United Way Centraide
Stormont, Dundas & Glengarry

United Way Centraide SDG

ANNUAL REPORT

2022-2023

Over **12,000** people in Stormont, Dundas, Glengarry, Cornwall and Akwesasne were helped locally in 2022/23 **thanks to your generous support.**

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LAND ACKNOWLEDGEMENT

We acknowledge the Indigenous Peoples of all the lands that you may find yourself on. Where our office is situated in Cornwall, Ontario, we are on the traditional territory of the Haudenosaunee, the Mohawks of Akwesasne.

We acknowledge the importance of the lands which we each call home. We do this to reaffirm our commitment and responsibility in improving relationships between nations and to improving our own understanding of local Indigenous peoples and their cultures. From coast to coast to coast, we acknowledge the ancestral and unceded territory of all the Inuit, Métis, and First Nations people that call this land home.

A message from our Executive Director

The last year was tumultuous, to say the least.

It is difficult to say that the pandemic is behind us as we continue to see the devastating effects of isolation, job losses, supply chain issues, and business downsizing and closures all around us.

Across our entire region foodbanks, both urban and rural, are reporting a record number of users. This includes the return of families who left these services over the last few years when they found stable income but are back again because they just cannot make ends meet with the rising cost of food, housing, and gas. Programs like LEAP (Low-Income Energy Assistance Program) are seeing a record number of calls to our office by clients in arrears for record amounts.

Desperation is felt everywhere.

John Hoyles, Executive Director of Community Navigation of Eastern Ontario, recently shared there was a time that individuals calling 211 in a state of absolute despair was rare. Now, however, he says it happens daily, if not multiple times a day, that his employees talk with clients in utter desperation, in tears, and at a total loss for where to turn for the kind of help they need now.

People are calling 211 looking for affordable housing. In previous years, we have emphasized and worked on our region's housing crisis; now, however, we feel we must talk about an overall affordability crisis.

People are still struggling to find safe affordable housing, but now, more than ever, parents are choosing between keeping the lights on, or feeding their children. This year's Giving Report by Canada Helps indicates that 22% of Canadians expect to rely on charities for basic needs in 2023. Yet we cannot be surprised and not expect our communities' most vulnerable to care for themselves when we know that nearly half of our neighbours in SDG and Cornwall aren't making enough to afford their basic necessities.

We, the United Way Centraide Stormont, Dundas, & Glengarry (UWC SDG), are doing our best to keep up to these increasing demands on our services, and the services of the interest holders we support. However, as is the reality in the rest of Canada, we are witnessing the continued trend of a growing number of nonprofits competing for fewer donor dollars. In fact, the Giving Report 2023 paints a bleak picture stating 18.4% of Canadians are reporting charitable giving in their tax filings which is down 5% in the last 10 years. In addition, 31.5% of charities in Canada are flagging they raised fewer funds in 2022 than previous years. Regardless of the tremendously impactful work being done with your dollars, we are feeling that same pressure here as as we too saw our own donor numbers decline this past year.

All of these pressures and losses are definitely obstacles to success, but they are also opportunities to shine. We are doing our best to mitigate the effects of this trend and are very proud to say that last year, regardless of our investment into modernizing our internal systems, regardless of increasing wages so as to ensure all our staff was paid a Living Wage, we still invested 70 cents on every dollar directly back to the community. We too are impacted by the affordability crisis, and it is translating into an increasing cost of doing business, and yet, through innovative and collaborative work,

generous additional donations by a few wonderful donors, and a highly successful Holiday Gala, we are ensuring our dollar investment remains high, and there is true value to your donation.

Thanks to the investments you made in the UWC SDG last year, you allowed us to chair and lead 5 different working tables addressing issues related to housing, homelessness, and poverty. We've coached nonprofits across SDG to better leverage their online presence to recruit and retain volunteers, all while ensuring they take care of themselves and avoid empathic strain and eventual burnout.

Thanks to you, we were able to react quickly and nimbly to local emergencies and the emerging needs, ensuring that more people got the kind of help they needed right away. This includes our largest investment EVER into our own programs that are impacting on the rural areas of SDG. The Last Resort Fund, this past year alone, helped keep nearly 60 families outside of Cornwall remain safely housed or find housing they could sustain. We also introduced and welcomed our first two clients into a new Micro Loan program in partnership with Your Credit Union.

Thanks to you we continued to fund 15 member agencies and support 18 different programs, allowing us to directly impact the lives of over 12,000 people from across SDGCA.

These are just some of the amazing stories you will find detailed in this year's annual report. Honestly, I can't thank you enough for allowing this tumultuous year to also see victories. In fact, beyond victories, together, we have inspired hope into people who thought it might be lost forever.

As this year draws to a close, we, the UWC SDG, are ensuring we move forward while taking the time to learn from the past, watch trends emerging ahead, and continue taking care of all the people who call our communities home.

So, from all those who volunteered, donated, or ran events for us, to the HR representatives that enter payroll data into your financial systems, to the industries that looked past the hardships of the last few years and sponsored events or gave corporate donations, thank you. You are fueling that flame of hope, and the communities feel that warmth.

Thank you. Merci. Nia:wen.

Juliette Labossière
Executive Director,
United Way Centraide SDG

> There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they're falling in.

- Desmond Tutu

We're in a crisis.

We need to talk about it. The pandemic pushed us to be reactive: adapting services, adding new programs, and constantly finding ways to meet people's needs quickly and safely.

We saw our community come together like never before. More collaboration. More generosity of time and money. More government investment in the social sector than ever before. More innovation to stay connected.

And even with that inspiring effort, everyday life still continues to get harder for so many people living in our community.

So, we must ask why.

Why is the speed at which people are faced with financial uncertainty getting faster every day?

Why do more than 40% of people who live and work in Stormont, Dundas, Glengarry, Cornwall and Akwesasne make less than what's calculated as a living wage (the minimum required to survive)?

Why are 1 in 7 households in East Ontario currently food insecure?

Why has the reliance on our local foodbanks and food programs more than doubled in the past year?

