



Renfrew County
United Way

Strategic Funding – Meeting our Communities' Priorities

David Studham, Executive Director

**Progress Report
2011 May**



Renfrew County
United Way

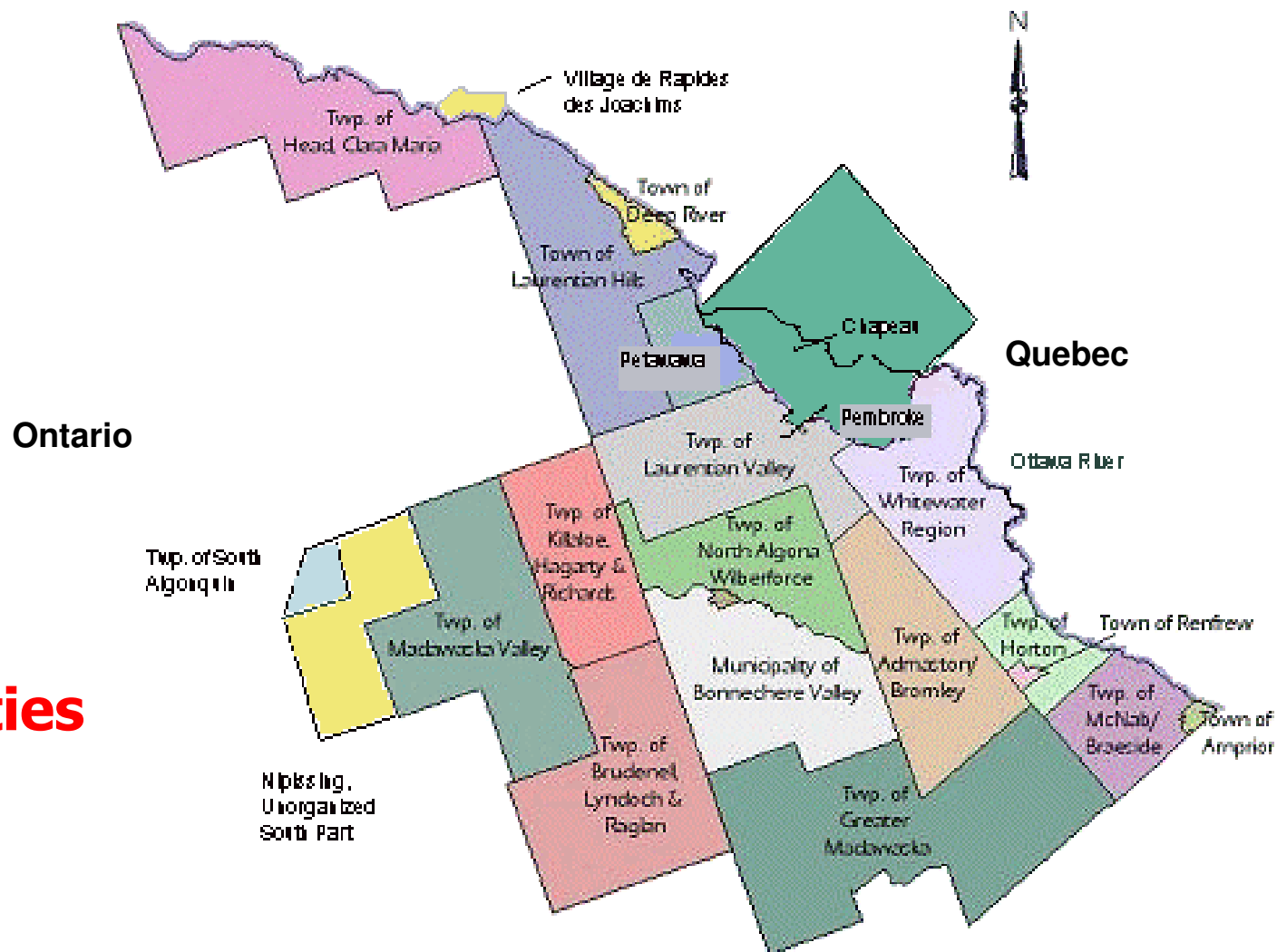
About Renfrew County United Way

- **one of 115 autonomous United Way regions in Canada;**
- **a Canadian registered charity (CRA # 10816 0029 RR0001);**
- **Province of Ontario registered not-for-profit corporation;**
- **fundraises on behalf of health & social agencies in Renfrew County to meet its high priority community needs;**
- **works with community members to create positive and lasting impact.**



Renfrew County
United Way

**Communities
We
Serve**



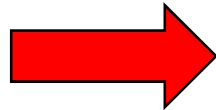
**Renfrew County, Ontario
& adjacent areas in
Nipissing District & Pontiac County, Quebec**



Traditional Role

- **raised over \$16M in Renfrew County since 1971;**
- **bulk of donations distributed to registered charities providing human services in Renfrew County.**

Donor Dollars



Funded Agency Programs

(based on Board Criteria)



Fundamental Questions ?

