



United Way
Regina

2023-2024

Community Impact Report

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





Director's Message



Dear United Way Supporters,

As we reflect on this past year, it is with deep gratitude and pride that we share the impact your unwavering support has had on Regina and the surrounding region. Through strategic investments in key initiatives like **Literacy** and **211 Saskatchewan**, we continue to drive transformative change, reaching thousands of individuals and families, and helping to create a community where everyone has the opportunity to thrive.

Our focus on literacy is driven by the belief that a solid foundation in reading is the cornerstone of lifelong success. Through our various initiatives in our focus schools and with community partners, we have not only provided children with

books but ignited a passion for learning.

These programs have given students the opportunity to pick out their own books—sometimes for the first time—and take pride in building their own libraries. By reinforcing the joy of reading, we are helping to unlock the potential of every child in our community, laying the groundwork for academic success, increased confidence, and brighter futures.

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The success stories emerging from these efforts are inspiring. We've seen students excitedly sharing their favorite books with their peers, teachers reporting improvements in literacy levels, and families engaging more deeply in their children's learning journey. The ripple effects of these investments will be felt for years to come, as children who develop strong literacy skills today grow into confident, capable adults who contribute to the social and economic vitality of our community.

Equally impactful has been our ongoing investment in 211 Saskatchewan. Over the past year, 211 has served as a critical lifeline for individuals facing various challenges, from navigating mental health crises to accessing essential services like housing, food security, and employment support. In a time when many are feeling isolated or unsure of where to turn, 211 has provided an essential bridge, connecting people with the help they need. The platform has become a trusted resource for families, social service providers, and first responders alike, offering immediate, personalized support to those in need.

The stories we've heard from the 211 team speak volumes—calls from parents seeking mental health support for their children, individuals struggling with addiction finding a pathway to recovery, and seniors gaining access to vital services they didn't know existed. In every case, 211 has been there, providing not just information, but hope and direction.

These outcomes are made possible through your belief in the power of community and your commitment to helping those around you. Whether through your financial contributions, volunteer efforts, or advocacy, you are an integral part of this journey toward a more connected and compassionate Regina.

As we look towards the future, we are excited to build on these successes, continuing to expand our reach and deepen our impact. The need is great, but so is our collective capacity to meet it. Together, we will create a brighter, more equitable future for all.

Thank you for your ongoing partnership and dedication to our shared mission.



Kristin Nelson

Director of Community Impact



Robyn Edwards-Bentz

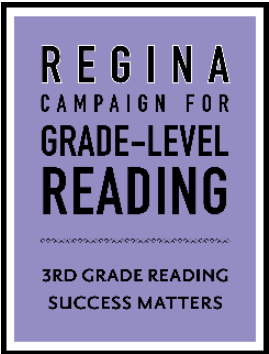
Chief Executive Officer

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Campaign for Grade-Level Reading



United Way Regina’s Campaign for Grade-Level Reading (CGLR) continues to **make a lasting impact on the lives of children** by addressing the critical need for early literacy skills.