Why can't a large portion of people who work full time afford to pay rent or buy a home in their own city?

Why are the waiting lists getting longer and longer for our mental health and addiction services?

We're in a cost-of-living crisis. Affordability is getting more and more out of reach as prices of food, shelter and transportation increase faster than salaries and government supports can keep up with.

But none of this is new.

The pandemic lifted the veil on the deep roots of poverty already present in our communities. It exacerbated the inequities that were already dividing our communities and pushing people into precarity. Poverty has always been an issue, but it was hidden and tucked away in certain areas to make it easy to ignore for years.

To get to the root of this crisis, we must step back and understand the causes that are pushing more people downstream into financial jeopardy.

That's why we're here.

We are not tackling poverty from one angle. We're making the necessary connections and investments to address these issues not only by helping people who are currently falling into the river of precarity, but also by working on long-term solutions with people, organizations, and businesses across all sectors. We're mobilizing and strengthening our purpose with renewed compassion and understanding to truly transform our region.

Our vision is not to return to the past of what was once deemed as "better times".

Going back to where we were before is not good enough because that reality didn't work for everyone. Our focus can't be on rebuilding or recovery.

This is the time to build something better.

More inclusive and welcoming communities with opportunities for all of us to thrive. Where no one is left behind or hidden. A future without poverty.

It's going to take A LOT of work to get there. And we're ready to do that work. We're lacing up our boots, zipping up our coats, and building our toolbox to go upstream. We're ready to get messy by addressing the harsh truths of systemic inequality in our community.

Because equity can't wait. Social justice can't wait.

Join us in taking the giant leap needed to transform Stormont, Dundas, Glengarry, Cornwall and Akwesasne into the communities that we ALL deserve to live in.

Our Role

For more than 80 years, the United Way Centraide SDG has strived to break down barriers, create opportunities, and improve lives in our region.

Our role is simple: to unite.

We are here to bring people and organizations together in the public, private and social sectors across Stormont, Dundas, Glengarry, Cornwall, and Akwesasne to find innovative and effective ways to tackle complex social issues.

We are a small and passionate team who cares about our home. Like you, we want to live in a community where everyone is given the opportunity to belong and thrive.

Our mission is to improve lives and build community

Our vision is to respond to our communities' needs through progressive, evolving and informative actions

Our values provide the philosophical foundation for all that we do, collectively and individually, with our agencies, donors, staff, volunteers, and our communitiy. We are:

Accountable
Trustworthy
Respectful
Engaged
Collaborative
Positive

We work as a **catalyst and coordinator** with organizations

We provide **training and support** for volunteers and agencies in our community

We raise **awareness** about social issues and needs in our community

We **fundraise** to invest in a range of health and social services for residents of our region

2022/23 Strategic Priorities:

- Build partnerships and collaboration to lead DEI and Indigenous Inclusion models in our region.
- Grow impact to respond to the needs of our rural communities.
- Raise awareness and tackle important issues; this past year it has been primarily around housing.

Our Board of Directors & Staff

Executive Members

Craig Fuller
Chair

Scott Szabadka
Vice Chair / Labour Rep

Wendy McDonald
Treasurer

Kelsey Catherine Young
Secretary

Directors

Binal Bhavsar

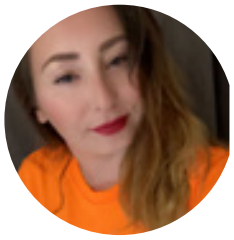
Shannon Ferguson

Maria Limontas

Kris McCarthy

Gerard McDonald

Mel Merpaw



Kashenniiostha
Tara Francis

Siri Neville

Victoria Brouillet

Staff

Juliette Labossière
Executive Director

Stephanie Lapointe
Campaign & Comms

Susan Currier
Office/LEAP/OESP

Jan Vesna
Community Investment

Lucie Desrosiers
Bookkeeper

How we make an impact

We bring people together and build connections. One organization, business and government alone cannot solve the complex social issues that are currently challenging our community: poverty. mental health, hunger, employment, and homelessness. All of these are deeply layered and connected.

Our aim is to understand how our local non-profits, levels of government, businesses and community members can come together to make the RIGHT impact. One that listens to what our community wants and needs. One that confronts the discrimination and racism that fuels deep opportunity gaps in our region. And one that focuses not on re-building but rather on moving towards a community that is strong, equitable and filled with opportunities for everyone to meet their potential.

How do we accomplish this? We focus on collaborations by both leading and participating in committees and networks that aim to share information, resources and work collectively on local issues.

The committees we led:

- Housing and Homelessness Working Group SDGCA (UWC SDG)
- Regional Emergency and Strategic Response Council (UWC SDG)
- Transitional Housing Discussion Group (UWC SDG)
- Vibrant Communities' Poverty Pillar Working Group (SDC)
- Volunteer Administrators Network (SDC)

The collaborative networks we actively participated in:

- A Home Collaborative (the continuation of the Mayor's Task Force on Housing – City of Cornwall)
- Community Action Network Against Abuse (CANAA)
- Decision Support Network (EOHU)
- Cornwall Youth Mental Health Committee (CCH)
- Dundas County Housing Group (House of Lazarus)
- Linking Hands Steering Committee (House of Lazarus)
- Rencontres réfugiées dans l'Est Ontarien (RSIFEO)
- Substance Use Health Strategy (EOHU)
- Suicide Coalition (CMHA)
- United Way Centraide Government Relations Lead Meetings (UWCC)
- United Way Centraide Data & Insight Community of Practice
- United Way Centraide Women United
- Vibrant Communities' Mental Health Pillar Working Group (SDC)
- Vibrant Communities' Community Well-Being Working Group (SDC)
- Vibrant Communities' Health Services Pillar Working Group (SDC)
- Vibrant Communities' Community Safety and Well-Being Advisory Council (SDC)

This work is made possible in part by: RBC Foundation™

2022/23 by the numbers

We raised **$955,601** in 2022/23, and 70% went directly into community programs and projects that are impacting local lives directly. The money we received came fom multiple sources such as foundations, donations, fundraising, employee campaigns (local and national), corporate donations, and the City of Cornwall (Last Resort).