What are our communities' priorities?

**How can we better serve our
communities' needs?**



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Community Response

RCUW reached out to communities for a response.

Community Matters, a public consultative initiative conducted in 2007, provided community members a chance to identify their high priority needs and issues.

**Community input was condensed into six broad
Strategic Priority Areas**



Community Strategic Priorities

Community members identified their Key Issues

Child Poverty	Health Services
Safe & Affordable Housing	Seniors
Youth	Transportation



Fundamental Change

**RCUW: more strategic in
directing funds to core priorities.**

Donor Dollars  **Helping Communities to
Help Themselves**

(based on Community Priorities & Board Criteria)



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United Way

Our Mission is to “ identify and address the needs of our community by organizing the resources of community members to help one another”.

**\$ \$
Fundraising** **+** **Community
Strategic
Priorities** **+** **Community
Partnerships
& Resources** **=** **Positive
Community
Impact**



Strategic Focus

National Level

From poverty
to possibility

Healthy people,
strong communities

All that kids can be



Local Level



Child Poverty

**Safe, Affordable
Housing**

Seniors

Health Services

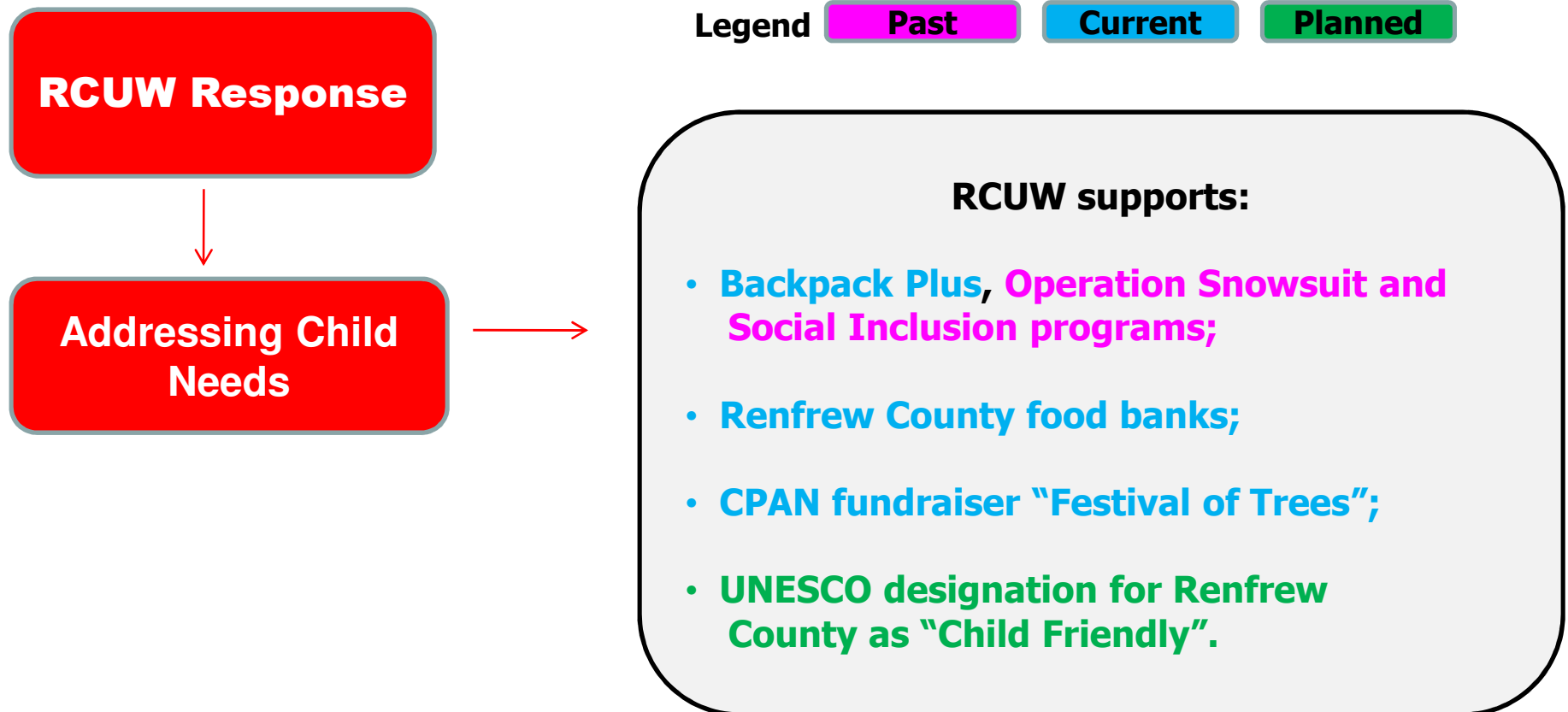
Transportation

Youth



Strategic Focus - Activities

From poverty
to possibility/**Child Poverty**





Strategic Focus - Activities

From poverty
to possibility / **Safe Affordable Housing**

RCUW Response



Addressing Homelessness

Legend

Past

Current

Planned

RCUW :

- partners with 22 county agencies to address issue;
- searching for funds to study problem;
- looking for way to establish emergency shelter for assessment of client needs;
- looking for way to coordinate service delivery;
- major fundraising to establish shelter.