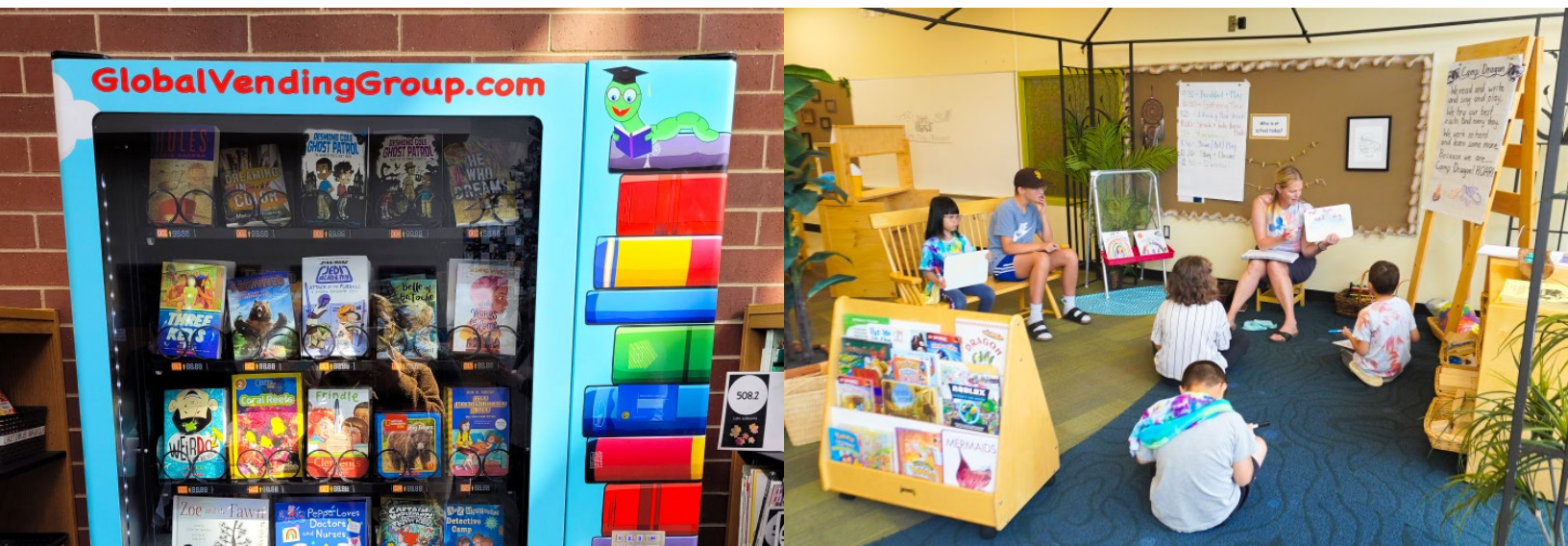
Understanding that the ability to read proficiently by the end of third grade is a key indicator of future success, the campaign focuses on removing the barriers that hinder young students from reaching this milestone. Early literacy opens doors to a lifetime of opportunities, and we are committed to ensuring every child has the chance to thrive.

The campaign works across multiple areas to create a comprehensive approach to literacy. It emphasizes the importance of preparing children for learning even before they enter the classroom, ensuring they are equipped with the tools they need to succeed. Additionally, the campaign recognizes the significant role that school attendance plays in learning. Through our initiatives, such as the Attendance Matters Van, we have encouraged consistent attendance, reinforcing the idea that being present in the classroom is essential for progress. We have also taken steps to address the loss of literacy skills during summer breaks through our Summer Success Camps, which disproportionately affects children from low-income families. By providing engaging summer learning opportunities, we are helping students retain and build on

the progress they make during the school year.

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Another innovative initiative that continues to help increase the love of reading is the introduction of Inchy, the Book Vending Machine in focus schools. These machines have distributed thousands of books to children to reward progress and attendance. By making reading exciting and accessible, the vending



machines have fostered a culture of literacy and engagement both in and outside the classroom. Additionally, community events such as Read Across Regina Day have reached hundreds of families, encouraging them to embrace reading as a daily practice and build a love of having books at home.

Our partnership with the Regina Family Literacy Hub has become a cornerstone of our efforts to foster reading within communities. Activities hosted in partnership with other community organizations offer a safe and welcoming space where families can access books, literacy resources, and participate in interactive activities such as our popular Storywalks. By encouraging a shared love of reading between parents and children, these partnerships not only promote early literacy but also strengthen family bonds. Parents are empowered to take an active role in their children's

education, while children benefit from a supportive, literacy-rich environment both at home and in the community, creating a vital link towards the culture of literacy that extends beyond the classroom.

Despite the progress we've made, challenges still remain in ensuring children are proficient by Grade 3. However, these challenges also present opportunities. We are actively working with community partners to

find solutions that will allow us to reach more children and families. By addressing the root causes of access to learning resources, we can ensure that even more students and families benefit from our literacy initiatives.

