



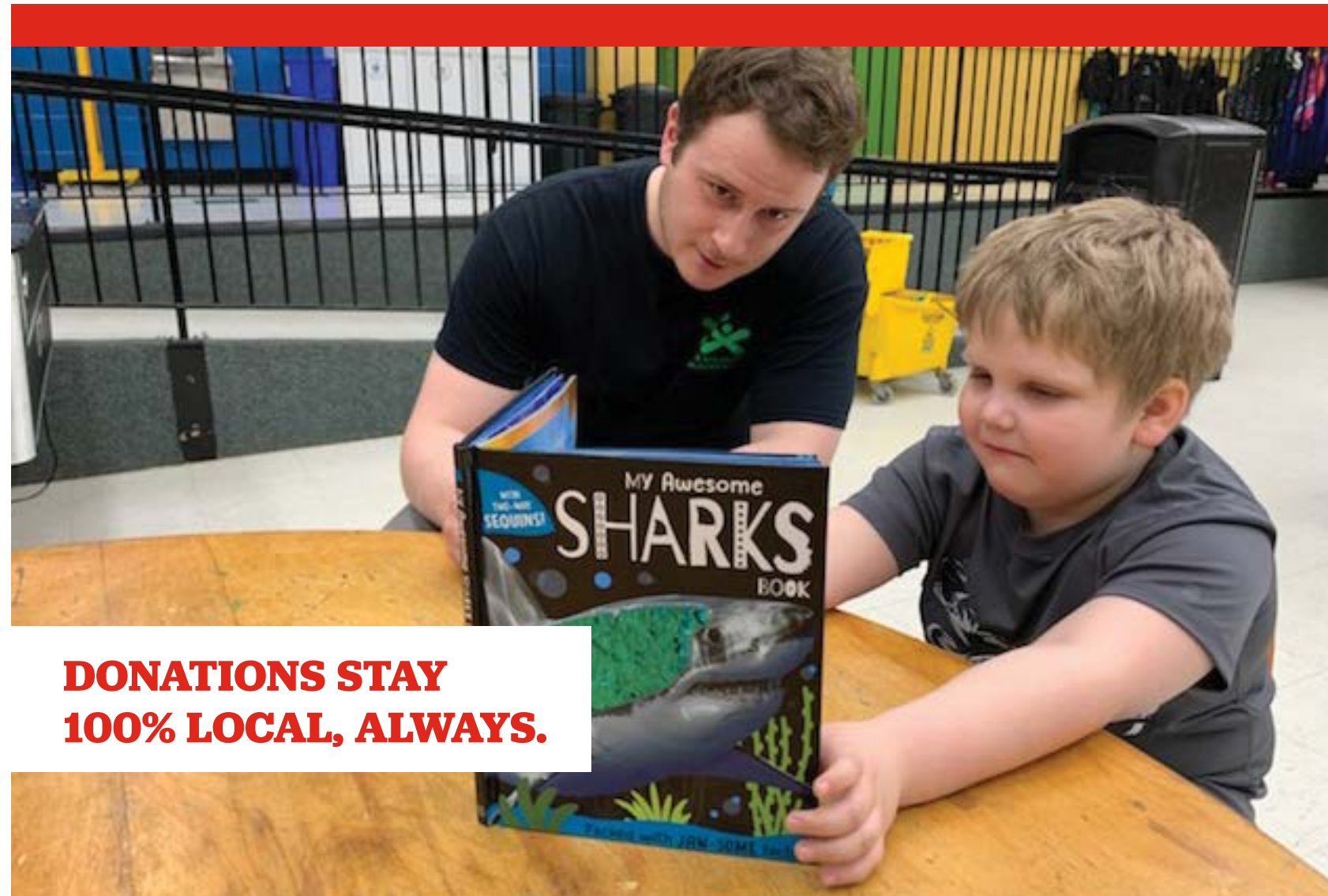
United Way
Thunder Bay

2021

IMPACT REPORT



*Your Local **Love** in Action*



**DONATIONS STAY
100% LOCAL, ALWAYS.**

It's time you heard about the incredible **IMPACT** you made in 2021.

Because of your support, the United Way of Thunder Bay was able to invest in **40 community initiatives**, improving

51,264
Local Lives

We are a local organization that focuses collective community efforts on issues of poverty. We do this by inspiring individuals and businesses to donate, volunteer and advocate for initiatives that tackle the root causes of poverty and their negative impacts. **Donations stay 100% local, always.**

Our Vision:

A community where everyone has the opportunity to reach their full potential.

