Carleton University, I want to thank you for the tremendous support you have shown for our city.

Each year, I am inspired by the generosity of Ottawa’s workplaces – just like Carleton University – who answer the call to help our community.

Thanks to you, United Way has been able to change lives. Since we began recording campaign results in 1991, Carleton University and its employees have donated a staggering $3,881,973.63 through the United Way Campaign. In the past five years, your campaign has raised $712,732.76 directly in support of United Way and its community program partners, allowing us to have incredible impact right here in Ottawa.

Throughout this report, we have provided an in-depth look at your success in helping our community and the value that you bring to the United Way family. There are real people behind these statistics – homeless youth who got the support they needed to move off the streets for good – newcomers who secured employment, kids from at-risk neighbourhoods who were put on the path to a successful life thanks to after-school programs or homework clubs, and many more.

Here at United Way Ottawa, we have the good fortune to meet the people you are helping, and see first-hand their grace and perseverance as they face incredible challenges. Please get in touch if you would like to join us on a tour of the programs that depend on your support. In the meantime, please accept my humble thanks. Your leadership is a testament to the goodwill and inclusive character of our city and shows what can be accomplished when we come together.

Sincerely,

Michael Allen
President & CEO
United Way Ottawa
Our City

United Way Ottawa solves city-wide challenges by engaging a variety of partner agencies in our 107 neighborhoods to achieve a measurable impact. Each of the highlighted agencies below have played a key role in changing lives in our city. The impact that you have seen is thanks to the combined effort and generosity of hundreds of partners, supporters and workplaces like yours.

- **All that Kids can be**
  Making sure every kid lives a great life

- **From Poverty to Possibility**
  Giving everyone a home, a job and a sense of belonging

- **Healthy People, Strong Communities**
  Providing help to the people who need it, when they need it
Your City

Statistics

Total population: 979,000
Percent of newcomers: 23.4%
Percent of total population living in low income (after taxes): 11.6%
Percent of lone-parent families: 16.1%
Percent of people that are unemployed: 4.8%
Percent of seniors that are living alone: 26%

While Ottawa is on the traditional territory of the Algonquin people, the city was named for the Odawa First Nation. The Odawa people’s traditional territory was along the shore of Lake Huron, which they would traverse to engage in the fur trade. In 1855, Ottawa, Ontario was incorporated as a city. By the 1860s, in addition to a large squared timber trade, Ottawa had one of the largest milling operations in the world. In 2001, a “new” city was created by amalgamating “old” Ottawa with 11 area municipalities and the Regional Municipality of Ottawa-Carleton.

Today, Ottawa has been named the ‘Best Place to Live in Canada’ by MoneySense magazine for the second year in a row. Our city may be the most prosperous, affordable and safe, but that’s not the case for everyone. For instance, 35.8% of people in Ledbury-Heron Gate-Ridgemont are living in low income, compared to 2.1% of people in Vars. Additionally, only 7.1% of children are vulnerable at school entry in Old Ottawa South, compared to 49.5% of children in Whitehaven. United Way invests in programs and agencies that will have the greatest impact on our priority neighborhoods to help our most vulnerable people. When we invest for impact, we can make Ottawa great for everyone.
Your Impact *

*Results may vary based on the timing of the report

Behind every changed life is a donor like you who made it happen.

Thanks to the generosity of Carleton University and its employees, we are changing the lives of people across our city every day. Through research, consultation and analysis, United Way Ottawa is able to identify where our community needs help. Together, we support kids in Ottawa’s most vulnerable neighborhoods to access safe and engaging after-school programs, help homeless youth access the supports they need to move off the streets into stable housing, and provide support to those experiencing mental health challenges.

Carleton University has been a key part of the United Way movement for 26 years. Since 2011, employees of Carleton University have contributed $856,462.92 to help the Ottawa community.

With your support, we have been able to achieve amazing things:

1,339 homeless youth got the support they needed to move off the streets for good.

65,767 kids have access to safe places like summer camps, homework clubs and after-school programs to learn, play and grow.

27,626 people struggling with their mental health got the support they needed through community-based services like counselling and peer support groups.
It’s incredible to see what Carleton University is able to accomplish when you come together with the commitment to create lasting change in our community. This isn’t easy—it takes hard work, dedication, creativity and commitment to supporting your organization in making a difference. We would like to recognize the following volunteers who, through their energetic leadership, ensured Carleton University’s campaign was a success:

- Debra Casselman
- Mamta Pathak
- Laura Storey
- Chantal Dion
- Adrian Chan
- Fran Craig
- Angela Hayward
- Susan Jameson
- Maria McClintock
- Linda Cruz
- Nicole DiBagio
- Christina Noja
- Amanda Bennett
- Samantha Munro
- Philip Mansfield
- Blanka Vallilee
- Bruce Marshall
- Katherine Gardner
- Anne Young
- Farnaz Ogaick
- John Tracey
Because of your generosity, people like Ruth were able to access supports that give newcomers the chance to compete for jobs in a process and language that might be foreign to them. "The face-to-face training was very important. When it came to the real interview I was confident, I didn’t get nervous, and I knew what to expect. I got the job.”
Carleton University’s support helps homeless youth move off the streets for good, assists newcomers in finding jobs that match their skills, and gives people with disabilities a sense of belonging in their community.

