United Way 2023 Community Campaign

Key messages & playbook
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2023 Campaign Frame

These key brand elements capture the essence of who we are, what we stand for and what we’re trying to accomplish during this year’s Campaign.

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<th>Brand</th>
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<td>United.</td>
<td>Donate today.</td>
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Social media hashtag

#LocalLove
#United

Our promise

100% Local. Always.

Swag brand

This brand is protected for specific uses by United Way only and cannot be used internally or by external parties without permission.

Explore our stories
unitedwayem.ca/United/
2023 Campaign summary

Your “elevator pitch”

UNITED.

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United Way Elgin Middlesex stands for a community where everyone matters. We stand for local services, agencies and public policies that give everyone a fair shot at a good life.

When we stand UNITED, we don’t stand alone.

We stand with tens of thousands of United Way supporters, who believe that everyone needs help sometimes and everyone has the capacity to give help sometimes.

***

It can be tough to make ends meet these days.

Soaring food prices and skyrocketing rents have left many people reeling. Inflation recently reached its highest point in 40 years.

This region’s poverty rates are second-highest among urban areas in Ontario, and consistently higher than the national average.

For local folks who live on the margins, times are particularly tough: seniors struggling to buy groceries, people who are unhoused and unable to find a safe, affordable place to live, and families having to choose between paying utility bills or back-to-school clothes for their kids.

For them especially, harsh reality can sometimes be too harsh and too real.

United Way Elgin Middlesex works to change this story.

***

When we stand UNITED, we don’t stand still.

As the largest non-government funder of social services in the region, United Way is laser-focused on partnerships that reduce and prevent poverty, provide food and basic needs, and reduce homelessness locally.

United Way Elgin Middlesex does this by:

• **Investing** $6 million in our community this year, including $4.66 million in 52 local
services and programs offered by 40 United Way-funded agencies and as a partner in the 2-1-1 information portal

• **Connecting** people with each other and with available community resources

• **Advocating**, as non-partisan community champions, to help shape public policy and make this a community where everyone matters

We mobilize the community to do the most good, and to achieve results that improve the lives of more than 65,000 friends, family members and neighbours in need.

Thanks to the support of United Way donors like you, agency partners are able to offer tangible ways people can get through tough times and thrive.

You help when you participate in United Way fundraisers, events, workplace campaigns, and personal and payroll contributions.

You help when you give your time and lend your voice to fighting poverty and working to make sure everyone has a fair shot at a good life.

**We build a community where we all belong … when we stand UNITED.**

***

Donations stay 100% local, always.
2023 Campaign Case for Support

*Topline key messages for conversations, presentations and written communications. Visit the 2023 Campaign Toolkit at unitedwayem.ca to download the ‘Champion Presentation’, a PowerPoint version of this Case for Support.*

**United Way Elgin Middlesex stands for a community where everyone matters.**

As the largest non-government funder of essential social services in London, St. Thomas and across Middlesex and Elgin counties, United Way is laser-focused on reducing and preventing poverty locally:

- Investing in proven services and programs that give everyone a fair shot at a good life
- Advocating on issues that matter to you and your neighbours
- Connecting and helping mobilize community partners to do the most good for families, children, seniors, neighbours and friends – for more than 65,000 people whose lives are better every day because of United Way and its supporters

**Donations stay 100% local, always.**

Thousands of local individuals, workplaces and organizations in this region take a stand for community as proud supporters of United Way.

They represent the broadest possible spectrum of people across all sectors and all demographics.

That’s because they know that United Way is the way to do the most good for the most people.

Together, we exemplify what it means to be United:

- United for basic needs and poverty reduction.
- United for affordable housing. For good mental health. For friends and family.
- United for hope.
- United for community good.
Because of the generosity of so many donors, United Way Elgin Middlesex is investing $6 million this year in our local communities.

