



Renfrew County
United Way

***Partnering to Meet
Community Needs***

**Gail Logan-McMeekin
Executive Director**

2016



Renfrew County
United Way

Mission Statement

"We will identify and address the needs of our community by organizing the resources of community members to help one another."



Renfrew County
United Way

Who we are

- **Established in 1972**
- **Canadian Registered Charity**
#10816 0029 RR0001
- **Governed by 10 member, volunteer**
Board of Directors
- **Annual budget of approximately**
\$400,000
- **Low administration costs of 11%**
- **1.3 FTEs: Exec. Dir. and Admin. Asst.**



Fundamental change

In the early 2000s, United Ways across Canada began to undergo significant changes, to ensure their activities had more impact in the communities they served





Renfrew County
United Way

Why change?

- **Growing demand for accountability**
- **No longer live in a world of entitlements**
- **Increasing complexity of community issues**
- **Changing workplaces**
- **Old solutions don't always work**
- **New demographics and cultures**
- **New philanthropy by newly wealthy and youth**
- **Donors very focused and want positive impact**
- **Fewer resources available and greater needs**



Renfrew County
United Way

Why Community Matters?

- **To better understand and adapt to the changing dynamics of our social environment**
- **To assist communities in identifying, assessing and addressing their high-priority needs and issues**
- **To provide a framework for community / regional planning, collaboration & cooperation**
- **To provide a basis for UW strategic planning and future spending**