Looking ahead, United Way Regina remains focused on the goal to see all children in Regina reading at grade level by the end of third grade. We plan to review our programs, build new partnerships, and enhance the support we provide to schools, teachers, and families. The progress we've made thus far has only been possible thanks to the generosity of our donors, the dedication of our volunteers, and the commitment of our community partners. Together, we are building a brighter future for Regina's children, ensuring that every child has the chance to succeed, one book at a time.

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Campaign for Grade-Level Reading Impact



13
Participating
Schools



229
Eye Exams
Provided



89,000
Books and quizzes
accessed virtually



1053
Backpacks of
Supplies Delivered



13
Summer Success
Camps



\$80,000
Invested into food
security



16,750
Free Books
Distributed



12
Kinder Camps



983
Students transported
through the Attendance
Matters Van



211 Saskatchewan



Saskatchewan

211 Saskatchewan plays a vital role in **connecting individuals with the services they need during challenging times**. As a free, confidential service available 24/7, 211 helps people navigate complex social systems to find assistance with housing, food security, mental health support, employment, and much more.

By providing access to an extensive database of community services, 211 Saskatchewan simplifies the process of locating help, removing barriers to critical support for thousands of people across the province.

The importance of 211 Saskatchewan lies in its ability to act as a lifeline for those facing difficult circumstances. Whether someone is dealing with a personal crisis, seeking guidance for long-term care, or simply trying to understand what resources are available in their community, 211 provides immediate, informed assistance. Its reach extends across urban and rural areas alike, ensuring that even the most remote residents have access to the information they need.

One of the key strengths of 211 Saskatchewan is its accessibility. The service can be accessed by phone, text, or online, making it easy for anyone to get the help they need in a way that suits them. This accessibility is especially crucial for vulnerable populations, including those with limited internet access or individuals who may not know where to begin when searching for support. Additionally, 211 is staffed by trained professionals who can offer compassionate, accurate guidance, helping users make informed decisions about the services available to them.

In a province as diverse as Saskatchewan, the need for culturally responsive and inclusive services is essential. 211 Saskatchewan has evolved to meet these needs, offering support that reflects the province's Indigenous and immigrant communities. This emphasis on inclusivity ensures that everyone, regardless of their background, has equitable access to vital services.

In addition to its general services, 211 Saskatchewan provides targeted platforms designed to address specific community needs. One such platform is the Interpersonal Violence Site, which focuses on intimate partner violence and abuse. This site offers immediate access to emergency services, legal aid,



counseling, and educational tools that help individuals recognize the signs of abuse. By prioritizing trauma-informed care and cultural sensitivity, the platform provides a confidential and safe space for those seeking to escape abusive situations or support someone who is.

Another valuable resource is Parent Central, a platform dedicated to helping parents and caregivers access early years services. From child care options and healthcare resources to parenting programs and educational support, Parent Central simplifies the process for families at every stage. This platform is particularly helpful for those in rural or underserved areas, ensuring that parents can find practical, tailored services to support their children's development.

Ultimately, 211 Saskatchewan strengthens communities by helping individuals and families access the support they need to thrive.



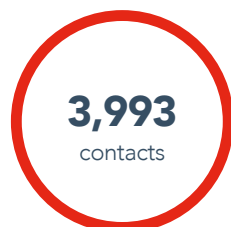
A key addition to 211 Saskatchewan's suite of services is Re:CONNECT, a platform aimed at those who may be at risk of involvement in intimate partner or family violence.. Re:CONNECT offers a non-judgmental way to provide support with connections to services to help build healthier communication, stronger relationships within families as a critical step towards addressing the complex issue of gender-based violence.

Re:CONNECT provides pathways towards support for those facing issues such as mental health, anger management, addictions and risk of family violence. This initiative is particularly important for individuals who may be facing challenges in their relationship or family situation, but don't know where to turn.

Ultimately, 211 Saskatchewan strengthens communities by helping individuals and families access the support they need to thrive. It removes the complexity of navigating multiple agencies and service providers, empowering people to find help when it matters most. By fostering greater awareness and connection to available services, including its specialized platforms for intimate partner violence, parenting support, and social reconnection, 211 contributes to a more resilient and supported Saskatchewan.