…Investing in urgent needs - like food and a place to rest for the night

…Investing in the long game - like mental health, child and youth leadership programs, sustainable housing

…Investing in access to help close to home – like 2-1-1, a free, confidential and 24/7 information and referral service connecting people with vital non-emergency community and social resources specific to their needs

All told, United Way Elgin Middlesex – and donors like you – bring essential support to people using 52 local programs and services at 40 local agencies.

Where does all that support come from? From people who give through payroll donations, workplace fundraising events, United Way signature events like 3M Harvest Lunch and TD StairClimb, individual donations, bequests, and more.

**United Way does more, together.**

We are a strong, non-partisan advocate and community connector, keeping important poverty and equity-related issues front-and-centre.

This includes, for example, advocacy that shapes public policies on affordable housing, living wage and $10/day childcare.

Through our collaboration with all levels of government and with non-profits, private sector and labour, organizations - United Way can bring a strong, thoughtful, trusted and non-partisan voice to a wide range of policy tables.

**The 3 most critical needs that UWEM is focusing on this year are:**

1. **Reducing and preventing poverty**

   Poverty rates here are second-highest among urban areas in Ontario, and consistently higher than the Canadian average. 1 in 4 kids in our community lives in poverty, and poverty disproportionately affects the very young, the elderly, newcomers and Indigenous peoples.

   Beyond the cold numbers, these are our friends and neighbours – and our friends’ kids and neighbours’ kids – who need and deserve opportunities to live, grow, learn and thrive.

2. **Basic needs** are increasingly out of reach for many in our community. One in seven local households don’t have enough income to maintain a diet that is nutritious, adequate
and culturally acceptable. Just two of the many ripple effects: kids with empty bellies have a tougher time learning in school. And adults in food-insecure households struggle more with their mental health.

3. Affordable housing and a safe place to call home is getting more difficult to find. Almost 6,000 households are currently on the waitlist for affordable housing in our region. Without a stable home, it’s hard to keep a job or go to school, deal with mental health issues and addictions, raise a family or feel like you belong anywhere. Using a Housing First approach, United Way funds programs that provide one-to-one support to help people experiencing complex challenges get housed and stay housed.

This is a pivotal time for our region.

You can help:

- Speak up on issues that matter locally
- Collaborate with United Way and your circle of friends and colleagues to make meaningful change
- Learn more about how United Way is making a community impact at [https://unitedwayem.ca/united](https://unitedwayem.ca/united)
- Sign up to receive our newsletter
- Learn about our advocacy in action
- Take a guided virtual tour through a local agency, where you will learn first-hand the impact of United Way donations

And you can help by donating to United Way, which has been a trusted changemaker in this community for generations.

- Participate in the 3M Harvest Lunch (Sept. 19 in London and Sept. 21 in St. Thomas) and the TD StairClimb (Nov. 2 at Budweiser Gardens)
- Support your workplace campaign and give through payroll donations or individually.
  - For new donors, there’s the High-5 program – where, for $5/pay, your gift will be matched by another 50%
  - Or become an Everyday Hero with a gift of $1/day ($365 total)
  - Check with your workplace to see if they match gifts - many do!
  - Consider the Leadership Giving Level, $100/month. ($1,200 total), where first-time Leadership donations will be matched dollar-for-dollar and any increase made to an existing Leadership donor’s gift, will also be matched

When we stand UNITED, we don’t stand alone.

We stand with tens of thousands of United Way supporters, who believe that everyone
needs help sometimes and everyone has the capacity to give help sometimes.

Thanks to you, we are United for our community!

**Core messages**

*About United Way Elgin Middlesex*

**About United Way**

United Way works so that every person in every community across our region has a fair shot at a good life. As the largest non-government funder of essential social services in Elgin-Middlesex, we tackle issues linked to poverty and social exclusion through strategic collaboration, advocacy and investment in programs proven to get results. Donations stay 100% local, always.

**Our focus is poverty**

United Way focuses on reducing poverty and increasing support for people most affected by social challenges in our region. We define the state of poverty as one in which income is too low to provide an adequate standard of living. But poverty is about more than just income, it is also about exclusion from resources, opportunities, and connections.

