



Respond.
Recover.
Reimagine.

2019-2020

Community Impact Report



United Way
Regina



Our Mission

Ignite the desire in everyone to improve lives by mobilizing our community for lasting social change

Our Vision

To build a strong, caring community where everyone has the opportunity to live a good life

Our Values

- Demonstrate trust, integrity, respect, inclusivity and transparency
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships and collective action
- Provide non-partisan leadership
- Embrace diversity

A Year Unlike Any Other

The COVID-19 Pandemic has brought into full view our community's fault lines. Collectively, we have witnessed deeper poverty, challenges with inequity and experienced threats to our own individual physical and mental health.

United Way steps up whenever our communities need us. We have always focused on the underlying social problems, and those problems have been magnified by COVID.

211 Saskatchewan is the go-to information and referral service in our province. As programs and services became strained and unable to meet the demands, 211 played an important role in connecting people to resources and up-to-date, accurate information. We have seen a spike in usage as more people are seeking food, financial assistance, housing and mental health supports.

The solutions we create together go beyond short-term interventions. We all benefit when a child succeeds in school. Our focus on education doesn't just benefit students. When we help more youth graduate, we know they have a much better chance of landing a job or continuing their education, of staying out of trouble, and of living longer, healthier lives — and that translates into a safer, more prosperous community for all.

We rise or fall together. Together, we invested more than \$3.4 million to support the communities we love. With your support, we will continued to innovate and reach for great new heights. We remain committed and steadfast in advancing our mission to improve lives by mobilizing our community for lasting social change.

With gratitude,



Darren McKee
Board Chair



Robyn Edwards-Bentz
Chief Executive Officer

Board of Directors

Thank you to the volunteers who make up United Way Regina's Board of Directors.

Darren McKee, Board Chair
Saskatchewan School Board Association

Judith May
Past Chair & Governance Chair, Retired

Pamela Fiske, Vice Chair
Integra Consulting

Rosalee Longmoore
Audit & Risk Chair, Retired

Michael Redenbach
Resource Development Chair
Sun Life Financial

Marg Romanow
Appointed Labour Representative
Saskatchewan Union of Nurses

Wendy Daku
Appointed Labour Representative, Retired

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Information Services Corporation

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Regina Police Service

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Ministry of Education

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SaskTel

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UR Pride Centre for Sexuality & Gender Diversity

Garion Carlson
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Karen Dackiw, CFRE
Regina Humane Society

Jordan Sleightholm
Bridges & Bonds Financial Strategy & Managed
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Kristél Kriel
MLT Aikins LLP

Karthik Malladi, CPA, CA
KPMG LLP

Committee of the Board Members
(Non-Board Members)

Lorna Hamilton, CPA, CA, Audit & Risk
The Cooperator's Group Limited

Chad Hilton, BSc, CIM, Governance
BMO Personal Banking

champion:

a person who fights or argues for a cause or on behalf of someone else.



2019 Community Champion

For the past three years, United Way Regina has invited strong community leaders and influencers to share their own personal stories about the importance of giving back to the community we love.

During the 2019-2020 fiscal year, Thomas Benjoe, President/CEO of FHQ Developments became our United Way Community Champion. Growing up in North Central Regina, Thomas is a community leader and role model. Raised by his grandfather, Thomas says he instilled a strong work ethic and emphasized the importance of school. As a one of CBC's Future 40, he strongly believes in mentorship and supporting youth to reach their dreams.

"As a community leader, it is so important to find ways to give back to our community – especially to our Indigenous youth." – Thomas Benjoe



Thomas Benjoe, President/CEO of FHQ Developments



Steve McLellan, CEO of Saskatchewan Chamber of Commerce

Passing the Torch

Welcome to our 2020 Community Champion

Steve McLellan, CEO of Saskatchewan Chamber of Commerce

"The combination of collective resources and common goals makes our communities and our people stronger and Regina is blessed to have both in large quantities."

– Steve McLellan

Local Love in a Global Crisis

In partnership with the Government of Canada, United Way Regina provided our expertise in grantmaking and connecting to community networks to help deploy funding to qualified charitable organizations with eligible program activities.



