



United Way
Greater Victoria

THANK YOU

for
showing
your local love. 



2 0 1 8

YEAR OF IMPACT



THANK YOU FOR SHOWING YOUR LOCAL LOVE



We believe that at the heart of a healthy community are people who care for those around them. Your commitment and generosity strengthen our community and help people living right here in the Capital Regional District.

I am extremely proud of this organization that, for the past 82 years, has served our community. Our work is as relevant today as it ever was. With the ongoing support from people like you, we will continue to improve lives locally.

Thank you for showing your local love and giving back to this community we call home.

A handwritten signature in black ink, likely belonging to Mark Breslauer.

Mark Breslauer, CEO
United Way Greater Victoria

Above: Rose (left) got help from Theresa through a United Way funded agency. Now Rose aspires to be Canada's first Indigenous Prime Minister.

BECAUSE YOU CARE

Your donations
are making
a difference.

Last year, you raised \$5 million to help our community. Because of your generosity, we helped 87,000 people in the CRD. Thank you!

United Way funds a network of programs and services that change people's lives for the better. People accessing these programs are your co-workers, neighbours, friends, and extended family members.

Here are examples of people you've helped:

- 11,000 people found meaningful jobs
- 300 children and their families were empowered to succeed in school and in life
- 5,200 people got involved in their community and felt more connected

34

programs

Strong communities: 1 in 4 people on Vancouver Island have mental health challenges that compromise their lifestyles and well-being, often leading to social isolation. United Way funded 34 programs to build the overall health and well-being of our community by creating opportunities for community connection, belonging and inclusiveness.

21

programs

From poverty to possibility: United Way believes the pathway out of poverty starts with providing resources and opportunities for individuals to become more self-sufficient. With the current minimum wage of \$12.65 an hour and with 47% of Victoria renters spending more than 30% of their income on rent, the need for self-sufficiency skills is high. United Way funded 21 programs to help people living in poverty become more independent through access to healthy food, affordable housing, and sustainable employment.

32

programs

All that kids can be: With 16% of children in Victoria living in poverty, and 1 in 4 children considered developmentally vulnerable by the time they enter school, stability and positive role models are essential to success. United Way funded 32 programs to provide children and youth with the resources and mentoring they need to grow up healthy, thrive in school, and transition into strong adults.

PUTTING YOUR DOLLARS TO WORK IN THE COMMUNITY

Thanks to your generous support, we work hard to improve social conditions, build stronger neighbourhoods and create better lives for individuals and families.

Here's how we are maximizing your donations and making positive change in the community.



"During my 36 years of volunteering and financial support for the United Way, I have yet to find a more effective and rewarding use of my time, or a more efficient use of my social service dollars. The scope and quality of resources supported annually by the United Way represents the essence of love at work in community building."

- Bill Israel, Community leader and United Way donor

Purkis Family supports volunteerism

For United Way Greater Victoria Past Board Chair Dr. Mary Ellen Purkis, what you give is what you get out of life. Dr. Purkis and her father have established a named Donor-Advised Fund with United Way that will be allocated to United Way community partners in order to boost their volunteer programs. Thank you!

Sunday dinner program connects seniors

On Sundays, James Bay New Horizons serves an affordable, nutritious three-course meal giving seniors a break from cooking and providing them an opportunity to socialize and make friends – so vitally important as we age. Each week between 20 to 40 people share a meal together.

Chili Blanket drive

This January, 2019, the United Way Greater Victoria Labour Committee organized a friendly chili cook-off between unions and a blanket and winter clothing drive at United Way funded-partner Our Place. Altogether, 400 lunches were served and more than 400 wool blankets and comforters, 200 winter coats, rain jackets, mitts, gloves and socks were collected and immediately went to use by people in need.



Photo: Mark Breslauer, United Way Greater Victoria; Stephen Portman, Together Against Poverty Society; Le-Ann Dolan, Our Place Society; Darlene Gallant, Victoria Labour Council.



