



# Impact Scorecard 2014-16



Together, we'll provide the support needed today and work toward targets that help build a poverty free community.



**United Way**  
Alberta Capital Region  
Change starts here.  
[myunitedway.ca](http://myunitedway.ca)

People struggling in poverty deal with multiple issues. This means they need access to a wide variety of supports.

### What Does it Take?

United Way and over **50 social service partners** work together to build strategies and deliver **100+ programs** in three focus areas.



#### Education

From the early years to high school completion, your support helps children and youth achieve their full potential.

**Focus includes:** early learning, literacy, mentoring, school lunches, and school supplies.

**Nearly 26,000 community members helped in 2013.**



#### Income

Your support helps people in low income, and those experiencing homelessness, to gain financial stability and independence.

**Focus includes:** emergency shelters, food security, financial literacy, skills training, and job placement.

**Over 55,000 community members helped in 2013.**



#### Wellness

Your support strengthens the well-being of individuals and families, and develops healthy, safe communities.

**Focus includes:** community policing partnerships, neighbourhood development, family counselling, and mental health support.

**Nearly 54,000 community members helped in 2013.**

Annual fundraising and support from the community allows us to continue providing critical programs and services delivered in these areas.

**But what will it take to move beyond managing the symptoms of poverty and closer to eliminating it?**



This impact scorecard outlines **5 strategies** and **new targets** to help set the course.

# Education

**Vision** All children and youth achieve their full potential, complete high school and set a course toward a bright future.

## 1. THE EARLY YEARS

The first three years in a child's life are critical for development, and set the stage for future learning and growth. In Edmonton, **10,780 children** six years and younger live below the poverty line and are at risk of not achieving their potential.



**GOAL**

Infants and toddlers are on track for brain and learning development.

**5,300**

▲  
2,800

Let's help parents connect with mentors and supports that build valuable skills and meet the developmental needs of their newborns, infants and toddlers. Together, we can nearly double the number of children benefiting from these services – and getting the right start in life.

## 2. SUCCESS IN SCHOOL

When youth lack a high school education, they're more likely to face challenges that lead to poverty. On average each year, **25% of youth** in our region do not complete high school.



**GOAL**

Children and youth are confident and reaching their full potential – more are completing high school.

**15,000**

▲  
13,250

Kids need support to be successful in school. Mentors, success coaches, support for parents and healthy nutrition – it all creates an environment where children and youth feel valued and confident; and have hope for the future. We can give nearly 2,000 more children and youth what they need to succeed in school and life.



# Income

**Vision** All individuals and families attain greater independence and financial stability, contributing to their personal success and the success of our economy.

## 3. MANAGING FINANCES

Families living in poverty struggle to manage finances, and many are unaware of benefits and subsidy programs that can help ease the pressure.



**GOAL** Families are financially stable and independent.

By helping people improve money management skills, and providing convenient access to financial support programs, we can help families get on track and plan for a brighter future. Let's work together to boost the number of people taking financial literacy training and help thousands of families find support through a new Benefits Navigator online tool.

**NEW BENEFITS NAVIGATOR TOOL**

From 0 ▶ **10,000**

**FINANCIAL LITERACY TRAINING**

From 225 ▶ **1,230**

## 4. EMPLOYMENT

People living in poverty deal with multiple barriers to securing employment. For those who are working, it can mean multiple jobs and still not making ends meet.



**GOAL** Individuals are employed in positions that provide a living wage.

**3,300**



2,300

We can provide the help people need to succeed in today's job market. Let's make a difference by delivering training that helps 1,000 more people build solid job skills and prepare them to take advantage of new opportunities.



# Wellness

**Vision** Everyone feels a meaningful connection to the community, enjoying a strong sense of well-being and safety, for themselves and their families.

## 5. MENTAL HEALTH

Each year, **1 in 5 people** in our community are affected by a mental health issue. A life in poverty is full of stress, often leading to depression and issues that are difficult to overcome without the right help.



### GOAL

Community members have better mental health and are getting the right support when they need it.

**23,480**

▲  
17,900

Helping community members through the struggles of life makes a difference today and it can prepare them for challenges they may face in the future. Let's take care of our community and provide thousands with access to mental health counselling, including enhanced walk-in services and increased distress line support.



Reaching the goals outlined in these 3-year strategies will require an additional

**\$7.25 million**

invested in our community.

This means United Way's annual fundraising campaign needs to grow from approximately \$23 million to **\$30 million** by 2016. Let's work together to make it happen.



# Your Impact Changes Lives



## Sign the Statement of Support

Show your commitment to help create pathways out of poverty. Visit our website to sign the statement today!



## Encourage Others

Spread the facts about poverty and share your commitment with family, friends and co-workers.



## Donate

Donate to United Way, providing the help needed today, and growing supports that move us closer to a community without poverty.



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