**What’s raised local, stays local**

All donations to United Way stay 100% local to fund impact strategies, community-building initiatives and vital programs that create opportunity in London, St. Thomas, Strathroy and other communities across Elgin County and Middlesex County. Almost 70% of the money we raise comes from individual people in our community, just like you. When everyone gets a fair shot at their best life, our whole community thrives.

**Largest local non-government funder of social services**

United Way Elgin Middlesex is the largest non-government funder of social services in our region, supporting a network of 52 essential programs at 40 local agencies. United Way also funds essential 211 services and the New Beginnings Loan Fund for women leaving dangerous or abusive situations. Last year, almost 65,000 people in our community used a United Way program or service.
United Way is accountable

United Way is honest and transparent in all that we do. Donations stay 100% local, always, to fund critical programs and services operating in communities across the region. Full, independently audited financial information is available on our website or by visiting Canada Revenue Agency online.

Rooted in Labor

With the support of Labour partners and partnerships, United Way works to bring grassroots issues like paid sick days, living wage, safe working conditions and affordable housing to the forefront.

United Way is committed to reconciliation with Indigenous Peoples

As a regional organization with deep local impact, we view reconciliation as an important opportunity to honour and elevate our commitment to Indigenous Peoples living in our region. Our Indigenous collaboration strategy that is grounded in our relationships with Indigenous communities and integrated into our strategic plan, and by committing resources to it. Learn more about our commitment to reconciliation.

Diversity, Equity and Inclusion every day

United Way condemns racism as it is unjust and wrong. As community builders, we will work harder to ensure that Elgin Middlesex becomes a truly equitable, safe and inclusive place, particularly for Indigenous and racialized people. We are taking steps to challenge our own ways of working and thinking in all areas of our organization and its work. Learn more about our Diversity, Equity and Inclusion journey.

Why United Way

United Way works to build a community where everyone matters. Our deep local knowledge, relationships and proven expertise empower people to make a personal impact in the communities they care about. United Way ignites awareness about the issues our community is facing, inspires action to help solve them, influences systems and policies, and invests in local solutions that get results.
Our impact

*Investor, advocate, connector*

INVESTOR

Sustaining a vital social safety net

As our region’s largest non-government funder of social services, United Way sustains a vital social safety net that provides thousands of people -- your friends, neighbours and family -- with much-needed support, year-round. Nearly 65,000 people across our region used a United Way funded program or service last year.

Supporting county residents too

Last year, over 2,850 people in Elgin and St Thomas used a United Way funded program or service, getting the help they needed, when and where they needed it.

Last year, nearly 1,000 Middlesex County residents used a United Way funded program or service, getting the help they needed, when and where they needed it.

Reducing and preventing poverty across the region

United Way’s investments prioritize poverty reduction and increasing support for people most affected by social challenges in our region. This year, we Increased funding in five key areas to address urgent needs now: basic needs, mental health, well-being for kids, housing stability, and a good life for all - programs that provide opportunities to participate in community.

ADVOCATE

Advocating for issues that matter

Addressing complex social challenges requires complex strategies. Public policy work, including advocacy and government relations, is part of what United Way does every day. As a strong, non-partisan advocate, United Way works to keep important poverty and equity-related issues front-and-centre with leaders at all three levels of government.

• United Way is working to combat Islamophobia regionally and nationally. We added our voice of support to London Muslim Mosque and their call for a National Action Summit on Islamophobia. Locally, United Way is collaborating as a member of the municipally led *Anti-Islamophobia Working Group*. 
• Along with over 70 local stakeholder organizations, United Way is actively participating in London’s Health and Homelessness initiative. This collaborative venture is rooted in the belief that housing is healthcare - and a human right - with contributors from across sectors working together for system transformation. United Way has been an active member of this coalition since the initial planning summits. We continue to support in an ongoing capacity at the Strategy and Accountability table, and with other funders at the Reference table.