Renfrew County
United Way

Our Strategic Focus

National Level

**From Poverty
to Possibility**

**Healthy People,
Strong communities**

All that Kids can be



Local Level

Child Poverty

Seniors

**Youth
(at risk)**

**Safe & Affordable
Housing
(homelessness)**

**Health Services
(health promotion &
social determinants
of health)**

Transportation

Our Strategic Direction

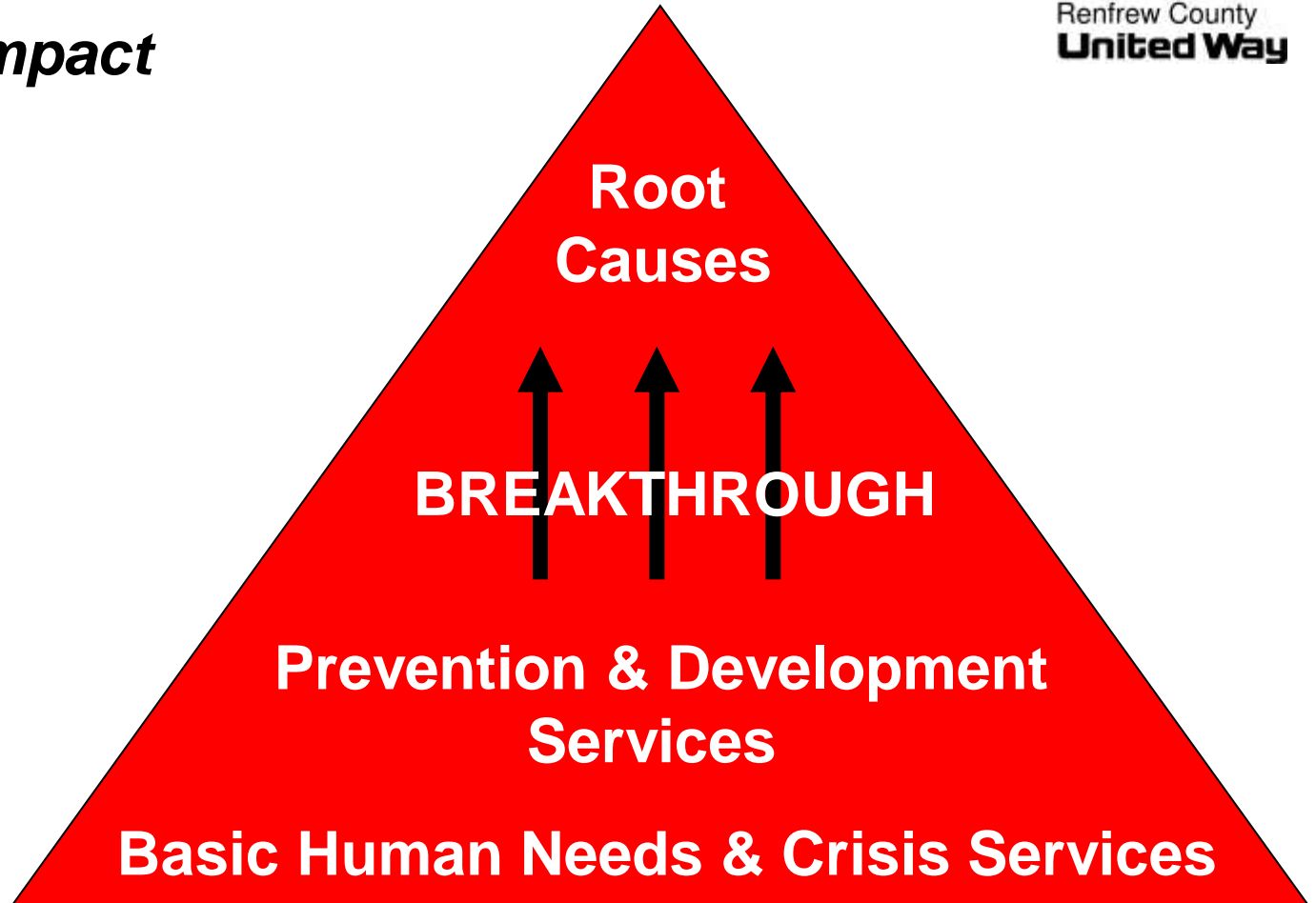


Renfrew County
United Way

Community Impact



Fundraising



Root
Causes

BREAKTHROUGH

Prevention & Development
Services

Basic Human Needs & Crisis Services



Renfrew County
United Way

Implications of change

**Our Strategic Focus allows us
to better realize our Mission:**

***“ We will 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



Renfrew County
United Way

New Funding Approach

**We now have two annual funding streams for Renfrew County charities:
Micro-grants of \$1,000 each, plus the Strategic Priorities Fund.**





Renfrew County
United Way

Agencies funded in 2015

- **Algonquin Way Cultural Centre - \$9,400 to provide home visits and activities for aboriginal senior shut-ins**
- **Arnprior Regional Health The Grove - \$15,000 to provide day program support to young adults with developmental disabilities**
- **Bonnechere Valley Youth Centre - \$10,000 to provide day camp for children in Eganville and area**
- **Boys & Girls Club of Pembroke - \$30,000 to provide after school support, nutrition and other positive programming for children and youth**
- **Child Poverty Action Network - \$1,000 to support a Poverty Reduction Forum**
- **Family & Children's Services - \$25,000 to implement a homelessness action plan for youth**
- ****North Renfrew Family Service - \$20,000 to provide confidential counselling services in Deep River and area**
- **Thrive Photo Voice - \$1,000 to develop a positive, image-based "voice" for Renfrew County youth**



Agencies funded in 2015 (cont'd)

Renfrew County
United Way

- **Petawawa Military Families Resource Centre - \$10,000 to provide pre and post-natal nutrition programming for mothers and their babies**
- **Petawawa Public Library - \$1,000 to enhance parent/teacher resource library**
- **Phoenix Centre for Children & Families - \$18,000 to support the Deep River Inclusion Program to prevent bullying in Deep River and Petawawa**
- **Renfrew County Youth Network - \$4,500 to support a Youth Forum**
- **Robbie Dean Family Counselling Centre - \$35,000 to support expanded service in the region including a weekly clinic in Eganville**
- **Salvation Army Youth Centre - \$20,000 to support music, sports and health living programming in Pembroke**
- **211 Ontario Service - \$12,160 to support FREE, 24/7 confidential referrals to health and social services in Renfrew County**

*****North Renfrew Family Services also received almost \$15,000 in additional funds for 2015, which represents 80% of the proceeds generated from the Deep River Door-to-Door canvass held last fall.***



Ontario's 211 System

**Leveraging 211 to Improve
Human Service Delivery**

What is 211?

- **211 is a two channel, non-emergency communication's system providing reliable information on a broad range of community resources: *including social, health and related government services and programs***
- **2 – 1 – 1 is an easy to remember three-digit phone number providing free, 24/7/365, multi-lingual, confidential access to assistance from certified information and referral specialists**
- **211Ontario.ca offers bi-lingual web access to 56,000 services and programs**

Background on 211

- **211 launched in 1997 by United Way of Atlanta, Georgia;**
- **In 2001, United Way of Canada made application to the CRTC to make 211 the universal 3-digit number to help Canadians get better access to information on community services;**
- **In 2002, the first 211 call centre was launched in Toronto. Seven additional call centres have been established to serve all of Ontario;**
- **In 2007, Ontario 211 Services Corporation created as a provincial, non-profit agency charged with developing and sustaining an integrated provincial 211 system; and,**
- **On January 28, 2011, 211 service launched in Renfrew County by the United Way and partners.**

211 Partnership in Renfrew County

Lead Agency



Renfrew County
United Way

Call Centre Provider

**Community Information
Centre of Ottawa**



Data Base Provider



Killaloe Inc.

