



United Way
Southern
Vancouver Island

COMMUNITY
IMPACT
REPORT
2021 - 2022

You showed your Local Love 



Land Acknowledgement

United Way Southern Vancouver Island serves the communities of southern Vancouver Island and the southern Gulf Islands that are located in the traditional, unceded territories of the Coast Salish peoples including: the Lək̓ʷəŋən peoples Songhees Xwsepsum/Kosapsun [Esquimalt] Nations here in the Victoria core area, the WSÁNEĆ (S̓TÁUTW/Tsawout, W̓JOŁEŁP/Tsartlip, BÓKEĆEN/Pauquachin, WSIKEM/Tseycum) out on the Saanich Peninsula, and to the west the Beecher Bay, Sc̓'ianew (Chenuh), T'Sou-ke, Pacheedaht, and MÁLEXEŁ/ Malahat, and Gulf Islands Penelekut Nation. May we build strong working relationships with all local nations with trust, humility, kindness, and respect where we live, work, and learn.



MESSAGE FROM THE CEO

Hello neighbour,

United Way Southern Vancouver Island is celebrating its 85th birthday this year, and looking back, we have so much to celebrate.

The past couple of years came with their challenges, but every year we are reminded of how supportive and resilient our community is and how we care for one another.

Last year, United Way supported close to 63,000 individuals on Southern Vancouver Island in building better lives. That is almost 1 in 6 people in our region being helped by a United Way initiative or funded program. From creating local campaigns like Blue Love for Mental Health to pivoting with our provincial partners to offer relief during the BC floods, this impact report is a story of yet another extraordinary year at UWSVI.

Our Blue Love for Mental Health launched our year as a response to many facing challenges and with an acknowledgement that not all hearts are red. This focus was central to our work.

Another highlight is the grand opening of Little Phoenix, BC's first trauma-informed daycare. This daycare is only the second of its kind in North America, and the research will be integral for advancing policy in this area. Those of you who followed the project will know that we have been proud supporters of Little Phoenix since day one. After much planning and work and some great leadership from Women United, the dream was realized as it opened to full capacity and a waiting list in May 2022.

Our More Than Meals program reached dramatic heights, delivering 50,000 meals this year to isolated seniors across our communities. Since launching the program in May 2020, More Than Meals has grown from providing 200 meals a week to up to 1,500 meals a week along with much needed social visits from our dedicated volunteers.

We are honoured to have been named the 2022 Non-Profit of the Year by the Greater Victoria Chamber of Commerce, and we thank you for playing a pivotal role in our work. We could not do the work we do without your support.

From the bottom of our hearts and on behalf of those you helped, thank you!

Mark Breslauer

THANK YOU for showing your local love!



