



United Way
Thunder Bay

IMPACT REPORT 2022

VOLUNTEER

VOLUNTEER

**LOCAL
LOVE**
IN ACTION

*Your Local **Love** in Action*



**YOU
MADE AN
INCREDIBLE
IMPACT**
in 2022

Because of your support,
the United Way of Thunder
Bay was able to invest in
**38 community
initiatives, improving
48,333 local
lives.** 

MISSION

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

VISION

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

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

The United Way of Thunder Bay serves northwestern Ontario, focusing on collective community efforts regarding 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. Across northwestern Ontario, donations stay 100% local, always.

LAND ACKNOWLEDGMENT STATEMENT:

United Way of Thunder Bay acknowledges that we are on the traditional territory of the Ojibway people of Fort William First Nation, signatory to the 1850 Robinson-Superior Treaty. We acknowledge all of the First Nations, Métis, and Inuit peoples who currently reside in this territory. The United Way of Thunder Bay is committed to a relationship with First Nations, Métis, and Inuit peoples based on the principles of mutual trust, respect, reciprocity, and collaboration in the spirit of reconciliation.



OUR IMPACT

in 2022

FOOD SECURITY

In 2022, the United Way helped...

2,900
people access food
security programs

1,079
households used the
Good Food Box service

5,151
Good Food Box boxes
distributed

15,494
snacks distributed in
schools by Shkoday





COMMUNITY SUPPORT

In 2022, the United Way helped...

2,613 people access low or no-cost clothing

SUPPORT FOR CHILDREN & YOUTH

In 2022, the United Way helped...

838 youth to access a variety of services, including skill-building programs and recreation programs

MENTAL HEALTH

Our partnership with 211 impacted

21,057
lives in 2022.



41% of these calls helped individuals meet their basic needs (food, shelter, utilities, transportation)

The United Way helped fund counseling programs that

1,305

individuals accessed in 2022

Our funded partners' clients include people living in poverty/low income, experiencing homelessness, people living with disabilities, racialized community members & members of the 2SLGBTQ+ community.

REGIONAL STATISTICS:



The living wage in Thunder Bay is **\$19.70**



Approximately **13,340** people in the Thunder Bay Census Metropolitan Area (CMA) live below the poverty line



756 households on waitlist for social housing in Thunder Bay



Monthly cost of a nutritious food basket for a family of 4 in Thunder Bay is **\$1,046**. A family of 4 living on Ontario Works receives a fixed monthly income of **\$2,780**



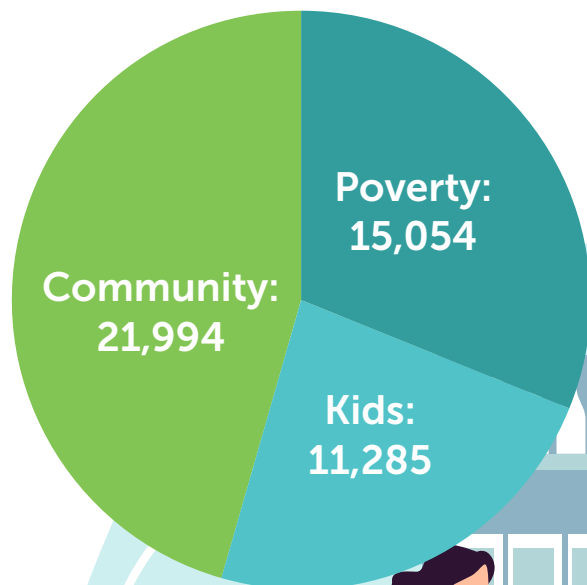
Food banks in Thunder Bay serve an average of **3,260** people a month. Emergency meal programs serve an average of **14,279** meals each month



1 in 7 households in the Thunder Bay District are food insecure and not able to access healthy food

Total Lives Impacted by 2022
Community Investment Process:

48,333



2022 COMMUNITY INVESTMENTS

United Way of Thunder Bay strategically invests in available resources to move the needle on poverty in our community. Members of our volunteer Community Investment Panel evaluate and make recommendations to fund certain programs, collaborations and initiatives that create measurable, lasting change in real lives.



HOW WE HELP

MEETING PEOPLE'S BASIC NEEDS

We love where we live. But issues like poverty, unemployment, addictions, mental health struggles, violence and social isolation are hurting our communities and the people who live here. In our busy lives, these important local social issues can often be ignored or go unnoticed. United Way of Thunder Bay wants to change that.