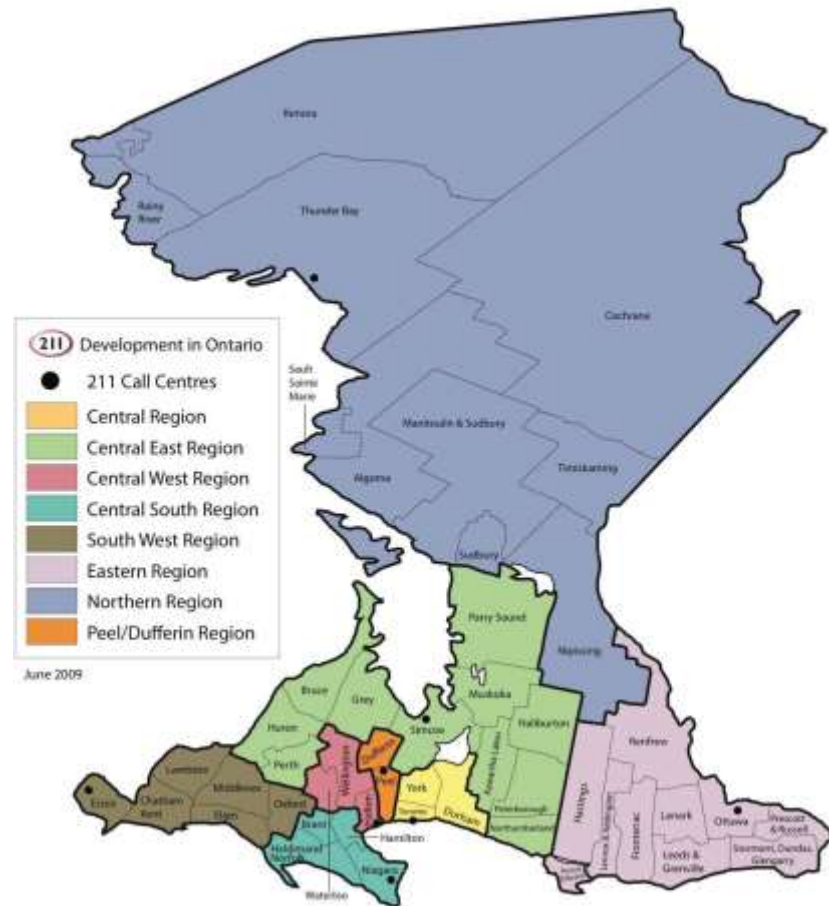
Opening Doors...Growing Together...Making A Difference

Delivery of 211 Service in Ontario

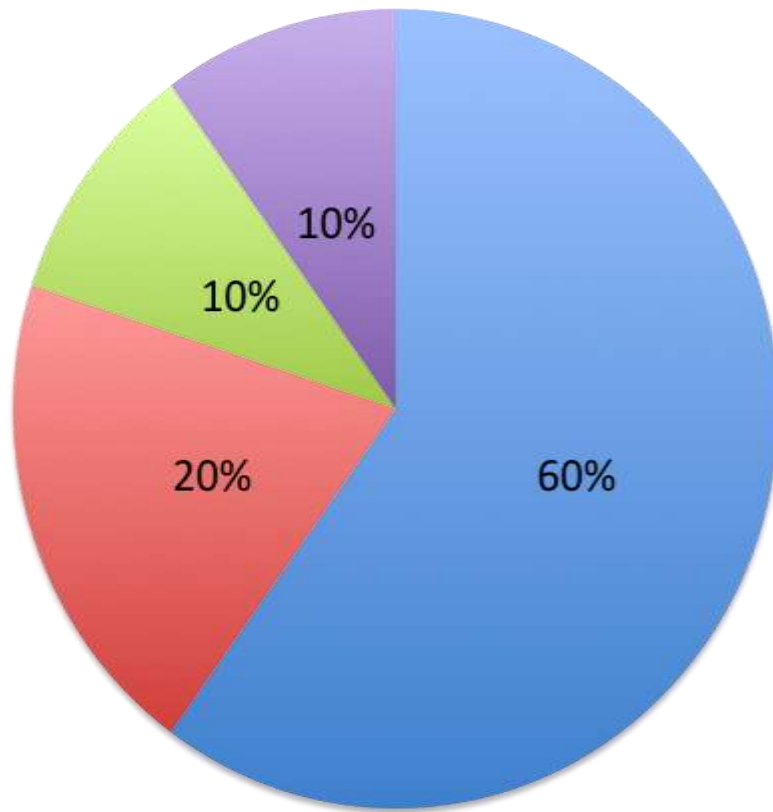
8 service delivery hubs positioned across the province

8 - 211 Service Regions

Each centre fulfills mandates within their designated areas with the coordinated support of the Ontario 211 Services Corporation



Ontario 211 Funding Formula



Share of Funding

- Provincial Government
- Municipal Government
- Federal Government
- United Ways

Key 211 Value Propositions

- **Connecting people to services and resources**
- **Makes the human services sector and government more efficient and effective**
- **Authoritative human service information records**
- **Captures data on public utilization of human services**
- **Complements first responders during emergencies and disasters**
- **Promotes volunteerism and community engagement**

When you don't know where to turn!



Renfrew County
United Way

Discussion / Questions?

Thank You!