6,443

DONORS



200

WORKPLACES



250

VOLUNTEERS*



62,579

PEOPLE
HELPED



46

AGENCIES

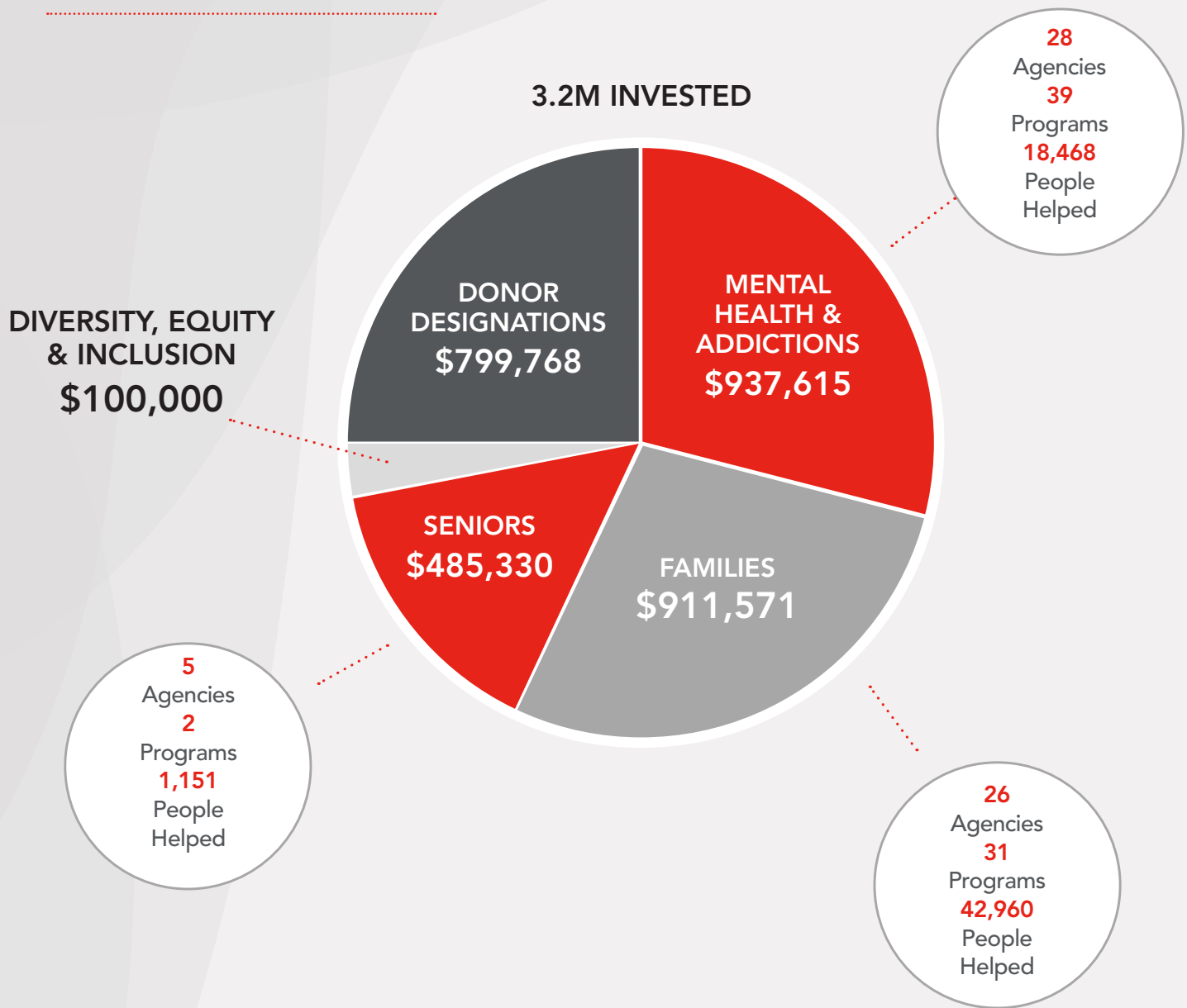


73

PROGRAMS

*Internal volunteers: Board, committees, granting review panels and campaign speakers.

2021-2022 INVESTMENT IN OUR LOCAL COMMUNITIES



IMPACT BY THE NUMBERS

Basic needs, training and life skills



7,973

children, youth and their families were able to access nutritious and affordable food, skills training courses, housing supports, and intervention services to help them navigate crisis situations. We are grateful to the 602 volunteers who gave over 55,800 hours of their time towards helping families in need.

Mental health support



9,743

children, youth, adults and seniors accessed affordable, caring counselling services to help them better cope with mental health concerns and emotional challenges in their day-to-day lives. Working alongside registered counsellors, 336 volunteers and citizen counsellors provided over 30,400 hours of mental health and emotional support to individuals accessing critical counselling services.

Diversity, equity and inclusion



3,684

children, youth, adults and seniors with mental health challenges and disabilities as well as those who have faced marginalization or discrimination based on race or sexual and/or gender identity, were provided with safe, welcoming gathering spaces and supports to maintain a healthy lifestyle while reducing isolation.