211 Saskatchewan Impact

Contacts



Top Needs

20%
Basic Needs



12%
Income Support
and Employment



19%
Mental Health
and Substance
Abuse



7%
Abuse/Assault/
Violence



17%
Health Care



7%
Organization/
Community/
International



Unmet Needs

Homeless Shelters

Domestic Violence
Supports

Food Banks

Social Assistance programs

Rent Payment Assistance

Unmet needs occur when
a referral to service cannot
be made

Contacts by Location:

26.8%
Saskatoon

23.8%
Regina

4.5%
Prince Albert

3.0%
Moose Jaw

2.0%
North Battleford

Contacts by Type:

73%
Phone

13%
Text

9%
Online Chat

5%
Email

Number of Communities:

253

Towns/Cities/Communities
across Saskatchewan accessed
211 Saskatchewan

Interpersonal Violence Site



20,000
unique visitors
to the IPV site



41
percent increase
in visits from 2022



23,000
pages of resources
accessed

Parent Central



21,000
unique visitors
to Parent Central



162
percent increase
in visits from 2022



190,000
pages of resources
accessed

Re:Connect

*data shown is from November 15th, 2023
to June 30th, 2024



14,050
unique visitors to
the Re:Connect site



13,117
minutes of
support provided



1153
referrals to support
programs and services



Regina Family Literacy Hub



REGINA REGION
FAMILY LITERACY HUB

Family literacy is about the learning that takes place among all family members - siblings, grandparents, caregivers, aunts/uncles and friends and neighbours. **Families learning together** is a part of many cultures and therefore goes beyond reading books.

Families that sing and dance, cook, talk, create, play and are active begin building the important skills to encourage a love of learning.

Family Literacy Hubs exist within a provincial network that responds to the literacy needs that families may require within their community. Each hub also promotes the importance of literacy in the home by increasing public awareness. The aim is to improve the quality of life by raising literacy skills within each region. The hubs work with organizations and agencies to meet the unique needs of the community.

United Way Regina is honoured to support these efforts through our participation in the Regina Family Literacy Hub.

44

**Family
Literacy
Events**

1145

**Parents and
children
participated
in various free
literacy events**

200

**Children
experience
increased
exposure to
literacy resources**

138

**Parents reported increased
awareness of their role as their
child's first teacher and improved
knowledge of community
learning opportunities.**

StoryWalk®

The StoryWalk® encourages both literacy and physical activity, blending learning with movement in a fun and interactive format. It serves as a valuable resource for promoting early childhood literacy, inspiring curiosity, and sparking conversations between children and families. By bringing books into public spaces, the project creates new opportunities for families to connect with each other and the community, while cultivating a love of reading in a relaxed, natural environment. This permanent installation is part of a broader effort to support education and literacy through creative, accessible programs.

In June, with various community partners, we were pleased to launch a permanent StoryWalk® at Gocki Park that offers a unique and engaging way for children and families to experience the joy of reading in an outdoor setting. This innovative installation features a series of stations placed along a scenic walking path, each displaying pages from a carefully selected children's book. As visitors move along the

path, they can follow the story, immersing themselves in the narrative while enjoying the beauty of the park. Titles are frequently changed so families can enjoy a different story throughout the year.

*The StoryWalk® Project was created by Anne Ferguson of Montpelier, VT and developed in collaboration with the Kellogg-Hubbard Library. Storywalk® is a registered service mark owned by Ms. Ferguson.

Family Summer Literacy Program

The Family Summer Literacy Program focused on enhancing family literacy during the summer break. This grant supports programs designed to help children and families, particularly from underserved communities, maintain or improve their literacy skills.