• Along with our peers nationally, we continue to advocate for housing reform including the protection and expansion of affordable, reliable, appropriate housing. This sector proved essential throughout the pandemic and continues to feel the effects. In fall 2022 and spring 2023, United Way advocated to the provincial government surrounding the More Homes Built Faster Act.

• United Way allocated over $1.9 million to local non-profit organizations through the Community Services Recovery Fund – a one-time federal government grant. Funding has been awarded to support for equity-deserving populations across a variety of sectors deeply affected by the pandemic – Arts & Culture to Social Services, Faith-based, to Health. This funding will allow a diverse group of community agencies to innovate and redesign their services for the post-pandemic world.

• In spring 2022, the Ontario government announced an agreement with the Government of Canada to implement $10 a day childcare across the province, an issue United Way championed alongside our partners in the labour movement.

• At the Provincial level, United Way joined leaders from across Ontario to propose 21 recommendations to address the current affordability crisis. Together, we’re focusing on four issue areas: Housing Security, Inclusive Communities, Income Security and Inclusive Employment, and Support for the Social Services Sector.

CONNECTOR

Bringing community partners together is an integral part of who we are, and this collaboration muscle has never been more important as we work together to develop strategies for a healthy and equitable pandemic recovery.

Collaborating with all three levels of government, non-profits, the private sector and labour allows us to identify gaps, avoid duplication and develop innovative strategies to address complex social issues.

United Way uses its deep connections to link people and organizations to get things done.
Sometimes we bring our perspective as a funder. Other times, our role is to make meaningful connections. Always, we’re there to collaborate.

**Here’s how:**

- **Listening and speaking up.** Conversations at London Community Recovery Network and other tables like the Health & Homelessness Whole of Community System Response, the London Homelessness Coalition and the Child and Youth Network help to inform United Way’s strategies and decisions. There’s a direct link to the policy solutions we advocate for and the programs we fund.

- **Collaborating in the counties too.** Participating in the Elgin St. Thomas Coalition to End Poverty and the St. Thomas Community Leader’s Cabinet, for example, keeps us informed about programs and services in Elgin County so we can make connections between organizations and individuals.

- **Coordinating efforts with other funders** like local Community Foundations and by participating in the London Funders Network to maximize impact locally.

- United Way played a key role in coordinating Community Volunteer Income Tax Clinics across the region. These clinics helped over 15,000 people with low-income in Elgin Middlesex file an income tax return, ensuring access to government income benefits and support programs.

- United Way staff are involved in many activities even though direct funding is not provided. Local initiatives invite United Way to the table because they know the expertise provided will benefit the work of the collaboration. These activities are often coordinating bodies, problem solving groups, information sharing or mobilizing efforts. Usually, these efforts are focused on looking for solutions, increasing the capacity of the non-profit sector or increasing awareness of issues.
United Way invests in proven results

The Issue: Poverty

*Reducing and preventing poverty across our region*

Poverty is a daily struggle for too many people in our community. It forces families to make impossible choices like whether to pay the rent or put food on the table. It leaves kids, seniors and vulnerable populations feeling excluded and robs them of future opportunities.

Poverty touches almost every aspect of life, from food, shelter and employment to mental and physical well-being. It is a social and economic issue that impacts entire communities, including all of us who live here.

Systemic inequities, racism and discrimination continue to keep our friends and neighbours from the opportunities they need and deserve like stable income, an affordable place to live, nutritious food on the table, mental and physical health, and a community where each and every person is safe and valued.

Poverty and other social challenges impact everyone but Indigenous, racialized and other equity seeking populations are disproportionately impacted because of deeply embedded social and structural inequities. The ongoing legacy of systemic discrimination and racism continue to influence our current system of laws, our institutions, and our culture. As a result, many people in the community are denied opportunities to reach their full potential.

United Way defines poverty as the state in which income is too low to provide an adequate standard of living. But poverty is about more than just income. It’s about exclusion from resources, opportunities, and connections too.