Revenue by source

$260,000
Foundations

$64,000
City of Cornwall (Last Resort)

$95,206
United Way National Campaigns

$69,245
Employee Workplace Campaign

$160,500
Corporate & Grants

$102,450
Individual Donors

$204,200
Fundraising

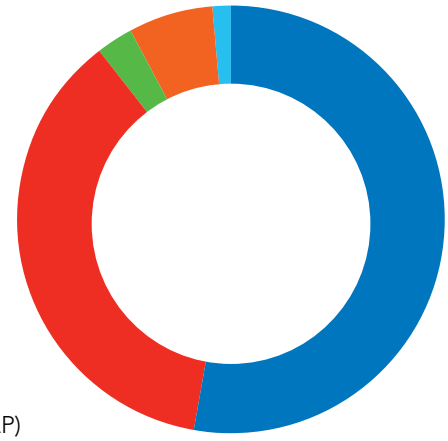
70% of all money that came in went directly to local programs and projects.

Investments in the community by type

$357,444*
Community Investment Fund

$43,634
Collaborative Impact & Research

$17,941
Low-income Energy Assistance Program (LEAP)



$247,475**
Last Resort Fund

$8,580
Other Contributions

$672,873.92 was invested into Cornwall, Akwesasne, Stormont, Dundas, and Glengarry in 2022/23.

** ~2300 was reinvested from 2021/22 to one agency who had funds remaining at the end of the fiscal year.*
*** ~$100,000 is restricted funds for the Last Resort Fund Micro-Loan program through Your Credit Union*

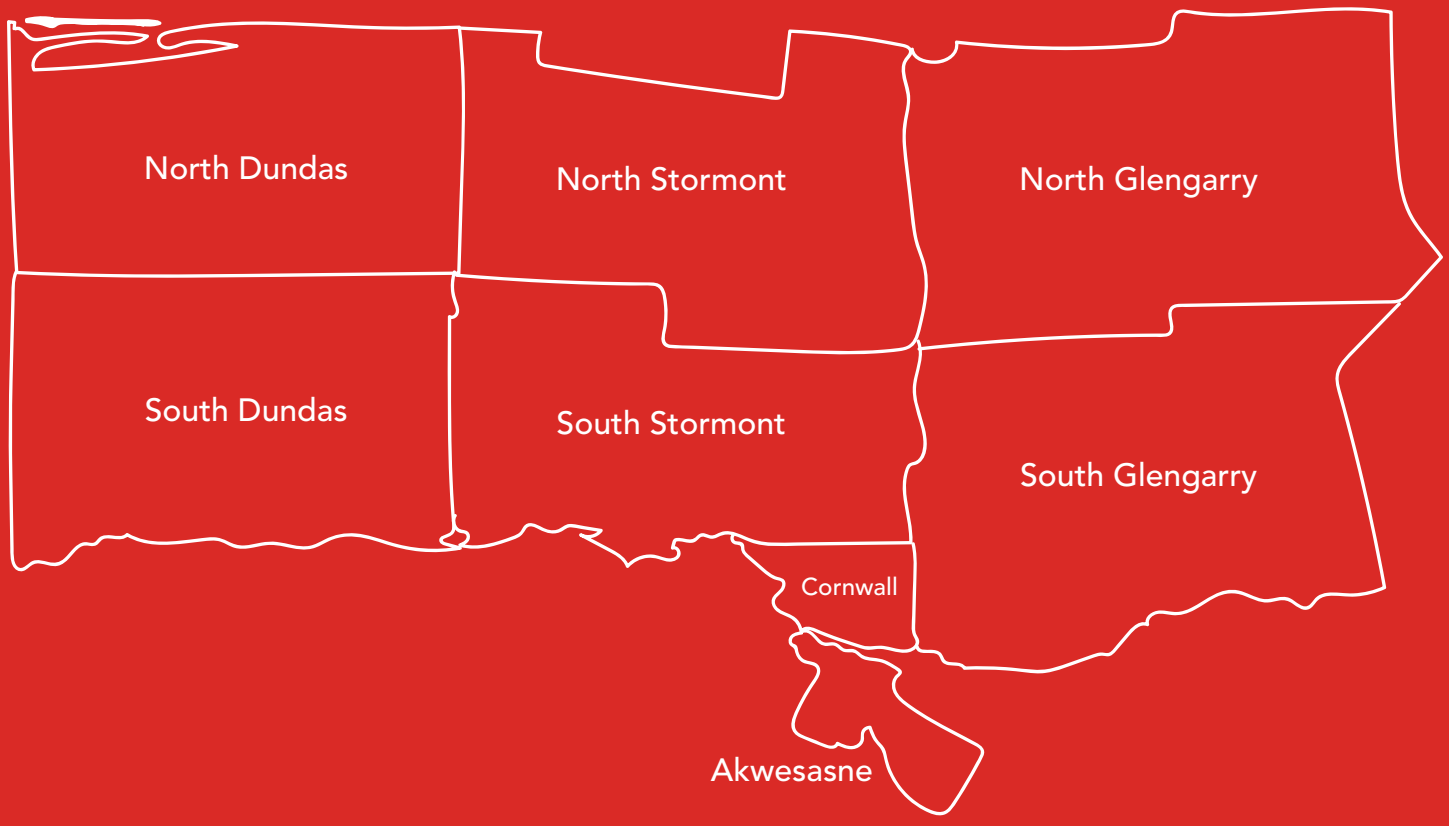
Our regional impact

While we are based in Cornwall, our local United Way covers the rural townships of Stormont, Dundas and Glengarry along with Cornwall and Akwesasne.

Our region is large: a total of 3,309 km^2 and a population of 114,637. It includes 6 rural townships, small towns, a mid-sized city and the territory of Akwesasne. All of these areas present their own unique challenges when it comes to social issues and service availability.

We fund programs that cover the majority of our region, and we aim to continue growing partnerships across our large region with the goal of making an impact in every community.

We currently run and fund programs based in Cornwall, North Dundas, and North Glengarry that make an impact across all of our communities.