Our Mission:

To improve lives and build community by engaging individuals and mobilizing collective action.

Our Values:

- Demonstrate trust, integrity, transparency, inclusivity, and respect
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships, and collective action
- Provide non-partisan leadership
- Embrace diversity

About United Way Our Community Impact Goals:



1 | People's Basic Needs Are Met6

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



2 | A Connected and Inclusive Community9

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

3 | A Community Where All Youth Graduate12

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



Meeting Basic Needs

23,484 lives impacted through these **seven** investments



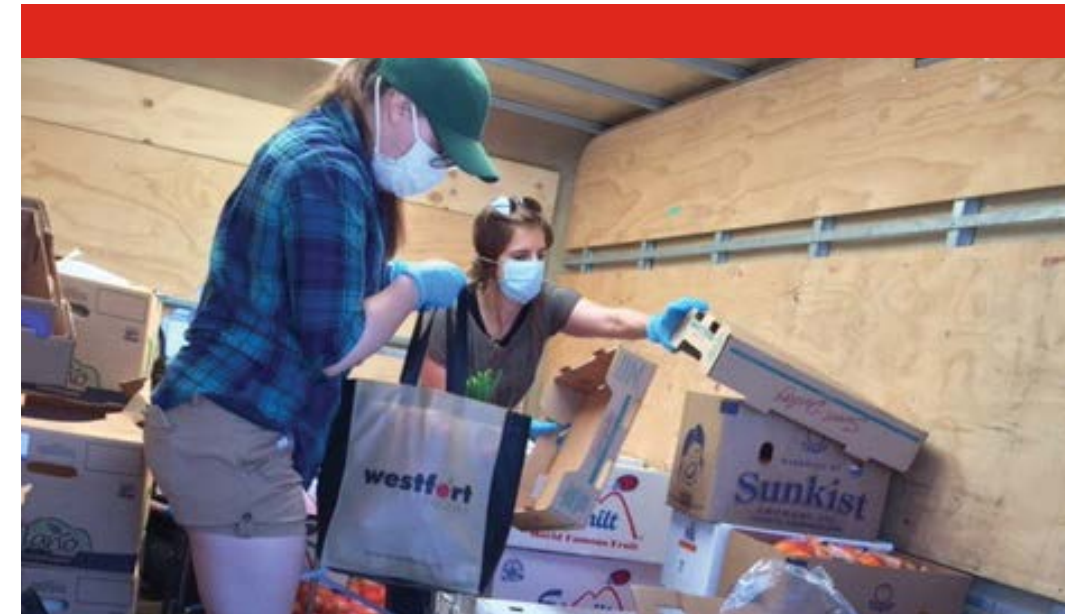
1 | **Community Clothing Assistance**
Community Partner Clothing Referral Program

The Community Partner Clothing Referral Program offers free, high-quality clothing to low-income community members. The program allows individuals to divert financial resources to other basic needs, reduces stigma, and provides individuals the tools that they need to improve their well-being.



2 | **Thunder Bay Food Bank**
Food Access Program

The Thunder Bay Food Bank's Food Access Program offers individuals access to food and other basic necessities on a regular basis. The program is a vital staple in our community that ensures vulnerable individuals have access to nutritional food and hygiene supplies.



Good Food Boxes
Northwestern Ontario Women's Centre



3 | **Hope Air**
Flights of Accommodation

4 | **St. Andrew's Soup Kitchen Inc**
*Dignified Food Access
Mission Nutrition Program*

5 | **Northwestern Ontario Women's Centre**
Thunder Bay Good Food Box Program

6 | **Shelter House Thunder Bay**
Social Navigator Pilot Program

7 | **Roots to Harvest**
Roots Community Food Centre



Accessible Family Programs
Thunder Bay Counselling

A Connected and Inclusive Community

25,392 lives improved through these **fourteen** program investments:



1 | Thunder Bay Counselling
Psychosocial Counselling



The Psychosocial Counselling Program is a core service offered by Thunder Bay Counselling which provides counselling, psychotherapy and support services for issues such as mental health, depression, anxiety, addiction, grief, and relationships, for individuals and families, across the lifespan, of whom a majority are low income and have limited or no access to primary care.



2 | Lakehead Social Planning Council
211 Northern Region and Walk-In Centre



This 24/7 program provides community information and referral services for residents of Thunder Bay and Northwestern Ontario. This program facilitates community connections and enables individuals to access the services they need.



