



United Way
Kingston, Frontenac
Lennox and Addington

www.unitedwaykfla.ca

Impact Storybook

Changing Lives Locally



Building Strong and Healthy Communities

- **Erin** and 1,800 others, *accessed services by calling 211*. She and 60% of callers live on low income and need help navigating services.
- **Kamala** uses a wheelchair and needed help to *connect with support services*, along with 2,600 others, to help her live independently.
- **Debra** lost her vision, and with 345 others like her, has *learned daily living skills*, including safe travel around the community.
- **Dylan** and 213 others improved their *literacy skills* through one-to-one tutoring and group sessions.
- **Cory** was one of 93 physically-disabled individuals who got help *acquiring basic mobility devices*.
- 16-year-old **Tammy** lost her hearing and, along with 747 other Deaf or hard-of-hearing individuals, *improved her coping skills* through counselling and support.
- **Paul**, who has epilepsy, is one of 160 people who received *support, information and services that helped him and his family*
- **Cynthia** and 507 other women and their children left violent and abusive relationships by *accessing safe, emergency shelter and supports*.
- **Cameron** and 90 other rural residents in Frontenac County received *free, confidential counselling* in their own community.
- **Stuart** and 880 others learned better social, relationship and coping skills by *accessing affordable professional counselling*
- **Ella**, along with 80 other women coping with sexual violence issues, re-gained a sense of safety through *supportive counselling*.
- **Janet** was constantly in conflict with her parents and, along with 300 other children and youth, got *help through youth and family counselling*.
- **Sheri** and her 2 kids, like 37 other women and children, began rebuilding their lives free from physical abuse by moving into *supportive transitional housing*.
- After leaving the women's emergency shelter, **Maria**, and 276 other women continued with *skills training and supports* through an outreach program in L&A County.
- **Svetlana** and 290 other seniors maintained an active, healthy lifestyle by participating in *physical fitness and social activities* at a location close to their homes.
- **Jeremy**, and 34 other individuals with a disability, received *training and supports to eliminate barriers* and became volunteers in their community.
- **Yana**, along with 1,300 residents of North Kingston, *learned gardening skills and had access to affordable, locally grown produce* at a farmers market in their own neighbourhood.

*Names are changed for privacy



Helping Kids Be All They Can Be

- 12 year-old **Andrew** is one of over 1,400 kids whose grades and behaviour improved thanks to a *positive adult mentor*.
- **Erica**, and 113 other youth living in North Frontenac, developed leadership skills through *after-school programs* in their rural community.
- **Amina** was struggling at school and is *now on track to graduate*, along with 279 other high school students from Rideau Heights and the Inner Harbour.
- **Isaiah** is 16 and was at risk of developing an alcohol addiction but through intervention and counselling, he and 322 other kids had help to *overcome addictions*.
- **Francis** often exhibited aggressive behavior. Along with 203 other youth, he learned *new coping skills* and a changed attitude.
- **James**, like 18 other youth marginalized by homelessness and mental health issues, got *back on track* with professional, practical help.
- With *nutritious snacks and meals* provided at school, **Rochelle** and 14,500 other students could focus on school work and learning, rather than their hunger.
- **Emma** was being bullied but, like 660 other girls aged 9 to 13, learned coping skills and acceptable behavior through *in-school intervention workshops*.

Moving People From Poverty to Possibility

- **Peter**, along with 125 other adults and youth, was homeless and was able to *access emergency shelter, along with having* their basic needs met.
- **Kayla**, one of 65 youth and adults who were previously homeless, *learned to live independently* through transitional housing.
- **Amelia** had a *place to go and a hot meal every day*, thanks to over 42,000 meals served each year by local soup kitchens.
- **Julia** is one of 4,000 of the most vulnerable people in our community who accessed *free clothing and household items*.
- **Theresa**, a young mom with two kids, struggling with managing on a low income, participated with other caregivers in *prenatal, infant and parenting groups*.
- **Brianne's** 8 year old daughter, and 762 other children of low-income families, had *warm boots for the winter*.
- **Kristy**, and 1,000 other children from families struggling to make ends meet, started the school year with *school supplies and backpacks*.
- **Amber** and 262 other disadvantaged women received *professional work clothes and received training and supports to help them find employment*.
- **Gary** and 77 low-income adults found relief from pain through *emergency dental services*.
- **Jocelyn** got kicked out of her home. With 114 other youth, she found *support and emergency shelter* and returned to school.
- **Grace** is one of 170 high school students who learned the *impact of poverty* and the struggles faced daily by individuals with low incomes.
- **Bruce** and 473 other North Kingston residents on low income were provided with *support and referrals to help them cope with daily living needs*.