Finding housing for Ottawa’s homeless youth

Hundreds of Ottawa youth stay in emergency shelters every year.

With the help of our donors, we are getting youth into safe housing that allows them to focus on addressing the issues that led them to the streets in the first place—issues such as abuse, addiction, or mental health challenges.

- Since 2011, 1,339 young people got the support they needed to move off the streets for good.
- 95% of participants in a program for homeless youth were moved into permanent housing.
Creating opportunity for people with disabilities

At United Way Ottawa, donors contribute to frontline programs and services that help people with disabilities find employment in our community. This includes investing in mentoring, job training, placements and career development.

- Since 2011, 4,329 people with disabilities received support and training to find a job.

Helping newcomers find jobs that match their skills

Per capita, Ottawa attracts the most highly skilled and educated newcomers in Canada. By donating to United Way, you are helping bridge the gap between skilled immigrants and employers in Ottawa.

- Since 2011, 9,760 newcomers got the help they needed to find a job and start a new life in our city.
- Thanks to one program, 100% of newcomer youth gained employment experience.
- In another program, 77% of newcomer participants gained employment.

1 in 7 Canadians aged 15 years and older reported a disability.

Only 43% of people with disabilities participate in the labour market.

58% of newcomers cannot find employment in their field of study.

Nearly half of all newcomers who settle in Ottawa hold a university degree, and yet they experience higher levels of underemployment.
Building Strong and Healthy Communities

As a new mom, Clare didn’t know much about postpartum depression. She never imagined it would affect her, but one in five new mothers and one in 10 new fathers struggle with this mental health challenge. Thanks to your support, parents like Clare are able to connect with other parents in similar situations, talk about what they are going through, and know they are not alone.
Carleton University helps people struggling with mental health and addictions challenges, those experiencing a crisis, and vulnerable seniors.

Assisting those with mental health and addictions issues

1 in 5 people will personally experience a mental health issue in their lifetime.

Your generous gifts are invested in local initiatives that make it easier for people experiencing mental health challenges to access support.

• In one program, where Aboriginal youth had access to health services, participants reported improved mental health.

• 100% of adolescent mothers who received mental health counselling and peer support through a United Way-funded program were able to achieve academic success.
Helping people in crisis

In addition to United Way’s work in the mental health space, you are supporting initiatives that offer immediate, 24/7 help for those facing a crisis, ensuring the necessary supports are in place for recovery.

Since 2011, 150,469 calls were taken from people facing a crisis and 27,626 people struggling with their mental health got the help they needed.

Support for Ottawa’s vulnerable seniors

United Way Ottawa invests in programs, services and supports that help vulnerable seniors maintain their independence and stay active in the community.

Nearly 1 in 5 seniors say they feel lonely.

More than 30% of seniors in some local neighbourhoods live in poverty.

- 91% of seniors improved their ability to live independently through participation in a United Way-funded program.
- Since 2011, more than 32,000 seniors have benefitted from frontline services and programs.
Helping Kids Be All That They Can Be

Opportunities for success shouldn’t be determined by postal code. Thanks to your support, in a neighbourhood where the average dropout rate is 42 per cent, Bizuri, Brianna and Mo were able to access programs that supported their academic and social development—keeping them on track to graduate.
When Carleton University donates to United Way, you support efforts that prepare our children for school and provide safe spaces to learn, play and grow.

Preparing kids for school

50% of young children in Ottawa are not set up for academic success.

Early brain development research demonstrates that the early years of a child’s life are important for neurological development. United Way Ottawa’s goal is to ensure that vulnerable children within priority neighbourhoods have the supports they need to start school ready to learn.

• Since 2011, 18,060 preschoolers were ready to start school with the skills to succeed.

• 94% of teen parents in one program increased their confidence and strengthened bonds with their children through programs focused on child development.
Providing safe places during critical hours

22,685 kids live in poverty in Ottawa.

The time spent outside of school is as crucial to child development as time spent in the classroom. By donating to United Way, you are investing in programs like homework clubs, summer camps and tutoring programs that help kids in at-risk neighborhoods succeed.

- Since 2011, **65,767** kids have a safe place to go after school to learn, play and grow
- **70%** of kids who participated in an enhanced homework club improved their grades.