New Horizons for Seniors – Seniors Response Fund

This funding provided by the Government of Canada's New Horizons for Seniors Program intended to support isolated seniors impacted by COVID-19. The following organizations received funding through an open call for proposals process:

REGINA – 8 Projects Funded, Total Funding \$43,000	
Canadian National Institute for the Blind (Regina)	\$5,000
Circle Project Inc.	\$5,837
Eden Care Communities (Regina)	\$4,650
File Hills Qu'Appelle Tribal Council (RT/SIS)	\$5,837
North Central Family Centre Inc.	\$5,838
Phoenix Residential Society	\$5,837
Spinal Cord Injury Saskatchewan Inc.	\$5,000
University of Regina's Lifelong Learning Centre	\$5,000
MOOSE JAW – 5 Projects, Total Funding \$15,000	
Canadian National Institute for the Blind (Moose Jaw)	\$2,246
Eden Care Communities (Moose Jaw)	\$2,500
Spinal Cord Injury Saskatchewan Inc. (Moose Jaw)	\$2,500
The Moose Jaw Non-Profit Housing Corporation	\$3,877
The Salvation Army (Moose Jaw)	\$3,877

SWIFT CURRENT – 4 Projects, Total Funding \$15,000	
Canadian National Institute for the Blind (Swift Current)	\$1,978
Shaunavon Food Bank Inc.	\$3,000
Spinal Cord Injury of Saskatchewan (Swift Current)	\$6,652
Southwest Homes Inc.	\$3,370
WEYBURN – 4 Projects Funded, Total Funding \$15,000	
Canadian Mental Health Association (Weyburn)	\$5,930
Canadian National Institute for the Blind (Weyburn)	\$3,750
Community Low Income Centre	\$1,570
Weyburn Special Care Home Auxiliary	\$3,750

Emergency Community Support Fund

This funding provided by the Government of Canada, through Employment and Social Development Canada (ESDC) intended to provide financial support to charitable organizations, adapting their frontline services to support vulnerable populations in southern Saskatchewan. The following organizations received funding through an open call for proposals process:

REGINA – 25 Projects Funded, Total Funding \$496,875	
Alzheimer Society of Saskatchewan (Regina)	\$10,000
Big Brothers Big Sisters Regina and Area	\$65,000
Cornwall Alternative School	\$25,000
Eagle Heart Centre	\$49,572
Eden Care Communities (Regina)	\$25,000
Family Service Regina	\$41,090
File Hills Qu'Appelle Tribal Council (RT/SIS)	\$20,000
Habitat for Humanity Regina Inc.	\$18,000
John Howard Society of Saskatchewan (Regina)	\$25,000
Mennonite Central Committee Saskatchewan (Regina)	\$15,195
Regina Catholic Family Services Society	\$24,898
Regina Public Library Board	\$13,930
Saskatchewan Brain Injury Association (Regina)	\$25,000
SOFIA House	\$25,000
South Saskatchewan Independent Living Centre	\$18,000
St. John Il Syro Malabar Catholic Church	\$25,000
Street Culture Project Inc.	\$25,000
The FASD Network of Saskatchewan (Regina)	\$1,920
Whitmore Park Child Care Cooperative	\$15,000
Young Women's Christian Association Regina	\$24,270

MOOSE JAW AND AREA – 8 Projects Funded, Total Funding \$113,580	
Canadian Mental Health Association (Moose Jaw)	\$20,000
Eden Care Communities (Moose Jaw)	\$6,500
Iver Main Place Inc. (Central Butte)	\$20,000
John Howard Society of Saskatchewan (Moose Jaw)	\$20,000
Moose Jaw and District Food Bank	\$20,000
Moose Jaw Family Services	\$22,000
YMCA of Regina (Moose Jaw)	\$5,080
SWIFT CURRENT AND AREA – 10 Projects, Total Funding \$142,000	
Canadian Mental Health Association (Swift Current)	\$15,000
Dr. Noble Irwin Regional Healthcare Foundation Inc.	\$4,500
Family Resource Centre Swift Current Inc.	\$20,000
Great Plains College (Swift Current and Maple Creek)	\$40,000
Herbert Group Home Inc. (Herbert)	\$20,000
Long-Term Care Home (Swift Current)	\$14,500
Southwest Homes Inc.	\$20,000
West Bank Bible Camp	\$3,000
WEYBURN AND AREA – 3 Projects, Total Funding \$45,930	
Canadian Mental Health Association (Weyburn)	\$20,000
Envision Counselling and Support Centre Inc.	\$18,930
Inclusion Weyburn	\$7,000
YORKTON AND AREA – 5 Projects, Total Funding \$93,824	
Big Brothers Big Sisters of Yorkton and Area	\$20,000
Boys & Girls Club of Yorkton	\$20,000
Ituna and District Regional Park	\$20,000
Yorkton Transitional Homes for Youth Inc.	\$20,000
Yorkton Tribal Council	\$13,824
Other Communities and Provincial Projects – 3 Projects, Total Funding \$90,000	
Town of Moosomin, Parks & Recreation	\$10,000
The Kidney Foundation of Canada	\$25,000
OUTSaskatoon	\$55,000

