

Community Impact Strategy

Mission

To improve lives and build community by engaging individuals and mobilizing collective action.

Brand Promise

Create opportunities for a better life for everyone in our communities.

Three Focus Areas for Community Impact

In keeping with United Way-Centraide Canada's national brand framework, our United Way has endorsed 3 strategic focus areas to drive our local investments, collaborations and community building.



From poverty to possibility – meet basic human needs and move people out of poverty.

All that kids can be – help children and youth reach their full potential.

Healthy people, strong communities – support personal well-being and strengthen neighbourhoods.

Strategic Priorities for Improving Lives and Building a Better Community

United Way of Central & South Okanagan/Similkameen has further defined 9 local priorities based on research and community consultation.



Focus Area: From Poverty to Possibility

Our projects help meet basic human needs and move people out of poverty.

Long Term Goal	Indicators	Examples of Investment Strategies
<p>1. <u>Housing Stability</u></p> <p>Individuals and families have access to emergency shelter, affordable housing, and have the resources to maintain stable housing.</p>	<p><u>Community Markers</u></p> <p>The % of individuals and families living in poverty.</p> <p>The % of households spending more than 50% of their income on housing.</p> <p>The % of households that are food insecure.</p>	<ul style="list-style-type: none"> - Partnerships that leverage increased housing investments from governments, businesses and community. - Supports for low-income individuals and/or families to find safe and stable housing and build capacity to participate in long-term market housing. - Support services coupled with housing for people with mental illness and/or substance abuse. - Projects that facilitate effective transition from emergency shelter to stable housing. - Emergency and/or transitional housing.
<p>2. <u>Employment & Financial Security</u></p> <p>Individuals have family-sustaining employment, and have the capacity to manage personal finances and build savings and assets for their future.</p>	<p><u>Progress Indicators</u></p> <p>Working together with partners to identify quantitative and qualitative measures that tell our story of impact.</p> <p>Example: "Increase in the number of people who are able to access and maintain permanent housing."</p>	<ul style="list-style-type: none"> - Projects that build people's capacity to move toward independence and sustain their families. - Initiatives that improve adult literacy and workforce training for individuals who are vulnerable and/or in transition i.e. supportive employment, bridging programs. - Projects that enhance financial literacy. Initiatives that help people better manage their finances and build savings and assets for the future. - Initiatives that support people to access income-boosting public benefits and subsidies. - Helping organizations with social enterprise development to provide work opportunities for people who are underemployed. - Specific initiatives for single parents, seniors, Aboriginal residents, and people with disabilities.
<p>3. <u>Food Security</u></p> <p>Individuals and families have access to affordable, nutritious food, and experience decreased stress and life disruptions due to food insecurity.</p>		<ul style="list-style-type: none"> - Food security projects that focus on building skills and capacity, such as community gardens; community kitchens; bulk food purchasing; cooking programs; local distribution hubs; subsidized meals programs; social enterprises etc. - Support services that address basic needs for nutritious food. - Projects that build individual capacity to advocate for one's self in order to meet basic needs.

From poverty to possibility

All that kids can be

Healthy people, strong communities

Focus Area: All That Kids Can Be

Our projects help children and youth reach their full potential.