55,347

PEOPLE HELPED BY LOCAL AGENCIES IN KFLA



22,690

CHILDREN AND YOUTH ACCESSED PROGRAMS
TO REACH THEIR HIGHEST POTENTIAL



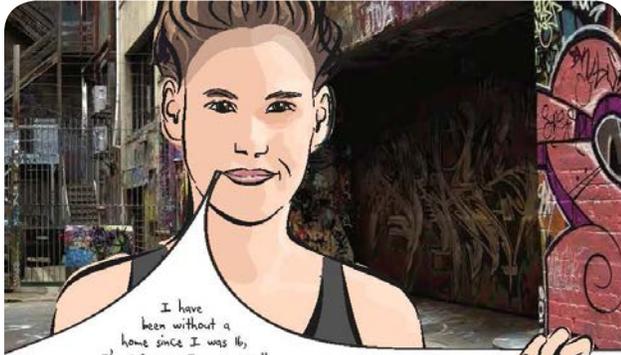
18,345

PEOPLE WERE HELPED BY OUR PROGRAMS
AND INITIATIVES IN MEETING THEIR BASIC
NEEDS AND MOVING OUT OF POVERTY



14,312

INDIVIDUALS AND FAMILIES WERE HELPED BY
PROGRAMS AND INITIATIVES SUPPORTING
PERSONAL WELLBEING AND STRENGTHENING
NEIGHBOURHOODS



I have been without a home since I was 16, I'm 20 now. I was sexually and physically abused by both parents since I was young. I finally gave up one night and started talking back so they kicked me out that night. Somebody told me there was a youth shelter in Kingston so the next morning I bought a train ticket and decided to check it out.

There I finished high school, and they told me about RISE. Where I on now, you get support, but you also get to live on your own and see what it's like. It's safe. I want to get my own apartment someday. I just finished a placement to get ready for job interviews. I'm planning to go to university.

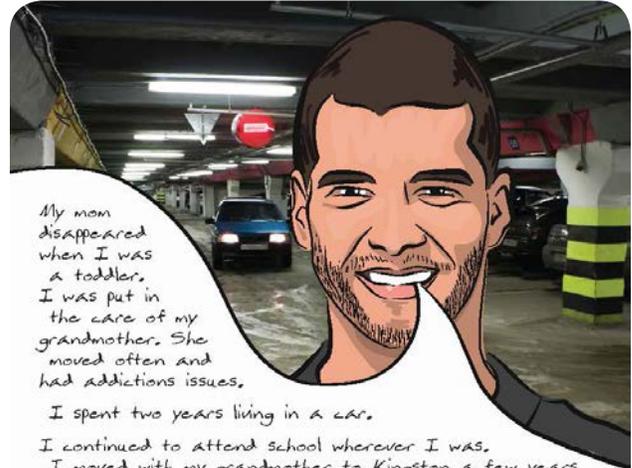
Youth homelessness is a problem in Kingston. Not everybody notices how hard it is to be homeless. Many youth don't yet know how to act like adults or how they should be treated. I've learned that it's a bad day, not a bad life.

You can make the changes you want to make if you focus on them. When you decide you're ready, there are people who want to help.

Call them at 211.
It's free. 24 hrs/day

— Autumny, homeless at age 16

For more information about youth homelessness in our community go to www.unitedwaylife.ca/programs/youth-homelessness



My mom disappeared when I was a toddler. I was put in the care of my grandmother. She moved often and had addictions issues.

I spent two years living in a car.

I continued to attend school wherever I was. I moved with my grandmother to Kingston a few years ago and, at the age of 15, was placed in foster care. It was the first time I slept in a bed by myself and had my own space.

I finished high school, and I'm currently living in one of the transitional homes. I'm enrolled in a program at St. Lawrence College.

If you are a kid who needs support, call 211. It's free. 24 hrs/day.