With your help, the United Way works with funded partners to ensure people have access to food, shelter, employment opportunities, and a chance to stabilize their income—affording them opportunities to build a good life.

15,054

lives impacted by these programs:

Community Clothing Assistance – Referral Program

Community Clothing Assistance – Youth Hands-on-Work Training Program

St. Andrew Soup Kitchen – Senior Food Hamper Program

St. Andrew Soup Kitchen – Dignified Food Access

St. Andrew Soup Kitchen – Everyone Deserves a Good Meal

St. Andrew Soup Kitchen – Meal Enhancement Program

Grace Ministries of Thunder Bay – Out of the Cold Basic Needs Supports

Hope Air - Medical Travel and Accommodation

Northwind – LifeBuild

Northwind – Next Steps Connector Program

Our Kids Count – Food Security Programming

Thunder Bay Counselling – Financial Counselling

Thunder Bay Counselling – Psychosocial Counselling

Thunder Bay Emergency Shelter - Social Navigator/Case Management Program

Thunder Bay Food Bank – Food Provision Program

NWO Women's Centre – Good Food Box

Thunder Bay Public Library – TBPL Community Cupboard

JOHN HOWARD SOCIETY — RECREATION THERAPY PROGRAM

*“It feels like I am
back home cooking
for the family again.”*

A client approached John Howard Society who was experiencing homelessness, struggling with substance use, loss of employment, and limitations due to a history of crime. He felt a sense of hopelessness, loss, lack of support, low-self esteem, and was experiencing the absence of family, community and belonging. Upon approaching John Howard Society, he exhibited a withdrawn nature, was dismissive of programs, and generally disengaged.

However, what began as a simple request to access cooking tools in the kitchen grew into a deeper understanding of the client's passion and affinity for cooking. With the right tools and engagement, he opened up, offering to cook for the building and sharing amazing cultural dishes.

Simple acts of appreciation from other clients and staff helped this client to open up, and before long he was engaged in other programs as well.

Through the Recreation Therapy program, the client experienced a renewed feeling of belonging, a drastic improvement in self-esteem, and excitement for the future. Further, by connecting this client with other services, he felt a renewed sense of confidence and support.

The client's previous feelings of hopelessness and loss, have transformed into feelings of confidence that he can change his life, belief in himself, and a genuine sense of support. He has since found new employment with a local kitchen, is in the process of expunging his criminal record, and is beginning his transition out phase, integrating back into the community.

OUR KIDS COUNT – EMERGENCY FOOD CUPBOARD



This program has been extremely helpful. Our family hit some really hard times. With my husband having MS and unable to work, and having been let go from my job due to COVID myself, we didn't know if we would be able to get by. Thanks to the Emergency Food Cupboard, we were able to lower our monthly grocery bill, keep our bills paid, and with careful planning we haven't lost our home. I do think that without this program helping us, we would have lost so much more than we already have. I can't thank the staff at Our Kids Count enough for the love, compassion and non-judgmental attitude towards us. It was really hard to ask for help, but they make it that much easier. //

– M



HELPING KIDS BE ALL THEY CAN BE

Every kid deserves a chance to have a great life—to develop from a curious, happy child to a healthy and productive member of society. But in order for that to happen, kids need to be set up for success from an early age. And for those growing up in poverty, witnessing domestic violence, or facing issues like mental illness or neglect, this is often not the case.

With your help, United Way is giving children and youth the support they need to get a great start in life, do well in school and reach their full potential.

11,285

lives impacted by these programs:

Evergreen A United Neighbourhood - Feeding Program

Evergreen A United Neighbourhood – Youth Supports

**Evergreen A United Neighbourhood – Strong
Neighborhoods Program**

Our Kids Count – Big Brothers Big Sisters

Our Kids Count – Emergency Child Care Program

PRO Kids – Swimming the Length!

PRO Kids – Bouncing to the Top!

Shkoday – Feeding our Children

Thunder Bay Counselling – Youth Life Skills

Thunder Bay Counselling - Family Violence Program



SHKODAY – BIWAASE'AA PROGRAM

Five grade 4/5 students spent seven weeks learning about the seven grandfather teachings and two months learning how to sew and make their own personal Ribbon Skirts.

All the students completed their own skirts including designing, measuring, cutting and sewing on all ribbons. During their time together, all the students grew closer together, providing positive encouragement and support when the process got challenging, and showing great determination and patience.

The students chose colors based on personal spirit colors and “best-friend” colors to symbolize the power of friendship they created with each other. They wore their Ribbon Skirts around the school, showed classmates, staff and the principal, and received many compliments on how beautiful the skirts were.