*In fact…*
- 1 in 4 kids in our community lives in poverty\(^i\)
- 55% of newcomers in our community live at or below the poverty line\(^ii\)
- 36% of Indigenous people in our community live at or below the poverty line\(^iii\)
- 78% of workers aged 18-29 in our community are employed in precarious jobs\(^iv\)
- Women who leave an abusive partner and are raising children as a single parent are five times more likely to end up living in poverty than if they had stayed with their abuser. For these women, it is a choice between violence and poverty.\(^v\)
That’s why United Way invests in proven results:

United Way’s investments prioritize poverty reduction and serve equity-seeking populations most affected by social challenges in our region.

United Way tackles local poverty by helping people and families in four important ways:

• Ensuring access to a broad range of programs and services close to home
• Bridging the opportunity gap to improve social and economic futures
• Empowering people to join us in tackling local poverty and powering positive change
• Connecting organizations to work together on solutions to local issues

Here’s what your donation can do:

• Your donation to United Way supports poverty reduction and prevention initiatives close to home like emergency food cupboards, access to fresh, healthy local food, and social and physical activities for kids, seniors and adults.
• Your donation helped 380 individuals gain access to income supports through advocacy services funded by United Way.
• Your donation provides opportunities for recreation and connection. Last year, 1,032 children and youth from low-income families increased their physical activity and belonging at United Way funded programs.
• Your donation provides assistive devices for adults and seniors with a permanent disability and in financial need. Last year, a variety of 151 mobility or assistive devices were distributed to individuals at United Way funded programs.
• Your donation helps residents maintain mental wellbeing, social connection and safety. With your support, 4,581 people increased their ability to cope and improve their situation after receiving support from a United Way funded program. 2,807 more said they were able to increase their sense of wellbeing.
• Your donation helps fund high-quality learning programs, mentoring and supports for children of all ages. Last year, 428 children and youth in Elgin Middlesex increased their literacy skills, 261 increased their numeracy skills and 334 were matched with a mentor at a United Way funded program. An additional 90 children and youth were able to graduate with their cohort.
The Issue: Basic needs and emergency support

Hunger, basic needs, emergency support, equity, access

Our partner agencies tell us that needs are escalating: rising food costs, increased rents, lack of available and affordable housing.

These factors aggravate stressors and vulnerabilities, including intimate partner violence, social isolation, job loss, and related housing insecurity, poverty and food insecurity—most of which have robust links to increased mental illness.

In fact...

- 1 in 7 households in our community don’t have enough income to maintain a diet that is nutritious, adequate and deemed culturally acceptablevi
- 1 in 8 households in Canada are food insecurevii
- Adults living in food insecure households account for more than 1 in 3 hospitalizations due to mental health problemsviii

That’s why United Way invests in proven results:

United Way helps meet urgent basic needs and works to ensure that fewer individuals, families and neighbourhoods are vulnerable in the first place. This includes making sure that essential building blocks such as food, transportation, housing and recreation are there when people need them.

United Way invests millions of dollars every year in a broad range of programs and services close to home. This includes over $630,000 in neighborhood resource centers, community hubs located in priority neighborhoods that provide a safety net of basic needs for families and a springboard to community services. When kids and families succeed, our whole community prospers.

Neighbourhood and youth drop-in centres across our region are an open door to a network of support. These programs are often the first point of contact for individuals and families in need of food, emergency supplies, information and referral to other community services.

We invest in drop-in centres across the region that provide free, safe, and inclusive spaces for youth to get a healthy meal or snack and pick up basic needs supplies, receive life and career counselling, make social connections and learn alternatives to high-risk behaviours and activities. Youth develop a sense of purpose, learn new skills and set academic and employment goals.
United Way’s New Beginnings Loan Fund gives loans of up to $500 to support women with emergency and basic needs so that they can safely leave violence in the home and rebuild their life. Approximately $25,000 is available annually for women looking to start a new life free, and safe from violence. Loan repayments are returned to the Fund for the benefit of other women who need the help in the future.