Long Term Goal	Indicators	Examples of Investment Strategies
<p>1. <u>Early Learning</u></p> <p>Early childhood experiences shape the architecture of the brain and lay the foundation for success in school and beyond.</p>	<p><u>Community Markers</u></p> <p>The % of children who are ready for school from the day they start kindergarten.</p> <p>The % of youth who are engaged in school and/or employment.</p> <p><u>Progress Indicators</u></p>	<ul style="list-style-type: none"> - Partnerships that leverage increased investments from governments, businesses and community in quality childcare and early learning programs. - Comprehensive family supports that empower parents with access to information, resources and early childhood programs. - Projects that strengthen social interaction and learning for preschool children. - Initiatives that support early developmental screening and better access to early intervention therapeutic services for children. - Culturally safe services that enhance the beginnings, transitions and wellness of Aboriginal and Newcomer families.
<p>2. <u>Healthy Kids</u></p> <p>Successful transitions in the middle years are strengthened by physical, social and emotional well-being.</p>	<p>Working together with partners to identify quantitative and qualitative measures that tell our story of impact.</p> <p>Example: "Increase in the number of children and youth who participate in quality out-of-school time programming."</p>	<ul style="list-style-type: none"> - After school and summer programs that nurture positive relationships and skill-building. Projects that promote participation in organized sports, arts, science and technology programs. - Mentoring programs that build strong 1-to-1 relationships with positive adult role models. - Initiatives that enhance social and emotional learning, and help children better handle life's challenges. - Projects that help youth make healthy choices around physical activity, nutritious diet, and avoidance of risky behavior. - Projects that offer academic supports, such as literacy, summer enrichment, and tutoring that intentionally connect with schools.
<p>3. <u>Resilient Youth</u></p> <p>Youth graduate high school set on a path for success, and can effectively cope with, or adapt to, difficulties and challenging life situations.</p>		<ul style="list-style-type: none"> - Projects that promote youth volunteerism, inclusion and leadership development. - Social and academic supports to help youth reach their education goals. - Supports for youth as they transition out of school to employment or postsecondary. Mentoring around vocations/ careers. - Supports for youth in transition from systems (i.e. child welfare, justice). Access to counselling and personal supports. - Specialized supports for youth with mental illness; substance misuse; young parents; LGBTQ youth; newcomer/refugee youth. - Enhanced supports and opportunities for Aboriginal youth as part of an ongoing commitment to reconciliation in education.

Focus Area: Healthy People, Strong Communities

Our projects support personal well-being and strengthen neighbourhoods.

Long Term Goal	Indicators	Examples of Investment Strategies
<p>1. <u>Mental Wellness</u></p> <p>People facing challenges with mental health, addiction or family distress have access to timely, coordinated and personalized supports.</p>	<p><u>Community Markers</u></p> <p>The % of community members who report a strong sense of community belonging.</p> <p><u>Progress Indicators</u></p> <p>Working together with partners to identify quantitative and qualitative measures that tell our story of impact.</p>	<ul style="list-style-type: none"> - Initiatives that ensure timely, client-centered, relationship-based, accessible, and local support services for those struggling with mental health issues, addictions and/or family distress. - Projects that strengthen the resilience of families and caregivers and that build mental health resilience and recovery across all age groups. - Supports for people facing challenges related to mental illness, including initiatives to increase public awareness and reduce stigma. - Projects that help people heal and maintain sobriety. - Initiatives that offer accessible and high quality group and individual counselling for low-income individuals and families.
<p>2. <u>Personal Health & Safety</u></p> <p>Our community improves personal health and safety for all residents.</p>	<p>Example: “Decreased wait times and improved access to supports for people experiencing abuse and/or violence.”</p>	<ul style="list-style-type: none"> - Initiatives that enhance personal safety and health and are preventative in nature. - Health promotion projects that improve neighbourhoods and/or help people make healthier choices around physical activity, recreation, diet, and avoidance of risky behaviour. - Projects that aim to prevent violence through education and developing personal skills. - Initiatives that provide shelter, support and counselling to people affected by abuse and/or violence.
<p>3. <u>Connected to Community</u></p> <p>People enjoy strong community connections and can easily find and access the services they need to live better lives.</p>		<ul style="list-style-type: none"> - Projects that promote volunteerism and community engagement. - Accessible recreation, transportation and social inclusion initiatives. - Supports for seniors and persons with disabilities to be independent and actively involved in their community. - Initiatives that ensure community members can find and access a network of effective community services. - Initiatives that strengthen the effective coordination and/or integration of community services for vulnerable people.

From poverty to possibility

All that kids can be

Healthy people, strong communities