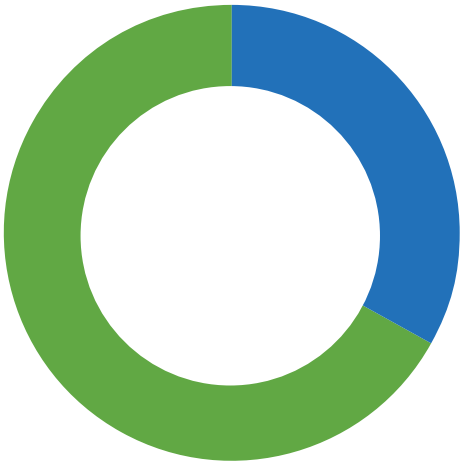
15%
goes directly to rural-based and rural-centric programs

20%
goes to rural clients from Cornwall-based programs

65%
goes directly to clients in Cornwall

Investments rural vs. urban

$144,896
Invested in programs that directly impacted rural residents



$290,969
Invested in programs that directly impacted Cornwall residents

Number of people impacted rural vs. urban

9,897
People impacted by programs in Cornwall

2,593
People impacted by programs in rural areas outside Cornwall

Inspire -
Community Support Services

"As a mother and senior caregiver to my adult son diagnosed with a developmental disability, **Independent Relief Services** helps provide me with much needed respite. It allows my son to go out into the community with his worker, giving me time to run errands and catch up with family."

This is how the impact takes place. What might seem very simple can be very impactful for some of these families. This is why this service is so important to our agency, to our community and to the clients we serve. The ultimate goal is so that clients stay in their homes, everyone is able to enjoy quality of life, and this assists everyone with tending to their wellbeing.

Community Investment Fund

The United Way funds a network of local agencies that offer vital programs to thousands of people across Stormont, Dundas, Glengarry, Cornwall and Akwesasne.

We strive for balance in what we fund. We fund programs that focus on prevention, that meet people where they are currently and that unlock someone's future potential. Our goal by funding a range of programs is to take a multi-pronged approach that is layered and complex just like the local issues we are tackling.

All funded programs fit within United Way's three focus areas to create lasting social change in our community:

Helping Kids Be All They Can Be: Programs that ensure children and youth are valued and supported members of the community with opportunities and resources to help them reach their fullest potential.

Moving People from Poverty to Possibility: Programs developed to help people engage in their community by supporting those who lack basic necessities, investing in training programs, and working towards helping people get ahead in life.

Building Strong and Healthy Communities: Programs that improve opportunities for people to access programs and supports that empower them to overcome barriers, build resilience, reduce isolation and be part of a caring, inclusive community.

$357,444*
invested in 15 agencies and 18 programs serving Stormont, Dundas and Glengarry.

12,179
people were helped in SDGCA through these funded programs last year.

Funding Distribution by Impact Area

28%
Helping Kids Be All They Can Be

15%
Moving People from Poverty to Possibility

57%
Building Strong and Healthy Communities

** ~2300 was reinvested from 2021/22 to one agency who had funds remaining at the end of the fiscal year.*

$100,000
invested in 2022/23

ALL THAT KIDS CAN BE

3
community agencies

5
local programs

266
youth were supported

The goal is to give children and youth opportunities to thrive

Many local children and youth struggle with societal barriers and are faced with challenges that can impact their mental and physical wellbeing. The pandemic amplified these issues, and we continue to see the impact in our community.

Programs that provide a safe space virtually and in-person to help youth stay connected and feel safe are integral to helping them improve their self-esteem, explore new interests, form friendships and develop new skills, especially as many are struggling with their mental health as they navigate through school and home after a life-changing few years.

In 2022/23, the United Way invested in programs that focused on:

- Connectedness and community involvement
- Emotional and physical wellbeing
- Success in School

88 teens (grades 7-12) participated in an after-school drop-in program that helped them make new friends, create memories, and play games to provide them with a sense of belonging.

60 youth (9-17) participated in after-school programs in the township of North Dundas that helped them explore interests, learn new skills, make connections, and support their wellbeing.

54 youth (6-17) participated in after-school programming in Alexandria to learn life skills, make friends, and participate in activities to support their wellbeing.

47 youth received one-on-one mentoring to help improve self-esteem, mental health and and wellbeing.

17 children in the Section 23 program were provided with the tools (i.e. sensory items, weighted blankets, puffer balls, etc.) to support their unique needs to be integrated (gradually and fully) into their school of origin.

$54,000
invested in 2022/23

FROM POVERTY TO POSSIBILITY

3
community agencies

3
local programs

375
individuals were supported

The goal is to help people by reducing the impact of poverty

Many people living in our region are struggling to financially keep up with the cost of living. We're seeing many individuals and families being costed out of their homes, hungry, and unable to find employment opportunities that work for them.

The United Way believes that everyone deserves a job, a purpose, a sense of belonging and the ability to live a comfortable life. We fund programs that ensure people who are hungry have access to a hot ready-made breakfast three times a week, people who feel isolated find community, and people who want to study have access to free education opportunities to learn the skills necessary to find a stable job.

In 2022/23, the United Way invested in programs that focused on:

- Food Security
- Employment
- Community

250 of the most vulnerable members of our community had access to a warm ready-made breakfast three times a week in a safe space where they could get extra supports if needed and find community.

115 individuals received free learning (one-on-one and small class) to acquire skills related to their identified goals: increased independence, further education, employment, etc., which helped improve self-esteem and finances for those able to access entry level employment positions.

10 individuals with Acquired Brain Injury received community-based supports to maximize their life potential.

$203,443
invested in 2022/23

HEALTHY PEOPLE, STRONG COMMUNITIES

9
community agencies

10
local programs

11,238
individuals were supported

The goal is to help people connect to the supports they need

Many individuals and families in our community face barriers that can lead to challenges such as addiction, social isolation and mental illness. And too often, many face added obstacles accessing the services they need to address these issues.

The United Way believes in building a region that is great for everyone. We invest in programs that help strengthen the health and wellness of our neighbours so we can all share in the collective benefits of healthy, vibrant communities.