HELPING KIDS BE ALL THAT THEY CAN BE
Because of the continued generosity of organizations like yours, United Way is able to build strategic initiatives to address pressing issues in our city.
Project step
United Way Ottawa—together with Ottawa Public Health, the Champlain Local Health Integration Network, the Ottawa Network for Education—all four local school boards and others has forged a unique commitment to health promotion and to provide substance abuse support across the city of Ottawa.

10%
of Canadians 15 years and older deal with mental or substance abuse disorders.

40%
of Ontario high school students reported using at least one drug in 2013.

25%
of Ontario students in grades 7-12 have had someone try to sell them drugs.

1 in 6
Ontario high school students have used a prescription drug recreationally.

But thanks to community support, we are doing something about it.
We know that early intervention, education and family support can stop addiction in its tracks. In 2015/16, over 1,400 youth received counselling, and over 12,300 students and 3,015 parents participated in prevention/education sessions.

project-step.ca
Employment Accessibility Resource Network (EARN)

EARN is a community-wide initiative, led by United Way Ottawa, that builds partnerships across communities to improve employment opportunities for people with disabilities. EARN provides a coordinated point for education and expertise on employment, accessibility and workplace inclusion for both people with disabilities and employers.

One in six people with disabilities live in poverty, and in Ottawa only approximately 45 per cent of people with disabilities participate in the labour market compared with 76 per cent of the general population. There continues to be challenges to inclusion in the workforce including stigma, misinformed perceptions, and assumptions around capacity and skill.

We’re bringing people together to make a difference.

Over 100 employers, service providers, and community stakeholders have joined United Way in the movement to make inclusive and accessible workplaces.

Over 2000 people with disabilities have found employment since 2012, as a result of the efforts of our members.

Over 1300 professionals have participated in our ongoing educational and awareness events.

If you’re interested in accessing great talent and making your workplace more inclusive, please contact Shannon Bruce, Manager of Business Development, at 613.228.5790 or by email at sbruce@unitedwayottawa.ca

earn-paire.ca
Hire Immigrants Ottawa

Hire Immigrants Ottawa (HIO) is a United Way initiative that brings together employers, immigrant agencies and stakeholders to enhance employers’ ability to access the talents of skilled immigrants in the Ottawa area.

According to the 2016 Census, 19 per cent of all immigrants in Ottawa are low-income. For recent immigrants, 40 per cent are considered low-income.

The support of our community is helping to drive change.

HIO is increasing the capacity of employers in the Ottawa area to more effectively attract, hire and integrate skilled immigrants into skills-appropriate positions. As a result of this community-wide partnership, over 2,200 skilled immigrants have gained skills-appropriate employment.

To learn more about how to broaden your talent search, enhance your diversity and inclusion strategies or build the cultural competencies of your employees, please contact Kelly McGahey, 613.228.2502 or by email at info@hireimmigrantsottawa.ca

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hireimmigrantsottawa.ca
Leading the Way in Financial Performance

During the most recent reporting year, United Way Ottawa raised more than $27,091,050. Of this, 85 per cent of our funds were allocated to charitable programs and grants, and the remaining funds went toward management expenses and fundraising.

Managing donors’ contributions wisely

Each year, MoneySense Magazine releases an annual charity report. For the past four years, United Way Ottawa has earned an “A” — a top rating from the publication for financial performance.

The mark reflects our efforts — by both staff and our volunteers — to ensure we manage donors’ contributions wisely so that we can continue to fund vital programs and services to support people in our city who depend on us.

As an organization, our promise is to invest dollars where they are needed most and will have the greatest impact. This top grade further reinforces that donating to United Way Ottawa is the very best vehicle to build a strong, healthy, safe community for all.

More information on United Way Ottawa’s finances can be found online at uwco.ca/financials
Ways to Learn More

There is a tremendous amount of opportunity at your fingertips—including engaging ways to involve your colleagues and employees in your campaign and the work of United Way.

**Seeing is Believing Tours:** United Way organized agency tours provide an eye-opening experience for you and your employees to see first-hand how your donations are making an impact.

**Community Action Day:** Community Action Days connect workplace teams with community organizations, enabling them to work together and take action on a volunteer project.

The volunteer opportunities are varied and fulfilling and can be catered to your workplace—from serving meals to seniors, to helping out with a special event, painting or cleaning up a youth centre, beautifying a park, planting a new garden, providing professional business services and much more.

**Custom Campaign:** We have a remarkable team at United Way who can help align your campaign to your corporate goals and corporate social responsibility strategy. We are able to provide you with custom web pages and pledge forms to truly make your campaign your own.

**Event Invitations:** Throughout the year, United Way organizes several events that bring together Ottawa’s organizations and change makers. You and your colleagues can find yourselves on the invite list for Community Builder of the Year Awards, Schmoozefest, spark events and more.

And much more!

To learn more please contact Brittany Matthews, Donor Relations Officer at 613.683.3870 or by email at bmatthews@unitedwayottawa.ca
Thank You

CARLETON UNIVERSITY