Isolated seniors



50,000

meals provided to 600 isolated seniors and elders and 17,000 friendly wellness visits to ensure that they were staying safe and healthy. Thank you to the 232 volunteers who gave over 20,000 hours of their time, delivering 50,000 meals.

bc211



8,669

Individuals accessed the free and confidential bc211 services by telephone, text or online. bc211 has also acted as a resource during community emergencies and issues of public safety.

MEET THE PEOPLE YOU HAVE HELPED



BECKY'S STORY - **More than Meals for Isolated Seniors**

Becky turned 96 in August 2021. She lives on her own in a tidy, cozy home filled with artwork from her children and artifacts from the 35 years she spent in Africa. She has been widowed for 17 years.

She is fiercely independent. Like most Canadians, she wants to age in place at home. Over three-quarters of Canadians (78 per cent) want to age in their current homes. But she needs helping hands. She uses a walker, gets lonely, and has trouble with her hands.

"My hands feel as if they are full of sand," she explains. She can prepare her porridge in the morning but would find it extremely challenging to prepare a full meal. That's why United Way's More than Meals program was a lifesaver for Becky. Every Monday she gets a call to see what she would like from the menu. Frozen entrees are delivered on Thursdays together with a friendly visit. "They just come in and slip it on the counter." Desserts are a pleasant surprise. "Last week I got a nice piece of chocolate cake," adds Becky with a smile. United Way is proud to power More than Meals and fund other programs that support healthy aging and the wellbeing of our seniors.



TIFFANY'S STORY - **Blue Love Campaign for Mental Health**

Many of us struggle with our mental health. Unfortunately, the pandemic has made things worse. The demand for mental health services has doubled since COVID disrupted our lives.

"At a time in my life when I desperately needed counselling and support, I got help," said Tiffany. "Without it, I don't know where I'd be or if I'd even be alive."

Thankfully, Tiffany got help when she needed it. Like her, many other people on Southern Vancouver Island need support but can't get it due to the long waitlists, limited service hours, or budget concerns.

Last year, United Way Southern Vancouver Island launched the Blue Love Campaign for Mental Health raising funds for local mental health counselling, outreach and peer support programs. With donations from individuals, workplaces and the wonderful generosity of **Peninsula Co-op** and **CIBC Blue Heron Advisory Group**, United Way was able to fund counselling, peer support and outreach services across Southern Vancouver Island at community partner organizations like the Citizens' Counselling Centre where Tiffany got help.



LITTLE PHOENIX, **B.C.'s First Trauma-Informed Daycare**

British Columbia's first trauma-informed daycare opened its doors to provide support for children who have experienced trauma. The daycare welcomes children through referrals from social service partner agencies and from across Greater Victoria, with the goal of integrating them and creating an environment of acceptance and support.

From the very outset, United Way, Women United, and many other donors have been huge believers and supporters of this project that touches on so many of our values as an organization, from collaboration to supporting families. We are proud to partner with the Family Services of Greater Victoria and Victoria Immigrant and Refugee Centre Society in elevating the profile

and funding Little Phoenix Daycare. Thank you to all individuals, Women United members and all donors for making Little Phoenix possible!



2021/22 FUNDED COMMUNITY PARTNERS

Aboriginal Coalition to End Homelessness Society

AVI Health & Community Services

bc211

Beacon Community Services

Big Brothers Big Sisters of Victoria Capital Region

BGC South Vancouver Island

Bridges for Women Society

Burnside Gorge Community Association

Canadian Mental Health Association - BC Division (CMHA)

Community Social Planning Council of Greater Victoria

Connections Place

Esquimalt Neighbourhood House Society

Family Caregivers of British Columbia

Family Services of Greater Victoria

Farmland's Trust

Greater Victoria Citizen's Counselling Centre

Greater Victoria Psychosocial Rehabilitation Collaborative

Hulitan Family & Community Services

Inter-Cultural Association of Greater Victoria (ICA)