In 2022/23, the United Way invested in programs that focused on:

- Seniors
- Community mental health and wellbeing
- Sexual and/or Domestic Violence

Funding for 2SLBGTQIA+ programs supported by:

CIBC

1156 people accessed community services by calling 211 or chatting online.

147 individuals had access to mental health supports such as counselling and behavioural therapy.

625 seniors were provided with nutritious meals, safety checks and much-needed human connection to those who are homebound.

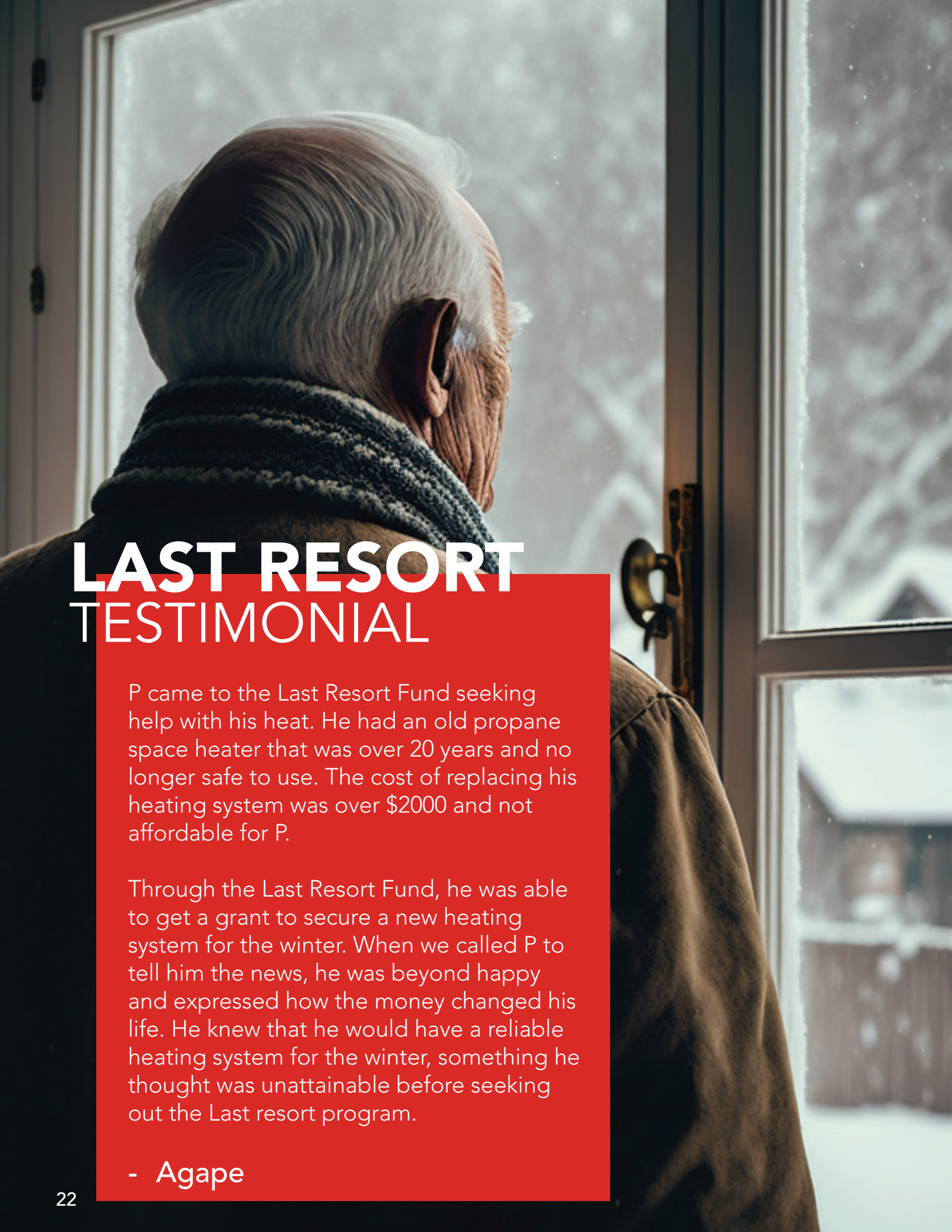
9118 people were provided with mental health information and access to resources.

66 transgender, non-binary, and gender non-conforming individuals had access to supports to help them feel confident with their identity.

212 French-speaking seniors accessed intellectual vitality workshops to help improve many cognitive functions.

86 women in rural and isolated areas who experienced sexual assualt received counselling and support.

21 individuals who require mobility support received assistive devices to safely access their community, maintain independence and stay in their home.



LAST RESORT TESTIMONIAL

P came to the Last Resort Fund seeking help with his heat. He had an old propane space heater that was over 20 years and no longer safe to use. The cost of replacing his heating system was over $2000 and not affordable for P.

Through the Last Resort Fund, he was able to get a grant to secure a new heating system for the winter. When we called P to tell him the news, he was beyond happy and expressed how the money changed his life. He knew that he would have a reliable heating system for the winter, something he thought was unattainable before seeking out the Last resort program.

- Agape

Last Resort Fund

In 2022/23, we continued to run the Last Resort Fund that was developed in 2021 in response to needs identified by the Regional Emergency and Strategic Response Council (RESRC) when it comes to affordability, housing and homelessness.

This fund addresses and fills gaps of financial assistance for people in precarious situations or experiencing unforeseen crises. It provides individuals a one-time helping hand to ensure that they can access, or remain in, stable and safe housing.

What was initially projected to be a one-year fund for our most vulnerable neighbours to access during the challenging days of the pandemic has now transitioned into a long-term program with additional funding partnerships to keep it running.

The affordability crisis isn't ending anytime soon. More and more people are one bill away from being put into vulnerable positions where their entire livelihood is put in jeopardy.

This program has tangible and quick results to meet people where they are now by giving them a fresh start on an outstanding bill or an unforeseen large expense.

This year, this fund helped fathers get access to their children for the first time in months because they finally had stable housing. It provided relief to an individual who had been living without hydro for eight months. It re-homed individuals experiencing homelessness.