This free service is available online at bc211.ca, and thanks to United Way donors, by phone in multiple languages, or by text, 24/7, 365 days a year.

Top five reasons for contacting bc211:

1. Housing and homelessness
2. Mental health
3. Health
4. Income and financial assistance
5. Substance use

Restoring hope for women in Sooke

Sooke Transition House Society helps women who have experienced sexual assault, violence or abuse get back to a place of self-empowerment. Supports offered include housing, financial advocacy, education and counselling in the company of their peers.

Strengthening social services

New in 2018, United Way funded 23 projects to build capacity of local social service agencies to better serve the community. Funded projects include neighbourhood initiatives, program research, and staff or leadership development.



THE POWER OF GIVING



When we help others, it improves our own mental and physical health, lowering stress levels and increasing happiness. The feeling you get when you assist others is felt tenfold by the recipients. Here are three stories about the ripple effect of your generosity.

Meet Nuhaa.

Nuhaa's family left Syria and moved to Canada for a better life. But for Nuhaa, it was a difficult adjustment.

"Coming to Canada was not good and not bad. I was excited about meeting other people, but I missed my family and I was scared of going to school because I was shy. I was afraid nobody would want to play with me or be my friend because I didn't speak English."

Nuhaa's childhood years will have the strongest impact on her health and well-being for the rest of her life. For Nuhaa to be emotionally and physically healthy, she needs to have positive relationships with adults and self-esteem, and the coping and resiliency skills to be able to make healthy life choices. An after-school program funded by United Way helped Nuhaa overcome language barriers, increase self-confidence and ultimately achieve greater social and academic success.

Watch Nuhaa's story at uwgv.ca/nuhaa

Meet Gisèle.

"As a parent, you wonder if your child's problems are your fault, but you have to let go of the guilt and ask for help. Once you feel better, you can help others."

After supporting her daughter through a mental illness diagnosis, Gisèle realized she too needed support. Gisèle got help from a United Way-funded agency that helped her deal with her own stress as well as gain a better understanding of what her daughter was experiencing.

Now Gisèle and her daughter help each other, and their relationship is stronger than ever.



Meet Tre.

Tre struggled transitioning out of foster care. He was unable to tackle the basics of adulthood like cleaning his room or maintaining good hygiene. He was lonely and isolated.

A local youth program funded by United Way helped him land on his feet. Now 21 years old, Tre is full of insight, random facts and quips. He works as a sales associate in Victoria.

"I truly don't know what I would be doing right now if I didn't have that," says Tre of the assistance he received.

Read more at uwgv.ca/tre

THANK YOU

None of the work we do in the community would be possible without the support of our donors, workplaces, unions, the corporate sector and our media partners. We are also extremely grateful for the governance and leadership of our volunteer Board of Directors and the support of our Community Cabinet.

Special thanks to:

- Our funded community partners
- BC Transit, Canada Revenue Agency, Island Health, RBC Royal Bank and University of Victoria for sponsoring our Campaign Associates
- Wilson's Transportation Ltd. for sponsoring our impact tours
- Chemistry Consulting Group for sponsoring our Spirit Awards
- The Bay Centre and Victoria Labour Council for sponsoring our kick-off
- Media partners Bell Media, Black Press, CHEK News, Lamar Advertising, Pattison Outdoor Advertising, Rogers Communications, the Jim Pattison Broadcast Group, and the Times Colonist
- Wheaton Chevrolet Buick Cadillac GMC Ltd. for our United Way car



"I became a United Way donor and engaged with Women United because together we can do more,"

- Melany Startek, Chair, Women United

WOMEN UNITED

Launched in 2018, United Way Greater Victoria's Women United is a giving circle that invests in local issues important to women.

Women United are role models for creating lasting change and making a measurable impact on our community through philanthropy.

Learn more at uwgv.ca/women-united