LDABC The Learning Curve

Home is where We Live - LifeCycles Project Society

on behalf of My FED Farm

Mental Health Recovery Partners South Island MHRP-SI

NEED2 Suicide Prevention, Education & Support Society

Pacific Centre Family Services Association

Pacific Training Centre for the Blind

Parent Support Services Society of BC

Peers Victoria Resource Society

Rent Smart Education and Support Society

Saanich Neighbourhood Place

Saanich Volunteer Services Society

Soap for Hope Canada

Sooke Family Resource Society

Sooke Transition House Society

South Island Centre for Counselling & Training (SICCT)

The Cridge Centre for the Family

The Galiano Club

Together Against Poverty Society (TAPS)

Umbrella Society for Addictions and Mental Health

Vancouver Island Counselling Centre for Immigrants
and Refugees

Vancouver Island Men's Therapy Centre

Victoria Brain Injury Society

Victoria Cool Aid Society

Victoria Immigrant and Refugee Centre Society (VIRCS)

Victoria Native Friendship Centre

Victoria Rainbow Kitchen Society

Victoria Sexual Assault Centre Society

2021-2022 HIGHLIGHTS

We are humbled by the generosity of our community.

In 2021, we launched the **Blue Love Campaign for Mental Health** with a generous gift of **\$100,000** from **Peninsula Co-op** to offer counselling, peer support and outreach services. Individual donors, corporations and matching partners helped us make Blue Love even stronger. As a result, we are now funding 26 local programs that deliver mental health supports across the region.

Thanks to the matching gift provided by the **Blue Heron Advisory Group of CIBC Wood Gundy** and individual donors who took advantage of the match, **\$500,000** has been raised to improve mental health and the lives of local children, youth and families who need it the most.

In 2021, the second **Capital Daily Holiday Donation Drive** surpassed its original goal of \$150,000, raising more than \$170,000 for local families in need, as part of our strong collaboration with Capital Daily to benefit **Neighbourhood Houses** in Greater Victoria. Thank you to Capital Daily, individual donors and matching Victoria-based organizations: the Tiny Foundation, Lake Family's All One Fund, Heart Pharmacy, the Jawl Foundation and Lochside Software, Inc.



We are excited to be the winner of this year's Non-Profit of the Year Award from the Greater Victoria Chamber of Commerce.

The award honours an organization that provides outstanding contributions to the community and has demonstrated leadership and resilience during the COVID-19 pandemic.

HELP A
 NEIGHBOUR

Thank you for
changing lives!



United, we
create change.

Read more at
uwsvi.ca



COMMUNITY IMPACT STRATEGY 2022-2025

Throughout the pandemic, United Way Southern Vancouver Island leveraged its local knowledge and demonstrated its ability to shift and focus on the areas of greatest need and impact. We truly know and understand the local needs of the communities we serve.

Our Journey Continues

United Way Southern Vancouver Island amplifies community impact, leading and effecting meaningful change in the charitable sector. Our impact means that we continue to address the social challenges brought forward by our community with local solutions, focusing on the areas of greatest need.

AREAS OF ACTION

We focus on initiatives, programs, and projects that integrate and make a significant, positive change in people's lives. As society recovers and rebuilds, our local knowledge and focus on areas of action will best serve the community.