**Here’s what your donation can do:**

- Your donation provides basic needs like emergency food, hygiene supplies, diapers and baby formula close to home. With your support, 48,054 people in our community accessed United Way funded basic needs programs last year and 6,483 children and youth from low-income families increased their access to healthy food and participated in activities that promote healthy living.

- Your donation provides assistive devices for adults and seniors with a permanent disability and in financial need. Last year, a variety of 151 mobility or assistive devices were distributed to individuals at United Way funded programs.

- Your donation provides meal and snack programs. Last year, 6,483 children and youth from low-income families participated in United Way funded activities that promote healthy eating.

- Your donation ensured that 2,474 Good Food Boxes containing vegetables and fruit were distributed through the Neighbourhood Resource Centres in 2022.

- Your donation helped 16,459 individuals access basic needs and community meals through the Neighbourhood Food Bank Hamper Program at South London Neighbourhood Resource Centre.
The Issue: Housing stability and homelessness prevention

Finding and keeping a place to call home

Vacancy rates are at an all-time low across our region and thousands of families are on the wait list for social housing. If you’re living in poverty, affordable housing is near-impossible to find. If you’re dealing with mental health issues or addictions too, it can be equally hard to keep.

As costs rise, people in our community are finding it more and more difficult to find and keep a safe and affordable place to call home. United Way funds programs that provide one-to-one supports to help people experiencing complex challenges stay housed.

Without a stable home, it’s difficult to keep a job or go to school, deal with mental health issues and addictions, raise a family or feel like you belong in your community.

In fact...

- A vacancy rate of 1.8% across the London and Middlesex region drives rent costs higher and makes it even harder to find decent, affordable housing if you’re a family living in poverty.\textsuperscript{ix}
- Almost 6,000 households are currently on the wait list for affordable housing in our region.\textsuperscript{x}
- The number of youth experiencing homelessness in our community is growing and these youth are younger than ever. Across Canada, 20% of people experiencing homelessness are between the ages of 13-25.\textsuperscript{xi}
- Over 6,000 women and children in Canada sleep in shelters on any given night because it isn’t safe at home.\textsuperscript{xii}
- People with serious mental health conditions are disproportionately affected by homelessness. CMHA Coffeehouse reports that 90% of visitors are experiencing mental health challenges\textsuperscript{xiii}

Here’s what your donation can do:

- Your donation provides a vulnerable individual with ongoing support from a Housing Stability Support Worker who they can meet with regularly and get assistance to feel comfortable in their new environment. 23 individuals participating in a United Way funded housing stability program indicated a strong feeling of social connection with their community which is a strong indicator of maintaining their housing and reducing costlier interventions like police involvement and emergency room visits.
• Your donation helps vulnerable people find shelter and stay housed. Over 539 individuals and families obtained or maintained their current housing last year through United Way funded programs that help people find a safe place to live and avoid homelessness.

• Your donation helped 249 individuals maintain their housing with supports through housing stability programs funded by United Way.

• Your donation ensured 290 individuals were able to obtain housing through United Way funded housing stability programs.

• Your donation provided 173 individuals participating in United Way funded housing stability programs with safety features such as locks for doors and windows, and outside lighting to feel safe in their residence.

• Your donation provided over 12,133 shelter nights through United Way funded programs.
$52 proof points

$52 supplies an individual in the London Cares Housing Stability programs with bus tickets so they can attend important community appointments and receive supports like job training, interviews, medical appointments and legal counselling.

$52 provides coffee and snacks for up to 100 men and women who access the London Coffee House in a day.

$52 provides 33 individuals experiencing mental health distress with inclusive and welcoming phone support from a trained volunteer at the CMHA-Elgin Middlesex Support Line.

$52 provides a youth with a yearly membership to BGC London with access to academic support; pre-employment training and leadership development; individualized health and fitness programming, as well as other programs and events throughout the year.