Big thank you to our wonderful volunteers who generously provided many hours of personal time sharing their local knowledge and expertise during the Government of Canada funding process.



local love

IN A
GLOBAL CRISIS

Many people could not afford to prepare for how COVID-19 is affecting their family. Thanks to you we are able to support local community organizations to help our most vulnerable citizens.

National COVID-19 Community Response and Recovery Fund

The Centre (Swift Current)	\$4,505
Canadian Mental Health Association (Swift Current)	\$1,500
Southwest Homes Inc. (Swift Current)	\$3,000
PPE Supplies	\$12,257
Forehead Thermometers	\$2,284
Summer Food Support Program	\$30,884
Book Worms Summer Literacy Kits	\$22,000

United Way Regina Essential Services Funding

REACH (Food Insecurity)	\$20,000
CMHA Regina (Mental Health)	\$20,000
Family Service Regina (Mental Health)	\$20,000
Mobile Crisis Services (Crisis Intervention)	\$20,000
YWCA of Regina (Emergency Shelter)	\$20,000
Transition House (Housing Support & Shelter)	\$20,000
SOFIA House (Housing Support & Shelter)	\$20,000



Book Worms
SUMMER LITERACY KIT

Together, we prepared literacy kits full of resources, supplies and activities to keep hundreds of local children reading and learning after schools closed. Thank you to our sponsors Conexus Credit Union, Regina Rotary and the Canadian Progress Club – Regina Centre.



vello



Vello, an online tutoring software, pairs passionate professionals with students needing some extra guided reading through a safe and secure digital setting. Together, students and volunteer tutors read e-books using simple screen sharing and audio. Giving back has never been so easy or so rewarding. Sign up as an individual or build a team of employee volunteers to tutor local students.

For more info, email Amanda Lanoway, Director of Engagement at alanoway@unitedwayregina.ca.