We're also proud to say that we've been running this program across our **entire** region thanks to partnerships with Agape and House of Lazarus.

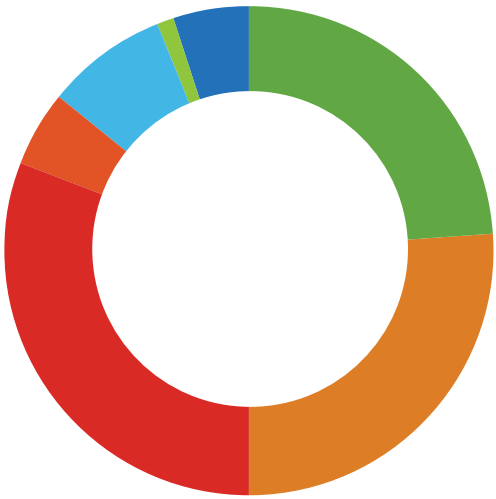
Cornwall

$74,685

invested in 2022/23

62 individuals supported to stay in their home or find a new place to live in Cornwall

Bill Types Paid by Fund



26% First and Last Months' Rent

24% Hydro Arrears

8% Other Bills (Moving, Appliances, etc.)

31% Rent Arrears

5% Emergency Shelter

5% Propane

1% Gas

ADMINISTERED BY:

Centre Agapè Food Bank Soup Kitchen

FUNDED BY:

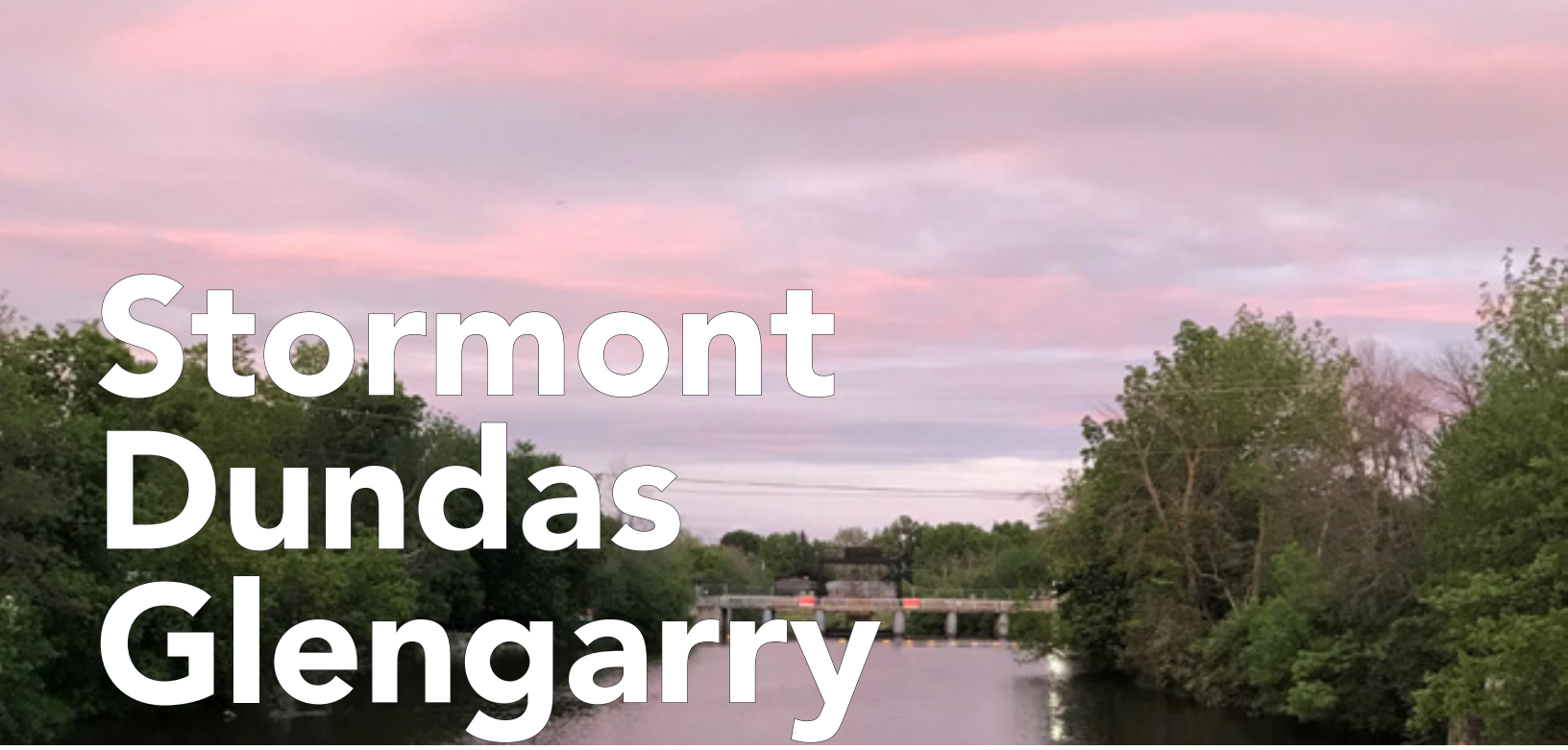
Five B Family Foundation

Cornwall Ontario Canada

DEVCORE

CANADA CORNWALL

The Tom and Gail Kaneb Family Foundation



Stormont Dundas Glengarry

$68,790

invested in 2022/23

59 individuals supported to stay in their home or find a new place to live in the townships of SDG

Bill Types Paid by Fund

31% Heat Arrears

22% Hydro Arrears

13% First and Last Months' Rent

15% Rent/Mortgage Arrears

19% Other Bills (Moving, Emergency House Repairs, Water, etc.)

ADMINISTERED BY:

House of Lazarus
Building Community...Sharing Hope

FUNDED BY:

Five B Family Foundation

Cornwall Ontario Canada

DEVCORE

Kin Canada Cornwall

The Tom and Gail Kaneb Family Foundation

One in Five

Canadians experience energy poverty

Source: efficiencycanada.org

Utilities Support

We run two programs directly that tackle energy poverty in our community. Losing power isn't simply the lights going out. It's the loss of perishable food. It's the loss of connectivity to the outside world. It's the loss of heat or air conditioning on the coldest and hottest months.