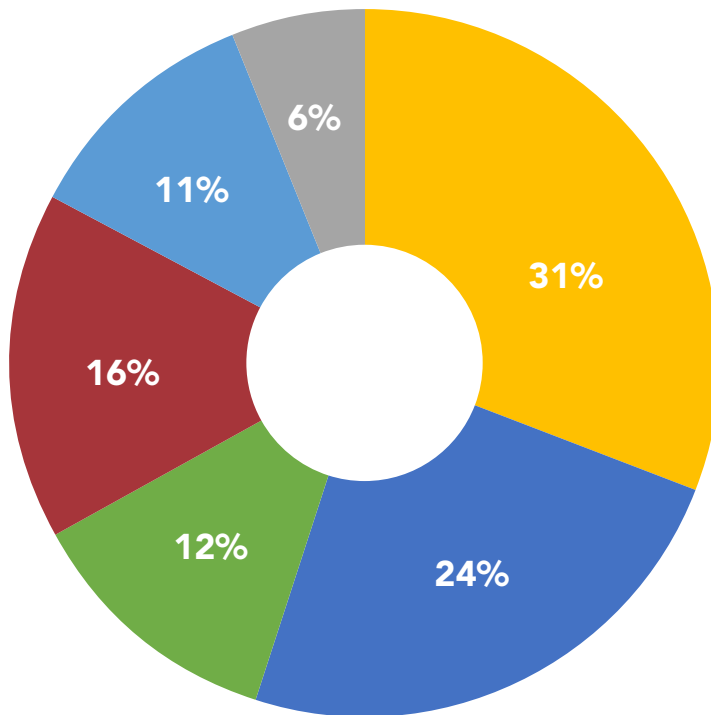
Programs emphasized family involvement, recognizing that parents and caregivers play a vital role in supporting children’s reading habits. By engaging families, the initiative creates a positive reading environment at home, encouraging children to read more and explore learning opportunities together. These programs included access to books, reading activities, and support services tailored to each family’s needs.

The community organizations that delivered these programs, were provided with funding and resources to ensure they can reach families effectively. These partners, who have deep ties within local communities, were instrumental in making the programs accessible and relevant. Through this collaboration, the initiative bridged educational gaps, ensuring children return to school ready to succeed, while promoting long-term educational equity and fostering a love of reading.

Family Summer Literacy Program Stats

17	31	3527	2610	2000
Total number of organizations participated	Total Number of Workshops	Total Number of Books Distributed	Total Number of Educational Resources Provided	Total number of literacy activities

Community Impact Investments



A total of \$2,813,497 was invested back into the community, helping to create lasting change

- 211 Saskatchewan
- Campaign for Grade-Level Reading
- Community Engagement & Capacity Building
- Non-Profit Support & Other Initiatives
- Community Fund Grants
- Donor Designations (Other registered charities and United Ways)

This year's funding recipients:

Albert Community School
 Arcola Community School
 Autism Resource Centre
 Big Brothers & Big Sisters (Weyburn)
 Canadian Mental Health Association - Swift Current
 Canadian Mental Health Association (Weyburn)
 Chief Payepot School
 CNIB Foundation (Weyburn)
 Community Low Income Centre (Weyburn)
 Connaught Community School
 Cornwall Alternative School
 Coronation Park Community School
 Early Childhood Intervention Program, Regina Region
 École Connaught
 École Elsie Mironuck

École St. Mary
 Envision Counselling and Support Centre
 Heritage Community Association
 Hope's Home Incorporated
 Imperial Community School
 Inclusion Weyburn
 Kitchener Community School
 Learning Disabilities Association of Saskatchewan
 Mackenzie Infant Care Centres
 Moose Jaw Family Services
 North Central Family Centre
 Rainbow Youth Centre
 Regina Catholic School Division
 Regina Early Learning Centre
 Regina Open Door Society
 Regina Public Library Board
 Regina Public School Division

Regina Rotary Club Community Fund
 Regina Transition House
 Regina Treaty/Status Indian Services
 Sacred Heart Community School
 SCEP Centre Society (Regina)
 Seven Stones Community School
 Sofia House
 Southeast Advocates For Employment (Weyburn)
 Spinal Cord Injury Saskatchewan (Weyburn)
 St. Augustine Community School
 St. Francis Community School
 St. Michael Community School
 Thomson Community School
 Weyburn Care-a-Van
 YMCA Regina
 YWCA Regina



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United Way
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