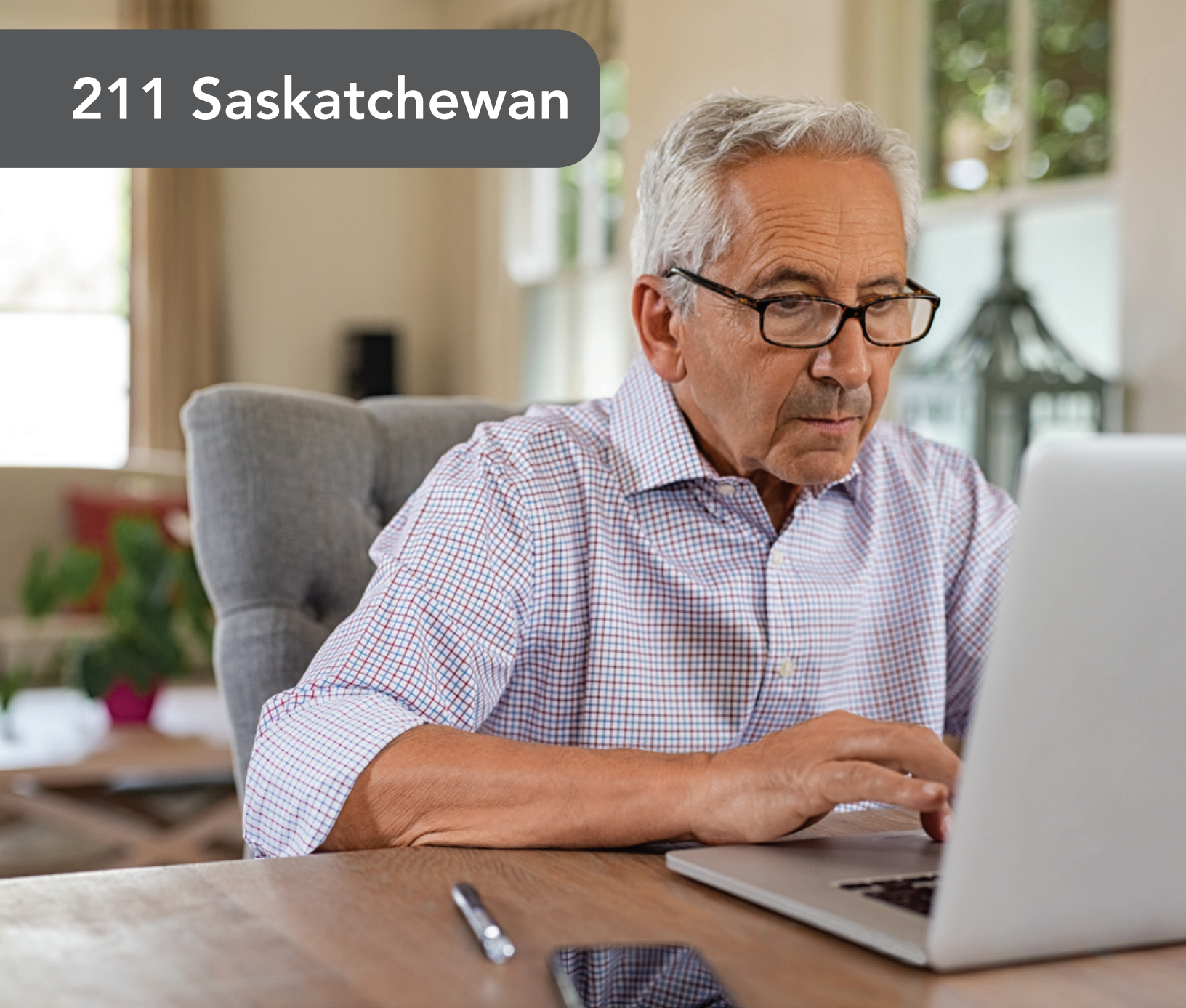


local love

IN A
GLOBAL CRISIS



211 Saskatchewan



For more than a decade, United Way Regina and United Way Saskatoon & Area have been working together to offer the award-winning 211 service to the residents in Saskatchewan. 211 is a free, confidential, 24/7 information and referral service that connects people by phone, text or web chat or through a searchable website with over 5,500 listings of social, community, non-clinical health and government services.

During the COVID-19 Pandemic, 211 Saskatchewan demand dramatically increased by over 200% becoming an essential service for people across the province looking for financial assistance, mental health support, non-crisis health information and information on community service closures or adapted programming.

Database Searches (January to December 2019)

1

166, 676

unique visits to
the 211 website

2

315, 757

page views of
the 211 website

3

Top searches:

- 1) Mental Health
- 2) Homelessness/Housing
- 3) Income Support/Employment
- 4) Food Security
- 5) Children/Families