With the continued rising cost of living, our energy bills have been impacted. The added monthly expenses are straining for those who were already struggling to keep up with these necessary monthly costs year after year.

We administer the Ontario Electricity Support Program (OESP) and Low-income Energy Assistance Program (LEAP) in our region to help people keep their power on.

OESP is a provincial program where low-income households can apply to receive a reduction on each hydro bill. This helps people keep a few extra dollars in their pocket each month. We help individuals in the region who are not comfortable applying online or who struggle with literacy to apply or renew.

LEAP is a one-time support to help households with bills that could result in disconnection. Funded by Cornwall Electric and Rideau St Lawrence Distribution Inc., the United Way Centraide SDG helped these two companies' customers who were struggling with arrears.

245 applications for the Ontario Electricty Support Program were supported by the United Way Centraide SDG team to help low-income households receive a monthly reduction off of each bill.

34 households powered by Cornwall Electric were supported through LEAP. This included 45 adults and 33 children.

7 households powered by Rideau St. Lawrence Distribution Inc. were supported through LEAP. This included 12 adults and 8 children.

A total of 41 households were supported with LEAP: 57 adults and 41 children.

"All advocacy is, at its core, an exercise in empathy"

- Samantha Power

Many voices are more powerful than one.

At United Way, we know that real and lasting change for our community can only come at a systems level. So, we invest our time in research and collaborating with local experts to learn, share, and inform. And we use our platform to amplify calls for change.

The social issues that we tackle are multilayered, connected, and complex. We know that charity alone is not enough to achieve our mission. We must demand equitable change in our social, economic and justice systems to build a strong community where everyone belongs.

There are a few different ways that we advocate for social change in out communities. We develop relationships with key interest holders and different levels of government officials; we run advocacy campaigns, and we harness the power of the United Way Canada network to advocate for policy reform provincially.

Poverty

In June 2022, we launched a video to spark a conversation about poverty from the perspectives of three individuals with lived experience to bring awareness on what poverty looks like locally and to work towards a more common understanding of an often misunderstood experience.

Asylum Claimants

In March 2023, we worked with all levels of government and local nonprofits to advocate for the resources and local collaboration required to meet the needs of asylum claimants from Roxham Road who were temporarily sheltered in Cornwall without putting more strain on our already fatigued social sector.

Living Wage

In February 2023, we announced the Living Wage rate for SDGCA calculated by the Ontario Living Wage Network. 40% of people in SDGCA earn less than what's required as a minimum to afford their basic needs. It's our goal to advocate for wages that enable everyone to make ends meet.

Period Poverty

In March 2023, we ran the third Tampon Tuesday product drive campaign in SDGCA to bring awareness to how cost prohibitive menstrual products can be for our most vulnerable neighbours. See page 31 for a spotlight on this year's campaign.

The power of a provincial United Way movement

There is strength in numbers. We worked with other United Ways across the province and added our support to two letters making recommendations to the provincial government to prioritize affordable housing, income security, strengthening social and physical infrastructure in rural and remote communities, and investments in the community services sector to enable the delivery of critical services that meet the unique needs of diverse communities across the province including First Nations, Métis and Inuit Peoples; Black and other racialized communities; women; seniors; people living with disabilities and 2SLGBTQ+ communities.

Ontario United Ways Joint 2023 Provincial Pre-Budget Submission to the Standing Committee on Finance and Economic Affairs

Open Letter from Ontario United Ways to the Premier

TAMPON
TUESDAY
EST 2009
bulk barn
quality bulk food
One Plant
United Way
Centraide

A movement about dignity. Period.

With the rising cost of living, menstrual hygiene products are getting harder and harder for people in our region to afford. **And these products are necessary.**

Without access to menstrual hygiene products, people who menstruate risk having to miss work/school or resort to unsafe alternatives to get through that time of the month.

No one should have to choose between their health or dinner on the table or rent.

In March 2023, we ran the third Tampon Tuesday product drive in our community and received over **1,300 product donations and $2500 in cash donations** to support those who need them.

The growth in this year's campaign, as products have increased in price, is because of the continued generosity of our community.

We donated to 18 local agencies across SDGCA

- ACFO-SDG
- Agape Centre
- Akwesasne Representative and Advocacy Program
- BGC Cornwall/SDG
- Centre 105
- Children's Aid Society
- Centre de Santé Communautaire de l'Estrie
- Community Food Share
- Cornwall Hospital - Community Addiction & Mental Health Services
- House of Lazurus
- Inspire - Community Support Services
- Maison Baldwin House
- Maison Interlude
- Naomi House
- Salvation Army Cornwall
- SASS for Women
- Social Development Council of Cornwall and Area
- Society of Saint Vincent de Paul - Alexandria

23 Collection Sites & Workplace Campaigns

- Agape Centre
- Benson Centre
- Centre 105
- Centre de Santé Communautaire de l'Estrie
- Cornwall Aquatic Centre
- Cornwall City Hall
- Cornwall Electric
- Eastern Ontario Health Unit
- Emard Bros. Lumber
- Everything Local Marketplace
- Hollywood Day Spa Inc.
- Job Zone d'emploi
- The Kovinich Group
- Morrisburg Chiropractic
- Poptronic Rentals & Tech Studios
- Red Ribbon Accounting
- Sandfield Place
- SASS for Women
- South Dundas Municipal Centre
- St. Josephs Continuing Care Centre
- Starbucks Cornwall
- Township of North Glengarry
- Walmart Logistics

Thank you Rotary Club of Cornwall for $1000 in menstrual product donations and Rotary Club of Cornwall Sunrise for $1000 towards the campaign.

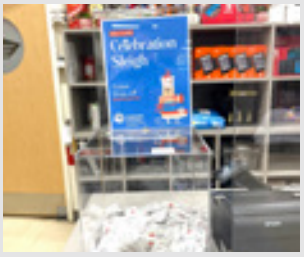
Everything we do would not be possible without the support of our donors & volunteers.