The students were gifted their completed skirts in a smudge ceremony outside St. James School, and they radiated confidence and power while wearing their Ribbon Skirts.

SHKODAY

Parents/caregivers/
students engaged:

3,659



SHKODAY



PRO KIDS – BOUNCING TO THE TOP!

Amber's* mother struggles with substance use and her biological father has never been a part of her life. Over the years, Amber had gone back and forth between living with her mother and her grandparents, until 2021 when her grandparents became her legal guardians. Amber's grandmother has been applying to PRO Kids since Amber was 5 years old. Since then, PRO Kids has placed her in programs 14 times, primarily in swimming lessons and gymnastics.

Here's what Amber's grandmother said about her:

"She is absolutely so dedicated to gymnastics. She practices in her room, in the basement and on the trampoline. She watches YouTube videos and tries to figure out new moves on her own. She sets goals for herself. She is passionate and excited, and we are over-the-moon happy for her. I've also noticed that her self-confidence has grown. The latest placement has her attending gymnastics 2 days per week and she is so excited to do more because she loves it. We are so grateful that PRO Kids has been able to help her develop in this way."

**Name changed to protect the client.*



PRO Kids Swimming Program

Youth: M – 50 | F – 16

**Lives
impacted: 66**

BUILDING STRONG AND HEALTHY COMMUNITIES

Your support helps United Way and local funded partners invest in vital, community-based resources that help people receive access to timely, client-focused mental health support when they need it most. Together, we're creating strong neighbourhoods where everyone has a sense of belonging and connection to one another.



21,994

lives impacted by these programs:

Elevate NWO – Beyond Our Front Doors

Elevate NWO – THEIR House Outreach Program

Elizabeth Fry Society of Northwestern Ontario – Elizabeth Fry Reintegration Program

John Howard Society – Community Integration Program: Recreation Therapist

John Howard Society – Community Integration Program: Case Manager

Lakehead Social Planning Council – 211 – Northern Region

March of Dimes – After Stroke Program

New Directions Speakers School – Speakers' School Program

Thunder Bay Literacy Group - Small Group Program

Regional Food Distribution Association of Northwestern Ontario – Essential Skills in Food Service Program

Thunder Bay and Area Victim Services – Grab and Go Bags for Victims of Crime

LAKEHEAD SOCIAL PLANNING COUNCIL

A senior gentleman connected with 211 needing help to get new glasses. The Community Resource Specialist spoke with the gentleman who disclosed that he recently had an eye exam and needed to get new frames and lenses but did not have any money to pay for them. After searching the human services database, the Specialist was able to locate a program that would be able to help him. Recognizing that the gentleman may need a little extra assistance, the Specialist offered to connect with the service provider on his behalf, and set up an appointment for him. When the Specialist called to follow-up with the gentleman after his appointment, he was very thankful, and happy to report that he had new glasses on the way.

MARCH OF DIMES – AFTER STROKE PROGRAM

Joe* is a client of After Stroke who was hospitalized after enduring a stroke in Fall of 2021.

Joe struggled to engage in virtual programming during the pandemic, and his recovery progress was further stalled as he was not able to participate in exercise programs due to his health. His partner shared that he was losing the motivation to engage in at-home therapy activities as well.

Prior to his stroke, Joe was an avid musician and singer, and one of his main goals was to be able to play the guitar again.

The search was on for a local, in-person music instructor who could assist Joe in reaching his goal of returning to music. With the support of March of Dimes Canada's After Stroke Services Coordinator, Joe was connected with a wonderful local instructor who offered to donate his time due to Joe's limited finances.



It's been exciting to work with Joe and see the transformation in his mood as he starts to become more independent. It's been greatly encouraging to listen to him speak about his future goals whereas he was really struggling with his options before. //

- Leanne, After Stroke Coordinator

Leanne, the Coordinator, started to see great improvements in Joe, as did the music instructor, noting a positive difference in Joe's large motor skills and cognitive abilities.

Joe also expressed that he was more mentally-stimulated and motivated to make changes. He engaged with Thunder Bay's Inclusion services for exercise, began attending karaoke nights regularly (a previous activity he enjoyed), continued practicing guitar chords independently, and developed personal goals.