4

**Top Search Physical Locations
(within Saskatchewan):**

- 1) Regina
- 2) Saskatoon
- 3) Prince Albert
- 4) Moose Jaw
- 5) Yorkton

Contact Summary

Top 5 Issues/Needs Reported



**Mental Health/
Substance Use**



Basic Needs



Health Care

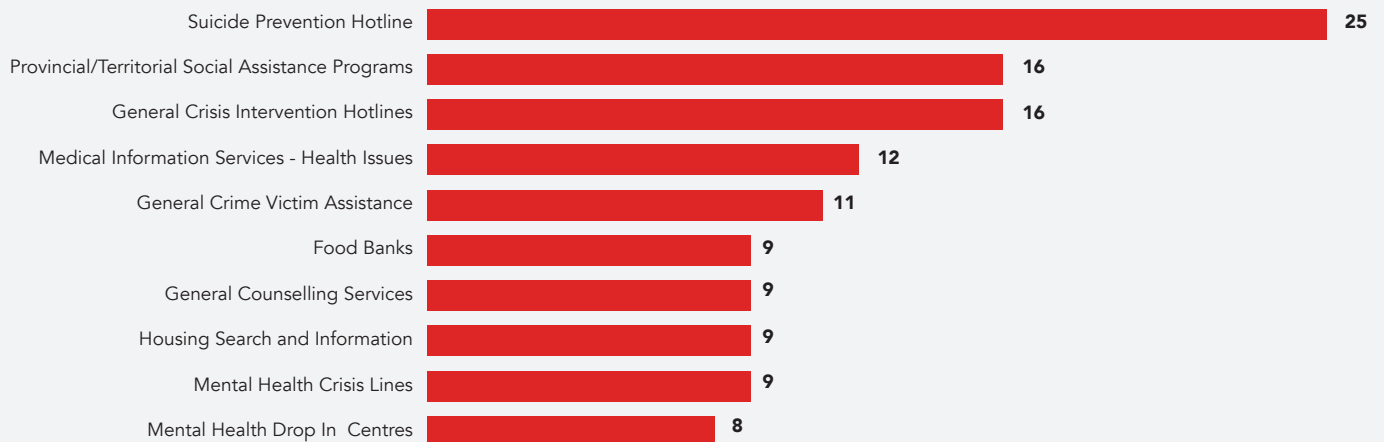


**Income Support
and Employment**



**Criminal Justice and
Legal Services**

Top Needs Met



Thank you Community Initiatives Fund for supporting 211 and ensuring people have help 24/7 by phone, chat, text or searchable website to find programs and services they need.



UNITE WITH US

TOGETHER, WE ARE A #COMMUNITYUNITED



COVID and the Community Volunteer Income Tax Program

In partnership with the SaskTel Pioneers and Canada Revenue Agency, United Way Regina played host to the Community Volunteer Income Tax Program for the eighth consecutive year.

The Community Volunteer Income Tax Program is a free tax return filing program by Canada Revenue Agency, in partnership with community organizations across the country. The clinic at United Way Regina is the second largest in Western Canada.

With the number of individuals and families seeking this service, Affinity Credit Union and KPMG LLP provided financial support to build capacity and ensure sustainability of the clinic.

With the COVID-19 Pandemic, the Tax Clinic had to be closed for a number of weeks and then upon re-opening services were only offered by appointment to keep staff, volunteers and clients safe. As a result, from March to June 2020, 2,565 returns were completed for individuals and families. This resulted in \$10,961,100 in returns and

benefits for low and moderate income people in our community. The Late Filers Clinic has completed over 100 returns to date and nearly \$300,000 in benefits.

SaskTel Pioneer Rick Gaucher and the team of 35 volunteers take great pride in providing excellent service to those who need a helping hand in their community.

"We are so proud to sponsor this initiative with the United Way of Regina." Says Sarah Tkachuk, Partner at KPMG. "Last year, we saw \$23M return to our local community and economy as a direct result of these tax clinics, which are run by dedicated volunteers. This is a cause that KPMG in Canada strongly supports to help reduce inequalities, lift people out of poverty and eradicate hunger in our communities."



2020 Tax Clinic By the Numbers

Total returns:

2,565

of volunteers:

35

\$ in Returns & Benefits:

\$10,961,100



WOMEN UNITED™



What is Women United?

Women United is an inclusive and vibrant community of change makers bound together by a powerful sense of belonging – to one another, to their community and to transforming lives.

Women United is a Leadership Giving program, where members have made a gift of \$1,200 or more. Our goal is to inspire and connect female leaders who have a passion for making a difference in their community.

Our Vision

We are a powerful force for social change, where women are key drivers of philanthropy in local communities, through both giving and volunteering.

Our Values

Leadership
Impact
Mentorship

Commitment
Empowerment

Join Us And Make A Difference.

Women United members are rallying around one of the most pivotal childhood milestones for mastery – reading proficiency by third grade. While the long-term impact of COVID-19 on the achievement gap remains to be seen, the prolonged school closures and the disparate instruction students received based on access to broadband internet and devices has highlighted the need for greater equity in education and further support for children's health and wellbeing.