— Aidan, 18 years old

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I'm originally from Thunder Bay. I was adopted when I was 6 months and lived in 12 different foster homes. When I was 12 I started couch-surfing the homes of friends. I left for Belleville when I was 16 to move in with my girlfriend. When we broke up I was homeless, and slept in a tent for two years.

At 18, I moved to Kingston and was in and out of the youth shelter and the streets for a few years. I am 20 now, and in transitional/supported housing. I'm no longer on drugs and I work two jobs.

If you are a kid who needs support, there are people who want to help.

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— Dylan, homeless at age 12

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I've been in and out of different homes since I was 14. I'm 19 now. It began with family dynamics when I was younger, I was trying so hard to be self-sufficient when I was young and put so much pressure on myself. The first night away from home was frightening at first, but in a way I felt more comfortable. I could not cope with the constant changes of new service providers, changes of behaviors, and the risks and dangers others were surrounding me with.

I moved into the transitional program in 2014, it's been good. I've learned a lot in the program about how to work on myself, and life skills to live independently.

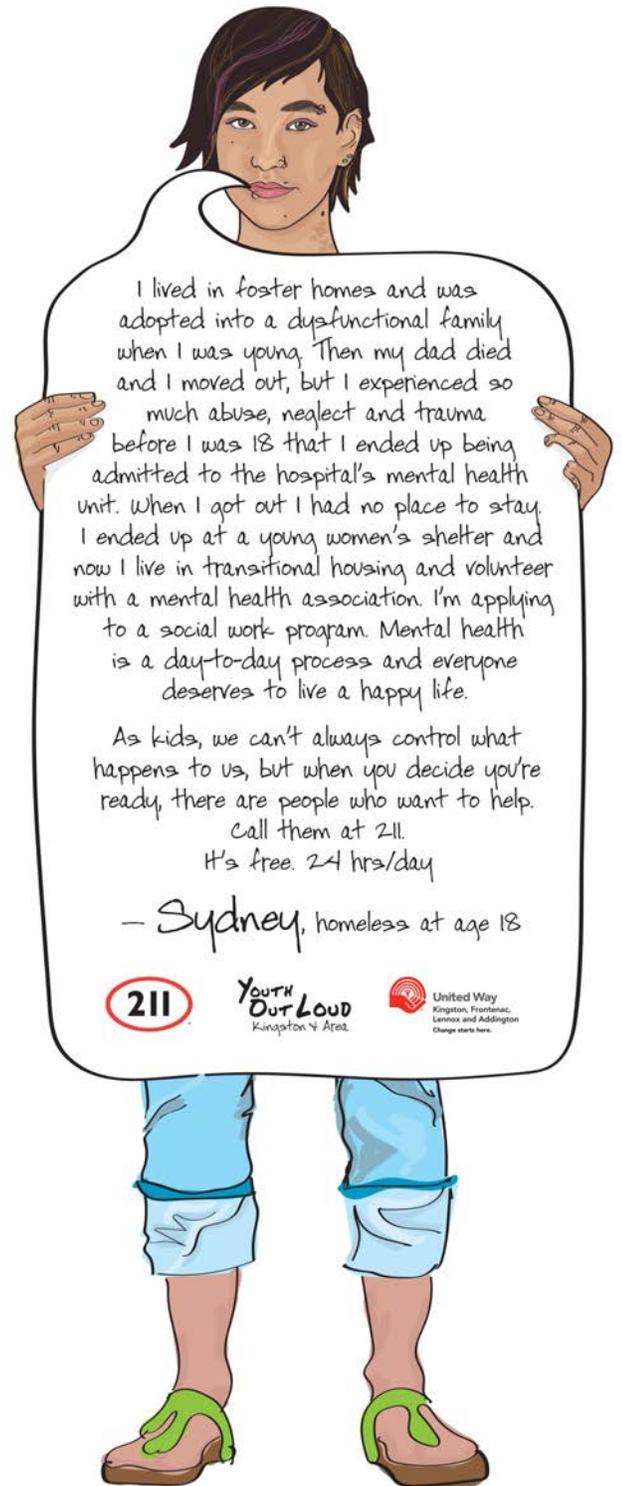
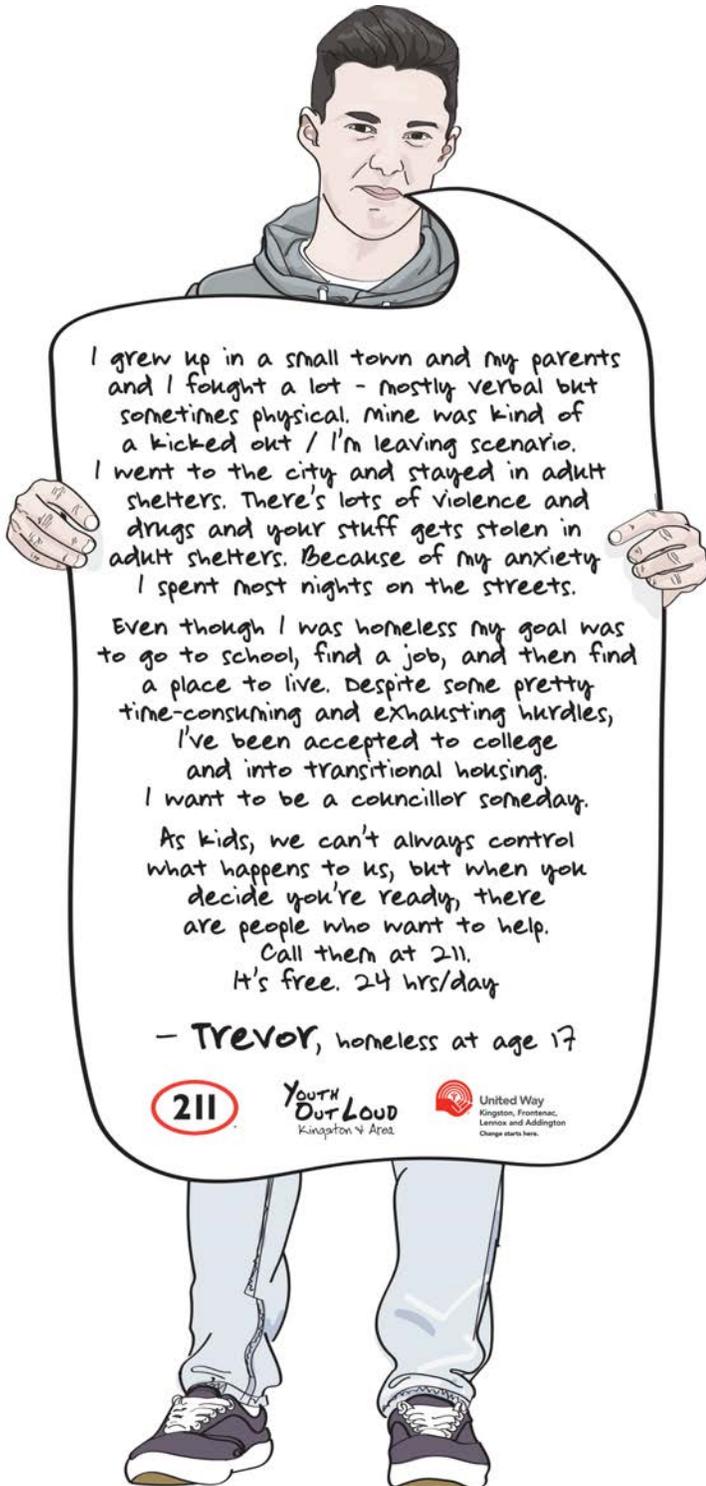
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Call them at 211.
It's free. 24 hrs/day.

— Paige, homeless at age 14

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Brian's Story: Youth Homelessness

Brian has lived in poverty his entire life. As a young boy, Brian had to struggle to survive, living in unsafe environments, not being able to properly feed himself every day.

Living in poverty affects you, especially at a young age. Brian lived in a very unstable environment with his mother, which in turn, led him to befriend people who were there to bring him down. He started doing drugs as a teenager and drinking excessively. At the age of 16, Brian was homeless, addicted to drugs and alcohol, and had quit school.