3 | Catholic Family Development Centre
Clinical Counselling Services

The Clinical Counselling Services program offers counselling services that are accessible, seamless, inclusive, welcoming, and culturally appropriate. The wrap-around counselling services offer individuals and families the opportunity to heal and improve their quality of life and well-being.



4 | March of Dimes
Virtual Connections Program

5 | Elizabeth Fry Society of Northwestern Ontario
Breaking Down Barriers and Building Community Connections

6 | John Howard Society
Community Integration Program

7 | John Howard Society
Panhandling Diversion Pilot

8 | NorthWind Family Ministries
Life Build

9 | NorthWind Family Ministries
Next Steps Program



2021 Graduates
New Directions Speakers School



10 | Thunder Bay Literacy Group
Small Group

11 | Thunder Bay & Area Victim Services
I Have a Voice

12 | Thunder Bay Counselling
Family Violence

13 | Thunder Bay Counselling
Financial Counselling

14 | New Directions Speakers School
New Directions Speakers School



A Community Where All Youth Graduate

2,388 lives impacted through these **eight** investments



1 | BGC Thunder Bay (Boys & Girls Clubs)
Windsor Unit

The Windsor Unit program hosts recreational, nutritional, cultural, and developmental programming that offers children and youth the opportunity for social and personal development.



2 | Our Kids Count
Big Brothers Big Sisters

The Big Brothers Big Sisters program provides boys, girls, young men & young women with a role 1:1 model to talk to and share the experiences of growing up with.



3 | BGC Thunder Bay (Boys & Girls Clubs)
Vale Unit

4 | BGC Thunder Bay (Boys & Girls Clubs)
Breakfast Club

5 | Our Kids Count
Food Security Access

6 | Shkoday
Feeding Our Children

7 | Evergreen A United Neighbourhood
Food Access Program

8 | Evergreen A United Neighbourhood
Community Supports Program

Community Partnerships & Events

Despite the ongoing challenges of COVID-19 in 2021, we were able to host several community events in collaboration with diverse community partners. A sincere **thank you** to all of our sponsors, volunteers and participants who made these events possible.



Show Your Local Love Day

The United Way of Thunder Bay kicked off its 2021 fundraising campaign, **Local Love in Action** in September with support from Tbaytel. The company matched all donations during Local Love Week up to **\$10,000**. Following the announcement, Home Hardware Memorial Avenue and Intercity Industrial Supply also came forward with **\$10,000** matches each.



All of us at Tbaytel are always inspired by The United Way Thunder Bay and the work they do to support some of the most vulnerable members of our community.

We are proud to once again match Local Love Day donations up to \$10,000 and encourage everyone in our community to give back what they can, if they can, to make sure this great work continues.

Dan Topatigh
President and CEO
Tbaytel

uwaytbay.ca



Your Donations Matched
by Tbaytel



2021 Novemburger Winner:
Beefcake's Burger Factory

3rd Annual Novemburger

In 2021, Novemburger grew to include **17 restaurants** and became a regional event, adding three restaurants in Kenora. **Prospector Burger Barn** took home the title of most Novemburgers sold at **2,546**.

10,000+
burgers were sold
and **\$25,000** in
donations raised!

The United Way of Thunder Bay proudly presents...

NOVEMBERBURGER

LET THE BURGER BATTLES BEGIN!

\$2 FROM EVERY BURGER SOLD
DONATED TO THE UNITED WAY OF THUNDER BAY

Order a **NOVEMBERBURGER** at participating Thunder Bay & Kenora restaurants throughout the month of November.
Rate what you ate at www.uwaytbay.ca



Gifts of Hope

On December 27, 2021, the Knudsen family committed to match all donations to United Way of Thunder Bay dollar-for-dollar up to \$10,000.

"Our family has always believed in supporting our community which has not only been the best place in the world to live and work, but also been very supportive of our business ventures over the years.

We all need to think about those who are less fortunate or have faced challenges in their lives. The United Way of Thunder Bay is a great way to contribute to the many community-support groups and organizations, which provide services to those in need. We take pride in doing our part and would like to challenge others in the community to give as they can."

Lyle Knudsen
President, Equipment World Inc.



\$33,152 raised to fund:

- 1 | Our Kids Count
- 2 | Dew Drop Inn Thunder Bay
- 3 | Shelter House
- 4 | Roots to Harvest
- 5 | Shkoday
- 6 | Evergreen A United Neighbourhood
- 7 | March Of Dimes Canada Thunder Bay Location
- 8 | Boys and Girls Clubs of Thunder Bay

Catch the Ace

Partnership with Port Arthur Rotary Club

CATCH the **ACE**

FIRST DRAW DATE:
APRIL 1ST • 8:30 PM

The United Way of Thunder Bay & Port Arthur Rotary proudly present:
Catch the Ace!