For more information, email Trish Dupuis, Director of Resource Development at tdupuis@unitedwayregina.ca.

Meet our Women United Co-Chairs



"I am elated that Regina is joining the Women United global initiative. This group of strong, driven and passionate women are ready to go all in to move the needle on reading success for Regina Youth. Through contribution and collaboration we will further nurture the growth and development of women leaders in our community."

~Lori Daelick, Women United Co-Chair



"Education is the key to building future leaders and ensuring that our community continues to grow. Women United's support of Campaign for Grade Level Reading through our membership has the potential to positively change so many young lives in the Regina area. It's personally rewarding to know that the time and energy we invest in our youth today, will have a lasting impact for decades."

~ Anne Bilczuk, Women United Co-Chair



Since 2016, United Way of Lower Mainland has developed and piloted the Social Purpose Institute. Social Purpose is an emerging trend in business – where companies define their reason for being in societal terms and place it at the core of their operations. It gives companies a competitive advantage, helps them navigate turbulent times, and creates new opportunities for maximizing profits and building shareholder value.

United Way Regina is excited to be the very first United Way to offer the Social Purpose programming outside of British Columbia.

The Social Purpose Institute offers structured and supportive programming that supports senior business leaders to incubate, accelerate and scale social purpose as a way to drive both their business growth as well as the company's potential for social good.

Our programs and workshops are designed to bring together like-minded business leaders in Regina to identify their own organization's core social purpose and ultimately create positive change in our community– all with a view to strengthening their business.

Social Purpose Innovators - is a unique introductory program developed by the Social Purpose Institute at United Way that helps businesses uncover or further refine their core, societal reason for being. Through an interactive, cohort-based program, companies are guided through the journey of determining their best-fit Social Purpose. The Innovators Lab is a 12-month peer collaboration of eight values-based businesses.

Social Purpose Implementers – is a follow-up program developed by the Social Purposes Institute at United Way. It assists businesses to fully implement and bring their Social Purpose to life. Implementers is designed for companies that already have a Social Purpose. It has a hands-on workshop-based design and innovation lab where eight companies in a cohort attend half-day sessions quarterly, with self-administered preparatory work and projects to be completed by the company between sessions.

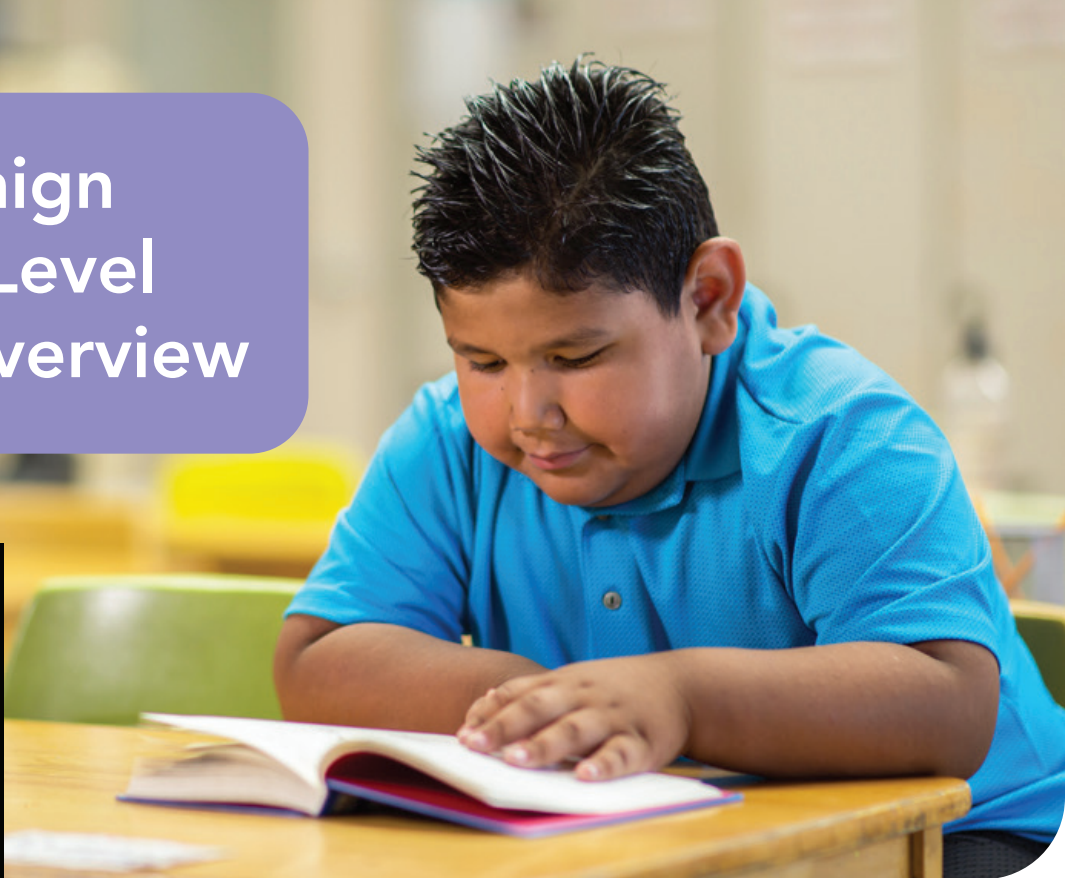
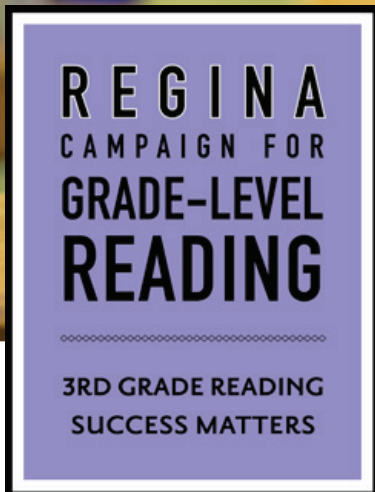
Learn More.