SENIORS

helping connect isolated seniors to healthy meals and companionship



FAMILIES

strengthening local neighbourhood resources for families



DIVERSITY, EQUITY & INCLUSION

creating a strong, inclusive and safe community where everyone feels supported



MENTAL HEALTH & ADDICTIONS

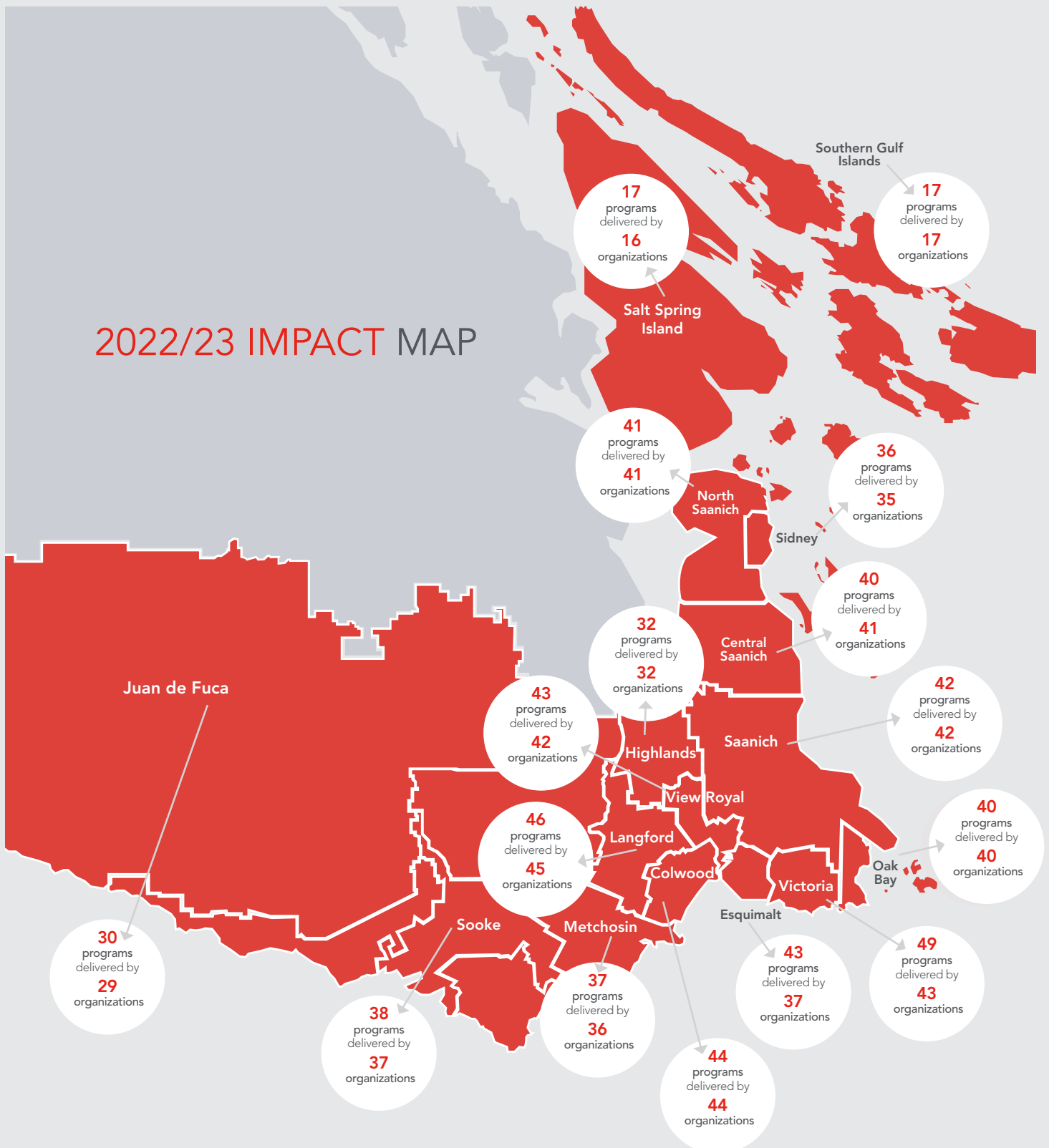
providing counselling, outreach and peer support services and ways to improve system navigation tools



COMMUNITY IMPACT

When you give to United Way, you make the greatest impact by transforming the lives of your neighbours who need it most. Even in the hardest times, we have shown our ability to offer solutions through evidence-based programs and initiatives while encouraging innovation that addresses residents' most pressing social issues in our 13 municipalities, 11 First Nations and Southern Gulf Islands.

In 2022-2023, United Way Southern Vancouver Island powers 99 programs, services and special initiatives across the region. See on the map the impact and the reach of these programs and initiatives delivered by 71 community partners.





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