Strategic Focus - Activities

Healthy people,
strong communities/**Seniors**

RCUW Response



Identifying & Addressing Service Gaps



Legend

Past

Current

Planned

RCUW:

- funds seniors' programs at The Grove, Arnprior & District Nursing Home and Carefor Health & Community Services (adult day care; frozen meals on wheels, footcare, friendly visiting etc.);
- partnering with Champlain LHIN, seniors groups and seniors' services agencies to identify seniors' needs and service gaps.



Strategic Focus - Activities

Healthy people,
strong communities/**Health Services**

Legend

Past

Current

Planned

RCUW Response



Promoting
Healthy Living/
Addressing Social
Determinants of
Health



RCUW:

- provides leverage funding to help establish Petawawa Centennial Family Health Centre;
- partners with CPAN, Algonquin College, Phoenix Centre for Children & Families and Ontario Healthy Communities Coalition to organize 2010 Social Determinants of Health Symposium in Pembroke;
- contributes to Renfrew County Healthy Communities Partnership to create a strategy and action plan for building healthier communities in the county;
- funds mental health program in Renfrew County high schools (TAMI) and for children of fallen soldiers;
- funds student nutrition program in county schools and partners for sustainable funding;
- partner with Grocery Foundation/UWs of Ontario in initiative to get nutritious food to children in need.



Strategic Focus - Activities

Healthy people,
strong communities/**Transportation**

RCUW Response



**Coordinated
Service Delivery**



Legend

Past

Current

Planned

RCUW:

- provides leverage funding to retrofit two Champlain LHIN vans enabling Carefor Health & Community services to demonstrate feasibility of coordinated non-emergency medical transfer of clients throughout county and beyond;
- keeps a watching brief on opportunities to partner with Carefor and other stakeholders in a regional demonstration of coordinated delivery of transportation to seniors and other demographics.



Strategic Focus - Activities

All that kids can be/**Youth**

Legend

Past

Current

Planned

RCUW Response



**Engaging
Vulnerable Youth**



RCUW:

- funds youth programs at Boys & Girls Club of Pembroke & The Grind Youth Centre;
- funds child & youth camps for disadvantaged children in Renfrew County, for children with developmental challenges in Pembroke, Petawawa, Arnprior, Renfrew and areas, and for children coping with type 1 diabetes;
- funds child day care and pre-natal nutrition program for military families;
- created Generation Next Cabinet (young adults 18 – 35 years) to provide youth perspective on Board of Directors and to lead initiatives that address youth needs including youth focus group sessions to identify service gaps;
- major fundraising to establish youth services hub with residential component.