A new raffle with a weekly cash prize and a bigger progressive JACKPOT!

Our first round of **Catch the Ace WINNERS:**



The DREAM Team of Thunder Bay - Kevin Holloway, Steve McAuley, Jim McDonald, Warren Philp, John Stephenson, Laurie Tulloch, Bill Ulakovic, Brenda Winter
WON \$19,934!



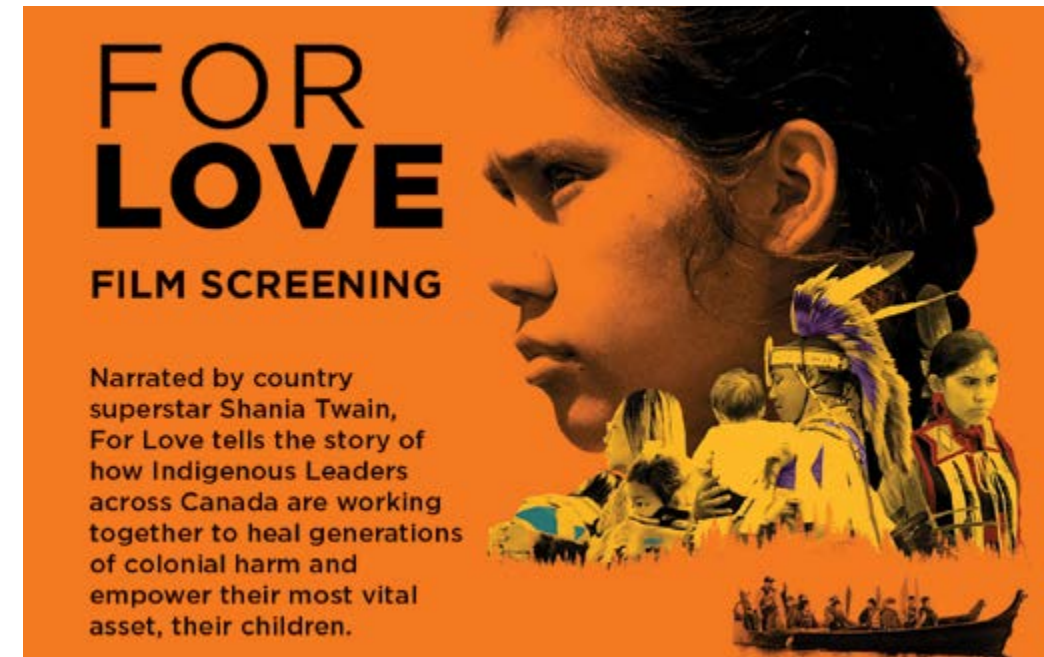
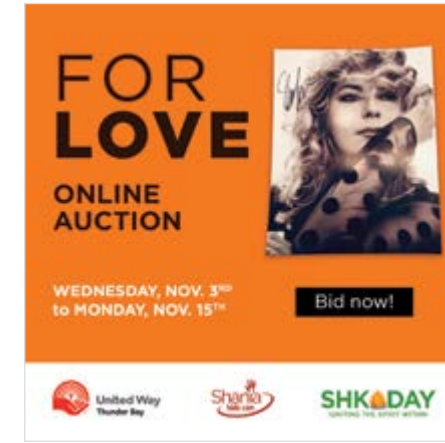
Gifts That Give Back
Online Auction



Take Home TBay Dessert Days
GenNext & Rainbow Collective

For Love

The United Way of Thunder Bay and Shkoday Abinojiiwak Obimiwedoan (Shkoday), and Shania Kids Can (SKC) announced an exciting new partnership in support of a new Biwaase'aa program at St. Vincent's Catholic Elementary School. The new partnership offered a gala film screening of 'For Love' and an online auction featuring Indigenous items and Shania Twain memorabilia packages.



Take Me Home Dinner

In Partnership with Dew Drop Inn



Giving Tuesday



105 Donors raising
\$50,650
with matching incentive from Intercity Industrial Supply



Community BBQ
 Get Fired Up Against Hunger - In Partnership with RFDA and Dew Drop Inn

Run the North

In Partnership with Indigenous Youth Achievement and Recognition Awards

345 Participants raising
\$27,000



Youth United

High School Challenge



GenNext

Take Home TBay



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