



United Way
Thunder Bay

A COMMUNITY IMPACT PLAN

IMPROVING
LIVES, BUILDING
COMMUNITY

According to 2016 Census data, we know that more than 16,000 or 13.8% of residents in Thunder Bay live below the “low income measure” poverty line.

PEOPLE'S
BASIC NEEDS
ARE MET

The Community
Impact Plan
strives to achieve
**3 CORE
GOALS:**

A
**CONNECTED
AND
INCLUSIVE
COMMUNITY**

A
**COMMUNITY
WHERE
ALL YOUTH
GRADUATE**

Issues of poverty are
#UNIGNORABLE.
Moving forward,
our focus will be
to help build a
**COMMUNITY
FREE FROM
POVERTY**

The United Way of Thunder Bay will bring individuals, partners and community organizations together to improve lives, and build a stronger, more prosperous community for all. Our collective efforts will:

- Address the root causes of poverty;
- Alleviate the debilitating effects of poverty on the most vulnerable people;
- Focus attention on building an inclusive and connected community;
- Support children and youth to succeed in school.

POVERTY IS A COMPLEX SET OF STUBBORN, INTERTWINED #UNIGNORABLE SOCIAL ISSUES.

Poverty is not just about income. We know that people living with low income experience discrimination and social isolation. Although interventions supported by the United Way of Thunder Bay may not be enough to overcome poverty completely, they are designed to help people experiencing poverty develop plans and prepare for a better future – to move people from **POVERTY TO POSSIBILITY.**

WHO ARE WE HELPING?

The United Way of Thunder Bay recognizes that financial resources are limited and that our efforts must be targeted to have the greatest community impact. To this end, we are focusing our work on Thunder Bay's most vulnerable and/or marginalized people.

WHAT IS OUR APPROACH?

3

The United Way of Thunder Bay Community Impact Plan has

THREE CORE GOALS.

Each goal has strategic priorities and outcomes to help us evaluate our performance.

An important part of the Community Impact Plan involves measuring our success. Why? Because we need to ensure that our collective investments are addressing the root causes of poverty and creating positive impacts everyday.



PEOPLE'S BASIC NEEDS ARE MET

This goal is about helping to meet the basic needs of the most vulnerable people in our community. Poverty is associated with many barriers to individual and community well-being including lower levels of physical and mental health, less access to nutritional foods, educational opportunities and poorer living conditions.

STRATEGIC PRIORITY:

People have access to basic needs and emergency community services.

- Emergency and affordable nutritious food provision
- Knowledge and skills building regarding nutrition, food preparation, and managing food insecurity
- Access to emergency shelters and/or transitional housing
- Emergency support for those affected by addictions and mental health challenges
- Supports to find safe and stable housing
- Programs that offer low-cost or no cost transportation.



A CONNECTED AND INCLUSIVE COMMUNITY

This goal is about creating an inclusive community where all people are honoured, included and feel supported with access to the supports and services they need. Exclusion is a discriminatory and isolating barrier that can lead to lower social standing, lower income, reduced access to employment, and reduced connections to social supports and participation in community life.

STRATEGIC PRIORITY: People have access to collaborative services that are seamless, accessible, inclusive, welcoming and culturally appropriate.

- Counselling and supports that help families and individuals manage the effects of poverty and /or underemployment
- Short and long-term support for those affected by addictions and mental health challenges
- Domestic violence prevention and support services
- Supports to build safe and welcoming neighbourhoods
- Literacy, financial literacy and financial management skills
- Opportunities for skill development
- Transitional services to move people from emergency shelter to safe stable housing.





A COMMUNITY WHERE ALL YOUTH GRADUATE

This goal is about supporting children and youth to realize their potential through empowerment and education. Many children are not succeeding in school today because of issues such as social disengagement, lack of positive role models, mental health challenges, substance use and violence.

STRATEGIC PRIORITY: Children and youth are connected to positive adults, peers and activities that help them be engaged and involved in their community, be healthy, make good choices and adapt to change.

- Supports to address family violence, addictions and/ or mental health challenges
- Children and family counselling programs focused on healthy decision making, coping skills, building self-esteem and resiliency
- Programs that strengthen positive parenting skills and a supportive family environment
- Access to positive role models, mentors and leadership development programs
- Recreation programs that provide a safe and supportive environment where youth can build strong positive peer relationships and develop a sense of belonging.

To view the full Community Impact Plan visit
uwaytbay.ca

1006-715 Hewitson St.
Thunder Bay, ON P7B 6B5
T: (807) 623-6420
F: (807) 623-6180



United Way
Thunder Bay