If you are a visionary leader, the Social Purpose Institute programs intended to support businesses to fully embed their company's Social Purpose into its operations. We will walk each business through four key steps to develop their implementation plan.

For more information about fall programming, please contact Cindy Kobayashi, our Social Purpose Strategist, at ckobayashi@unitedwayregina.ca.



The Campaign for Grade-Level Reading Overview



Research validates that reading proficiency by third grade enables students to shift from learning to read – to – reading to learn so they can master more complex subject matter in fourth grade. Many students who fail to reach this critical milestone falter in later grades and often become frustrated, increasing their chances of dropping out before graduating from high school.

Regina’s Campaign for Grade-Level Reading is based on the belief that schools cannot succeed alone. When our community pulls together, we can ensure more children in low-income families succeed in school and stay on track to high school graduation.

United Way Regina and its tremendous supporters are mobilizing to remove barriers, expand opportunities and assist parents in fulfilling their role as full partners in the academic success of their children.

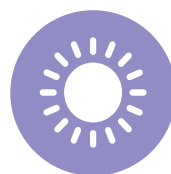
The Campaign focuses on four key priorities:



**Promoting
school readiness**



**Tackling
chronic absence**



**Improving
summer learning**



**Expanding access to
books and literacy
materials**

SPOTLIGHT ON:

Chronic absence is a measure of how much school a student misses for any reason. Starting in the earliest grades, the percentage of students missing 10% of the school year or only 18 school days can reach remarkably high levels. These early absences can rob students of the time they need to develop critical literacy skills in order to read proficiently by third grade. Together, with Regina Public and Catholic School Divisions, we want to thank the following organizations for your tremendous leadership and commitment to engaging families, removing barriers and addressing basic needs so all learners can stay on track and graduate from high school.

Conexus Credit Union – Conexus is a committed promotional partner and provided \$45,000 in funding over 2-years for Grade Level Reading initiatives like Summer Success and Attendance Matters. Thanks to Conexus, our newest promotional video was created to engage and inspire other to get involved. Conexus continues to go above and beyond, gifting radio ads to help create positive attendance messaging year round and highlights our partnership on the Community Page on their website.

Regina Pats Hockey Club – Education matters to the Regina Pats and that's why supporting Attendance Matters makes so much sense. They are seeking corporate sponsors to provide game tickets and experiences to children who otherwise would not attend Pats games. Sponsors will be featured as the Attendance Matters partner of each regular season game. They have also committed their executive and player Champions to appear on promotional posters distributed throughout the City.