$52 provides one week of emergency food for a young woman participating in the housing stability and homelessness prevention program at the YWCA St. Thomas-Elgin.

$52 provides one hour of legal advice with a paralegal at Pathways Employment Help Centre on landlord-tenant issues, along with guidance to file appeals with the Landlord Tenant Board.

$52 provides two weeks of nutritious, subsidized meals for a senior on a low income, delivered by Meals on Wheels.

$52 pays the mileage for two trips for a trained volunteer from Mennonite Community Services of Southern Ontario to take a person from their home in East Elgin to a medical specialist appointment at the St. Thomas hospital.
$130 proof points

$130 provides over two weeks of emergency food for a young woman participating in the housing stability and homelessness prevention program at the YWCA St. Thomas-Elgin

$130 provides a child the opportunity to socialize and make new friends, engage in fun new experiences and field trips at the Glen Cairn Community Resource Centre summer camp

$130 ensures 29 participants have access to laundry detergent to wash a load of laundry each week at the London Coffee House

$130 provides the purchase of 2 cots for guests to sleep on at The INN in St. Thomas

$130 covers the cost of a home phone for three months for a participant at Unity Project to maintain connection to their community and support network

$130 provides a client at Daya Counselling Services with a one-hour session which can increase a person’s sense of wellbeing

$130 provides a healthy and nutritious breakfast for 43 children and youth at South London Neighborhood Resource Centre

$130 provides a refreshing snack for 230 campers and staff on a hot summer day at Stevenson Children’s Camp

$130 covers the cost for one hour of family therapy or professional consultation at Vanier Children’s Services
$365 proof points

$365 helps to support a participant in the housing stability program at London Cares with tenant insurance costs

$365 ensures 81 participants have access to laundry detergent to wash a load of laundry each week at the London Coffee House

$365 provides 121 healthy and nutritious meals for women at My Sister's Place who are experiencing poverty or low income

$365 provides an individual with counselling and support to make positive changes in their life, improve wellbeing, and develop healthy coping skills through John Howard Society

$365 provides a family with one year of a monthly Emergency Food Hamper that contains fresh fruits and vegetables at the Glen Cairn Community Resource Centre

$365 provides a woman at risk of experiencing homelessness with safe emergency housing at YWCA of St. Thomas-Elgin Woman’s Residence
$1,200 proof points

$1,200 funds one week of at least 3 intensive case management in-home visits by a Housing Stability Worker at London Cares who can carry a caseload of up to 10 high-needs individuals, preventing costlier interventions such as emergency department visits.

$1,200 provides fully subsidized Supper Club passes for 20 children to access healthy dinners 5 days a week during the school year.

$1,200 provides basic needs like emergency food, hygiene supplies and clothing for 40 participants for one month at the London Coffee House.

$1,200 provides 40 youth with certified training at the Northwest London Resource Centre that will prepare them for their first employment opportunity.

$1,200 matches a youth with a mentor for 10 months, including guidance and training for the mentor, oversight of the program and ongoing support to families of the youth through Big Brothers Big Sisters of London & Area.

$1,200 covers the full cost for two families to receive a comprehensive assessment for their child experiencing mental health distress and 14 weeks of supportive family counselling in Vanier Children’s Services Focused Family Therapy program.

$1,200 connects a woman who has experienced sexual violence to a supportive counsellor for four months of specialized, one-to-one counselling through Anova’s Counselling Services.
Canadian Centre for Policy Alternatives Canadian women on their own are poorest of the poor | Canadian Centre for Policy Alternatives

Middlesex London Health Unit

Middlesex London Health Unit and StatsCan

StatsCan

https://www03.cmhc-schl.gc.ca/hmip-pimh/en/TableMapChart/Table?TableId=2.1.31.2&GeographyId=35&GeographyType=2&DisplayAs=Table&GeographyName=Ontario; City of London Housing Stability Action Plan 2019-24

City of London

StatsCan

StatsCan

CMHA London Coffee House