**Name changed to protect the client.*

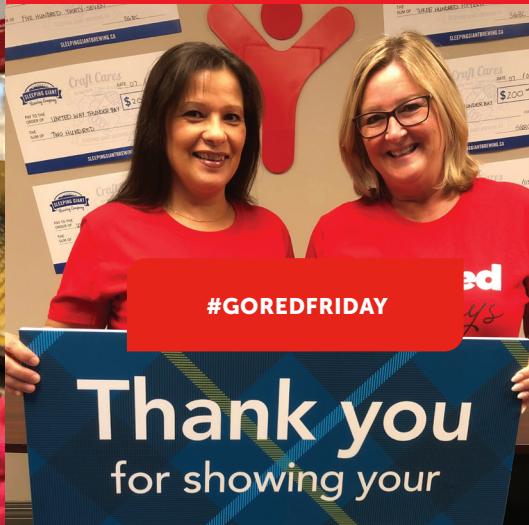
COMMUNITY PARTNERSHIPS & EVENTS

We wouldn't be able to do what we do without the support of our community partners and volunteers. Thanks to them, we were able to host a variety of community events throughout the year in support of local organizations and programming. A sincere thank you to all of our sponsors, volunteers and participants who made these events possible.



LOCAL LOVE DONUT DAY AT BAY VILLAGE COFFEE

LOCAL
LOVE
IN ACTION



#GOREDFRIDAY



OPP STUFF-A-CRUISER



LOCAL LOVE
BREAKFAST

LOCAL LOVE WEEK

After a three-year hiatus, the **Local Love Breakfast** returned to kick off **Local Love Week** – a full week of community events dedicated to supporting the community, including:

- Local Love Breakfast
- Flag Raising and City Proclamation
- OPP Stuff-A-Cruiser
- Local Love Donut Day at Bay Village Coffee
- #GoRedFriday

Donations were bolstered by **Tbaytel**, who generously agreed to match every donation made during Local Love Week up to \$10,000. Following the announcement, **Intercity Industrial** also came forward with a \$10,000 match.



FLAG RAISING
AND CITY
PROCLAMATION

YEAR-END GIVING

As 2022 came to a close, Stephanie Ash, Michael Nitz and their family committed to match all donations made to United Way of Thunder Bay by the end of the year dollar-for-dollar up to \$10,000.



Anyone can face times of struggle. As a child, my family experienced some difficult times. Affordable housing and other supports help people get back on their feet. For me, it's really important that my family helps others. No matter how little or much you can give, every bit makes a difference and can help someone reach their potential.



– Stephanie Ash, Firedog Communications

4TH ANNUAL NOVEMBERBURGER



Novemburger 2022 was a massive success!

This year, 16 restaurants participated, competing for the titles of Top Novemburger and Most Novemburgers Sold. Once again, **Prospector Burger Barn** took home the title of **Most Novemburgers Sold at 3,189.**

2022 Top Novemburger Winner (for the third year in a row:)
Beefcake's Burger Factory.

11,000+ burgers were sold
\$23,000+ in donations raised!



CATCH THE ACE

**Partnership with Port Arthur
Rotary Club**

Catch the Ace WINNER:
David Sloane

After 50 weeks, the Ace of Spades was caught by David Sloane, who took home \$62,437! That means, **over \$62,000 was donated back into the community** to support the immediate needs of local people and families to ensure they have access to much-needed food, housing, clothing, crisis counselling services, and more.



COMMUNITY BBQ

Partnership with RFDA
and Dew Drop Inn

Presented by IG Wealth

Through the Pay It Forward option,
140 children from the Boys and Girls Club were provided with burgers, hotdogs, chips, juice, and ice cream.

SHANIA KIDS CAN

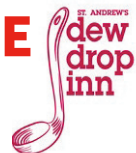


SHKODAY

Shkoday's Biwaase'aa program provides a safe place for Indigenous children to access academic and life skills, inclusive of cultural teachings.

Thanks to a Matching Gift Incentive by Shania Kids Can \$20,000 was invested in the Biwaase'aa program in August.

TAKE ME HOME DINNER



Partnership with Dew Drop Inn

356 Meals served **128** Pay It Forwards

GIVING TUESDAY

\$65,053

Raised with Matching Gift Incentive from Resolute Forest Products.



\$16,505
raised by
186
participants



RUN THE NORTH



Northwestern Ontario
Indigenous Youth Achievement
and Recognition Awards

Partnership with Indigenous Youth Achievement Awards

Presented by Newmont
Musslewhite and Bell



1085 Carrick Street, Upper Level
Thunder Bay, ON P7B 6L9
T: (807) 623-6420
F: (807) 623-6180



*For more detailed information about funded projects and
other 2022 initiatives please visit: uwaytbay.ca*