Dilawri Group of Companies – Transportation continues to be a barrier for too many students in our community; especially those experiencing chronic absenteeism. Dilawri Group of Companies is happy to help with the donation of a vehicle to Regina Catholic and Regina Public schools to assist with removing the barrier or transportation and help kids get to school.

City of Regina – The City of Regina has year round representation on the Campaign for Grade-level Reading Regina Network and is committed to improve educational outcomes for Regina's students. A few ways they do that is by providing 5,000 leisure passes as healthy attendance incentives. In 2019, they City of Regina annual workplace Campaign revenue will target Attendance Matters initiatives making a significant investment in removing barriers and increasing opportunities.

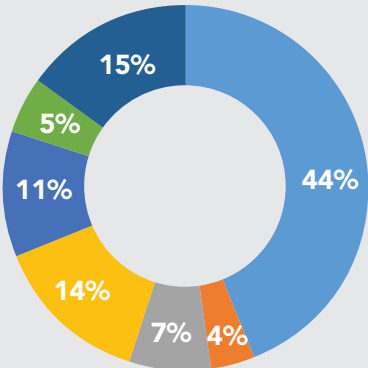




Community Investments

United Way is improving lives locally by moving people out from poverty to possibility, investing in childhood success to help kids be all they can be, and building strong and healthy communities. Nationally, United Ways work focuses on three focus areas that create opportunities for everyone in our community to live a better life.

Thanks to the generosity of our corporate and individual donors, United Way Regina stepped up by investing more than \$3.4 million into our community during a global crisis.



**Total Community
Impact Investment:**
\$3,484,464

- Community Fund Grants to Funded Partners
- COVID-19 Grants & Supports
- Donor Designations (Other registered charities and United Ways)
- 211 Saskatchewan
- Campaign for Grade Level Reading (including Summer Success)
- Community Engagement & Capacity Building
- Non-Profit Support & Other Initiatives

Poverty To Possibility



The Challenge:

People who lack necessities like food and shelter can't get ahead in life. Those that struggle to find work or manage their finances aren't able to reach their full potential. The following investments were made to help people move out of the cycle of poverty.

Regina Education and Action on Child Hunger	\$40,858
Regina Transition House	\$37,940
Regina Work Preparation Centre	\$55,262
SOFIA House	\$30,000
Street Workers Advocacy Project	\$61,413
YWCA of Regina	\$143,420

All That Kids Can Be



The Challenge:

Early development – from childhood to adulthood – is a strong predictor of future success. Unfortunately, too many kids face barriers to achieving Childhood Success. United Way Regina believes education is a cornerstone for success. We are fighting to shift the odds so tomorrow's leaders can build a strong foundation today.

Big Brothers Big Sisters of Regina & Area	\$30,000
Catholic Family Services	\$30,000
Circle Project	\$70,420
Cornwall Alternative School	\$108,124
Early Childhood Intervention Program	\$30,000
Family Service Regina	\$155,653
Rainbow Youth Centre	\$34,553
Regina Early Learning Centre	\$96,441
SCEP Centre	\$101,770
YMCA of Regina	\$52,839

Healthy people, strong communities



The Challenge:

The strength of a community is in the wellbeing of the people who live there. Everyone – no matter who they are or where they live – needs the chance to reach their full potential. United Way helps people in our community access and navigate the resources they need the most through 211 Saskatchewan or access to crisis intervention through Mobile Crisis Intervention. Through strategic investments, we help people manage life's challenges and gain a sense of belonging in the place they call home.

Canadian Mental Health Association – Regina	\$69,035
Mobile Crisis Services	\$35,169
Regina Open Door Society	\$106,506

Our Solution

Together, we are moving people from poverty to possibility, helping kids be all they can be, and building strong and healthy communities. Thanks to your generous support, we create opportunities for everyone to have a better future.

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United Way
Regina

Find us on: Facebook, Twitter, Instagram and YouTube



All children deserve the best start in life. But disparities do exist. United Way will continue to bring together the right people and partners for better educational opportunities for local kids.