Fundraising is vital to the work we do in the community. Thank you to the **346 donors** (individual and corporate) and the **employees from 64 workplaces** who have so generously donated to us in 2022/23 to help care for our community. You are part of the solutions that are tackling the social issues impacting our region.

As a small team, fundraising can be challenging throughout the year. There are individuals, businesses, and organizations who have gone above and beyond for us this year by fundraising on our behalf. Thank you. Your time, energy and passion are what fuel us to keep working hard for our community.

Point of Sale Campaign
LCBO

BeaverTails
FreshCo Cornwall



Celebration Sleigh
Canadian Tire & Baxtrom's Y.I.G

Home Sweet Home Posters
Urroz & Perch

Candles
L'Équipe psycho-sociale

Angel Ornaments
Pommier Jewellers

Fundraising
St. Lawrence Senior's Club

Summer BBQ
Riverside Chrysler

It's a Wonderful Life
Nick Seguin & ESCA

Chamber Pub Night
Hosted by Studio 101

BGC Kids Night Out
BGC Cornwall/SDG

Internal Fundraiser
CMHA Champlain East

The Holiday Gala celebrated 10 years with a national volunteer award and the largest amount of money raised

After a couple of extremely challenging fundraising years, we are beyond proud of how our volunteer committee and community came together to help us celebrate 10 years of our signature holiday fundraiser.

A couple of incredible milestones were achieved:

- Wine Chairs Karen and Ray Brunet won the United Way Centraide Canada André Mailhot Award for outstanding volunteerism for 10 years (5000+ hours!) of service to this event.
- We broke records by raising over $80,000 for our community, making it over $500,000 raised from this event alone in a decade.

ZIPGROW™ Dr. R. Navaneelan & Associates Family & Cosmetic Dentistry Fresh Radio 104.5 boom 101.9 Akwesasne Mohawk Casino Resort Innovation NI General Contractors
Be Beautiful Medical Bourgon Construction Building better. Together. BMR Dream Team Bugeye marlene MacDonald Ltd. Moore Wrinn Financial Group Inc. RE/MAX
Seaway Seaway Hyundai ServiceMaster Welch LLP William Kaneb Family Seaway News Postmedia Pommier FRESHCO

A message from our Board Chair

This will be the sixth year that I'm on the board of directors and third year as chair. As I enter my last year as Chair with the United Way Centraide SDG, I can't help but reflect on how much this organization has changed and continues to evolve each year to respond to our communities' most pressing needs.

While we have kept our fundraising roots as community investments are still a major priority, we have expanded our role to also be a convener to bring together people and organizations in the public and private sectors to share knowledge and expertise while working together to address our communities' complex social issues. We currently chair and co-chair five committees: Housing and Homelessness Working Group SDGCA, Regional Emergency and Strategic Response Council, Transitional Housing Discussion Group, Vibrant Communities' Poverty Pillar Working Group, and the Volunteer Administrators Network. We are also active on 16 other local committees.

We are increasing our advocacy efforts in SDGCA by speaking on many critical issues impacting our communities such as housing, homelessness, affordability, living wage, and poverty. This is an area that we aim to grow over the next few years, but I'm proud to see our team using their knowledge and understanding of our communities to both bring awareness to key issues and to push decision makers to prioritize the needs of our most vulnerable neighbours.

This year hasn't been easy. We're feeling the continued economic impacts from the pandemic as a region and as a charity.

The social services sector continues to be overwhelmed by the deluge of need for services and financial support in our community. The cost of doing business is going up, and we've talked to many of our long-time donors who had to give less this year because they too have been impacted by the cost-of-living crisis.

Even with these challenges, I have witnessed a passionate and determined team of staff and volunteers continue to show up for our communities. We have strengthened relationships with all levels of government. It was this work that kept the Last Resort Fund running for another year. We're grateful to the City of Cornwall that has chosen to be a funder not just for this year but also the main funder for 2023/24 as they have witnessed how impactful this program is for so many people across our entire region.

We have also built and strengthened relationships with Devcore, the Kinsmen Club of Cornwall, and Studio 101 who have also helped extend this program in 2022/23. And there are no words for how thankful we are to The Tom & Gail Foundation and 5B Family Foundation who are the two donors who made this program possible in 2021 and continued to sustain it this year.

This was also a year where we celebrated 10 years of our Holiday Gala with a new title sponsor, ZipGrow Inc. We honoured Karen and Ray Brunet for their 5000+ volunteer hours in helping us raise over $500,000 for our communities in a decade. We thank the sponsors, attendees, volunteers and businesses who helped us make this event a success. I'm also proud to share that the Akwesasne Mohawk Casino Resort doubled its sponsorship of this year because I have seen firsthand the impact we're making in the community. The $80,000 raised this year will go towards programs that are bringing awareness to mental health in schools, supporting domestic violence survivors in remote and rural parts of our region, helping youth succeed with after-school programs, and offering free learning opportunities to adults just to name a few.

I'm ready to see what the next year brings. Under the leadership of Executive Director, Juliette Labossière, not only have I seen our organization transform, but I've seen a shift in our community with how our social services sector is working together. I've seen small teams across many organizations make giant leaps because they knew they had the support from a leader who cares deeply about this community and empowers everyone around her to play their part to achieve our mission of improving lives and building community.

As we've continued to grow our impact this year, we have also been working behind the scenes to invest in ourselves to streamline our processes, improve our data management, and have a more seamless online experience for donors. It's challenging to find donors who support the operational costs of our organization, so we thank 5B Family Foundation for believing in our team and investing $25,000 for us to work towards modernizing our digital presence.

Thank you all so much for supporting the United Way Centraide SDG in 2022/23. Every dollar, every hour volunteered, every time you talked about us… it made a difference in our communities.

You're the reason we're here, and we hope you'll stay by our side for the years to come.

Thank you. Merci. Nia:wen.

Craig Fuller
Board President

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www.unitedwaysdg.com