious food for themselves and/or their children.
- **95%** of program participants surveyed accessed housing that was (1) safe, (2) adequate, (3) affordable, (4) permanent (in either independent or supported living arrangements, as appropriate to their needs).

2018 Impact Overview

Provide A Safety Net: Story of Change

Although she worked at a restaurant, Kaitlyn could not afford to feed herself. Homeless and hungry, she decided to reach out for help.

Thanks to donors, a local United Way funded community centre was there to help provide her with nutritious food hampers. Once she did not have to worry about hunger, she was able to focus on her future. The centre staff also provided her with financial literacy training that helped her learn how to manage her income, and she was able to save enough to move into her first apartment.

Once housed, and with her cupboards full, her social worker made sure she was on the path to succeed by connecting her with a program to become an addictions counsellor.

With a stable home and a new career helping others, Kaitlyn's future is now bright.



2018 Impact Overview

Capacity Building

United Way invests in programs and partnerships that enhance the social service sector's ability to **Create Pathways out of Poverty**. These investments support the work of all three of our focus areas. These investments achieve this through:

- **Evaluation** - to help programs assess the degree of difference they are making and inform program design.
- **Research** - to help the sector gain a better understanding of the issues and the activities that might create greater impact.
- **Collaboration** - to help the sector work together in unique ways, and to varying degrees, in order to create true impact.

In 2018, 21 United Way funded programs ensured **25,881** unique participants accessed programs and services to enhance their ability to Create Pathways out of Poverty.

Community Building

In 2018, United Way staff provide expertise, coordination and information-sharing on the following committees and initiatives:

- 211 Alberta Steering Committee
- ABLE - Asset Building Learning Exchange Network
- Aboriginal Funders Liaison Network
- Alberta Financial Empowerment Collaborative
- Advisory Committee for Building an Inclusive Education System
- Early Learning and Care Steering Committee
- Common Outcomes Initiative (COI)
- Community Initiatives Against Family Violence (CIAFV) Leadership Team
- CUP Steering Committee
- Edmonton Financial Empowerment Collaborative (EFEC)
- Edmonton Suicide Prevention Strategy Implementation Committee (IPC) & Leadership Committee
- Family Violence Prevention Month Event Planning Committee
- Financial Education Resource Committee
- Funders Forum
- Funders Liaison Network (FLN)
- Healthy Cities
- Human Services and Poverty Task Force
- Neighbourhood Empowerment Teams (NET) Governance Committee
- Poverty Awareness Committee of Fort Saskatchewan
- Out of School Time Collaborative
- Rural Advisory Board for the Federal Homeless Prevention Strategy
- Seniors Financial Abuse Committee
- Seniors Financial Empowerment Network
- Women and Money Committee
- Youth Systems Committee

Appendix

Program Evaluation

Funded programs are diligent about demonstrating accountability for United Way's funds and take the time to survey participants on the impact programs have had in their lives. Below are a few notes about our funded partners program evaluation and data collection methodology.

A unique participant is a program client who receives direct services. Programs aim to count each participant only once during the time period covered regardless of the number of program related services that the participant receives. In some programs tracking this number is difficult. Examples of programs where tracking unique participants is most difficult included drop-in, information and referral services and public education programs. Despite these limitations, the number of total unique participants reported does represent the significant volume of work by our network of funded partners.

For demographic information, programs provide the number of participants accessing a program and their age. They also have the option of reporting on two cultural categories, gender and what community clients come from. All programs report on the number of participants accessing services, but the other categories are optional; however, agencies provide that data if they collect it.

United Way funded programs are given outcomes and indicators to report on that demonstrate impact on our community investment strategy. The outcomes reported are not exhaustive of program impact on participants.

Evaluation Methodology

Programs are asked to report on their data collection methodology. Information includes when and how data was collected and the number of times that a program attempted to collect data.

Programs may collect data more than once with each participant (i.e., pre- and post-program). In total, data collection was attempted 214,604 times. Programs reported an 87% response rate, which exceeds standard data collection completion rates.

Appendix

Community Investment Strategy Pathways Out of Poverty

Break the Cycle

Desired Result: Children have age appropriate skills and development in the early years (0-5 years).

- Support enhancement of early child development, family literacy and healthy parent-child attachment.

Desired Result: Children & Youth have the community supports they need to succeed in school.

- Provide resiliency-based initiatives/programs in schools to promote optimal learning.
- Support enhancement of community engagement and healthy development during times when children are not in school.
- Provide specialized supports for students who are at risk of disengaging, or have disengaged, from school.

Lift People Out

Desired Result: Individuals have the capacity to obtain and retain employment that provides for basic economic security.

- Support a spectrum of employment services from job readiness to sustainable employment.

Desired Result: People have the knowledge, skills and resources needed to attain financial stability.

- Provide people with access to financial literacy education, government benefits and subsidies, asset building and savings programs.

Provide a Safety Net

Desired Result: People are able to access and maintain their basic needs.

- Support access to healthy and affordable food.
- Support people to successfully attain, maintain and stabilize their housing.

Desired Result: Individuals and families have access to comprehensive mental health supports.

- Reduce stigma through community education.
- Provide timely short and long-term counselling and/or supported referrals to individuals and families.
- Support individuals and families affected by abuse, including family violence, through group and/or individual session in a timely manner.

Desired Result: Individuals and families can access a network of community supports to address their needs.

- Provide information services, cultural brokerage services and/ or supported referrals that assist individuals and families to connect to appropriate community resources.

Building Collective Capacity

Enhancing the social services sector's ability to create Pathways out of Poverty through:

Evaluation, so that we can assess whether or not we are making a difference.

Research, in order to gain a stronger understanding of the issues and the activities that might create greater impact.

Collaboration, recognizing that we must work together in various ways, and to varying degrees, in order to truly create impact.