Strategic Direction

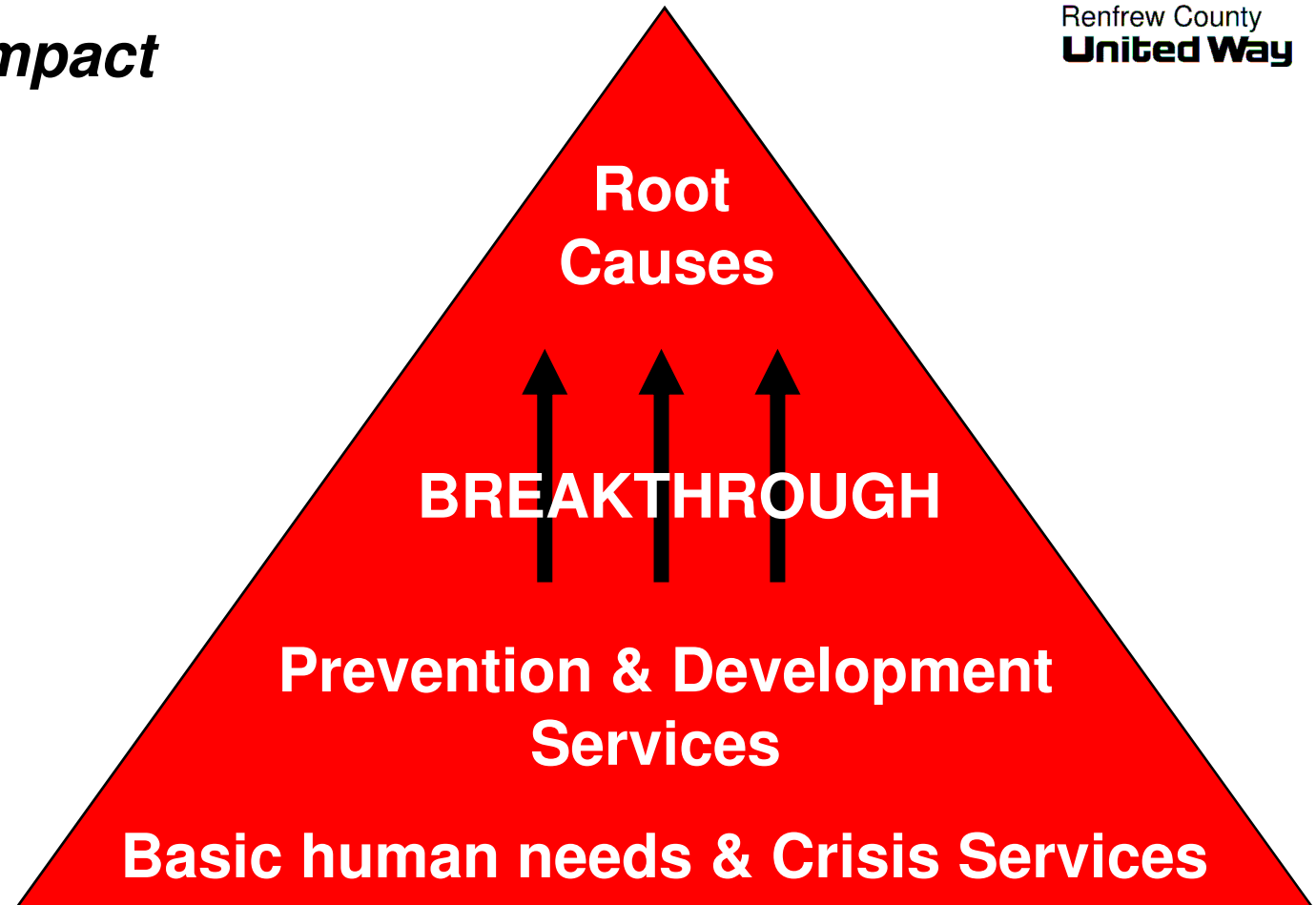


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Community Impact



Fundraising

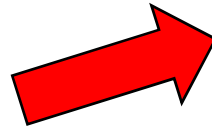




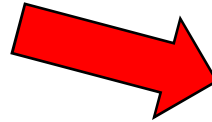
Community Builder –2010

Campaign Funds

Individual, Corporate, Workplace, Events)



**Member Agency Programs
(\$220,000)**



**Special Community Funds
(\$73,000)**

Funding Addresses Basic Human & Crisis Needs

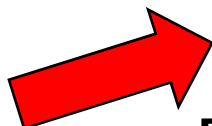


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Community Builder – 2011/12

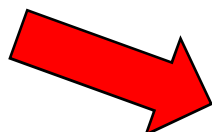
Campaign Funds

Individual, Corporate, Workplace



**Program Funding to
Member Agencies
(\$250,000)**

Funding Addresses Basic Human & Crisis Needs



**Strategic Priorities Fund
(\$80,000)**

Funding Addresses Prevention & Development Services

Event Funds



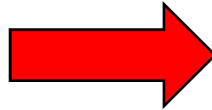
**Partner Agencies
(~ \$40,000)**

Funding Addresses Basic Human & Crisis Needs



Community Builder – 2013+

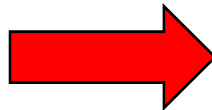
Campaign Funds



**Strategic Priorities Fund
(100%)**

Funding Addresses Prevention & Development Services to Root Causes

Event Funds



**Partner Agencies
(100%)**

Funding Addresses Basic Human & Crisis Needs



3 Ways We Invest in Our Communities' Futures

Give • Volunteer • Act

Find out how you can get involved

. . . by making a Personal Donation

**via Secure On-Line
Donation Form available at
www.renfrewcountyunitedway.ca**

**by mailing a cheque directly to “Renfrew County United
Way”, 1330 Pembroke Street West, Unit B, Pembroke, ON
K8A 7A3**

**or by Payroll Deduction through your business or federal/provincial government
United Way Workplace or Retiree Campaign, designating “Renfrew County United Way”**

. . . by Volunteering

on our Board or Community Advisory Committees

. . . by supporting our Strategic Initiatives

submit a project/program proposal that meets our high priority community needs



**Renfrew County
United Way**

Change starts here!

1-888-592-2213