He came across a program that was suggested to him by a friend. Youth Services Program at Home Base Housing helps homeless and troubled youth turn their lives around. Brian was accepted into the program. He has been clean off drugs and alcohol for 4 years, lives in his own place, and started working full time. Without the help and funding from the United Way to support his transition through Home Base Housing and into his newly formed life, Brian believes that he would never have been able to achieve these successes.



www.unitedwaykfla.ca



Larissa's Story: Youth Homelessness

I have been without a home since I was 16, I'm 20 now. I was sexually and physically abused by both parents since I was young. I finally gave up one night and started talking back so they kicked me out that night. Somebody told me there was a youth shelter in Kingston so the next morning I bought a train ticket and decided to check it out.

There I finished high school, and they told me about RISE. Where I am now, you get support, but you also get to live on your own and see what it's like. It's safe. I want to get my own apartment someday. I just finished a placement to get ready for job interviews. I'm planning to go to university.

Youth homelessness is a problem in Kingston. Not everybody notices how hard it is to be homeless. Many youth don't yet know how to act like adults or how they should be treated. I've learned that it's a bad day, not a bad life. You can make the changes you want to make if you focus on them. When you decide you're ready, there are people who want to help.



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Cody's Story: Pathways to Education

Cody was two years old when his parents divorced and his mother left town. He stayed in Kingston with his alcoholic father. Without much money coming in, Cody often woke up hungry. Often the only food he ate was from his elementary school's breakfast program.

At 10 Cody was working part-time for a living. By the time he started high school, he was ready to drop out. That's when he saw a brochure from Pathways to Education, a United Way-funded agency that helps students like Cody learn to succeed—in school and in life.

Pathways hooked Cody up with tutors and with a mentor, Roger Romero, who has been in his life ever since. "The United Way makes so many things possible," he says. Pathways is just one of them. "Last year I learned that the breakfast program in my elementary school was funded by the United Way," he says. "They've literally saved my life in more ways than one."

Cody graduated from St. Lawrence College, the first person in his family to be a post-secondary graduate.



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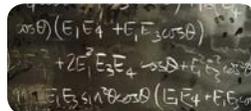
Johnny's Story: Pathways to Education

My name is Johnny. I am a 16 year old student and a participant of the Pathways to Education program which is supported by the United Way.

I want to thank my student/parent support worker and basically that is someone who supports both me and my parents. Roger is a great person; he helped me with a lot of things. He gives me advice when I needed help. He encourages me to get involved. He is like a big brother to me and it feels like he has known me for a while. Thanks to him it feels like I have someone in my corner.

With the support of Pathways I know I can make it. **"Believe it, and YOU WILL achieve it".**

Thank you for continuing to support the United Way, your support makes a difference. It really helps kids like me succeed!



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Fred's Story: A New Outlook

Fred had near-perfect vision, but in October of 2011, he suddenly found it difficult to see. "I had no idea what was happening," he says. He visited his optometrist, thinking it was time for his first pair of glasses. Instead he learned he was legally blind.

A lifelong firefighter, Fred suddenly couldn't do his job. With help from CNIB, he found another job, advocating for disabled firefighters.

Two and a half years later, Fred says he's able to get on with his life in large part thanks to CNIB. He credits the agency's vision specialist, with giving him the confidence to leave home, and a technology consultant, who helped him find a computer.

Because Fred still has some vision, he can benefit from some of the new technology. "There's an app that scans objects and tells you what colour they are," he says. "I can use it to help me colour coordinate my clothes."

Dressing sharply is important to Fred these days, as a Client Ambassador for CNIB and the United Way. "I can't read anymore, so my speeches are all from memory," he says.

"As much as my independence has been limited, CNIB has given it back to me," he says. "That's a credit to CNIB and United Way."



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Sam's Story: Living without hearing

The Canadian Hearing Society supports deaf people. As a deaf person, they've supported me in many ways, one of which is getting support for my mental health needs. Also for getting me technical devices that I may need like an alarm clock, hearing aid batteries,

I have lots of problems, and the Canadian Hearing Society has just made it possible for me to feel much better. To feel great as a person but also as a deaf person. I am now proud of who I am as a deaf person. Getting counseling with a person who is not deaf and who doesn't use sign language is very difficult, but here, I can receive counseling through a person who is either deaf or understands deaf people.

I say thank you because this helps us in a way that I can't even completely explain. They help us to access services, to break down barriers. That's really helpful because it makes us feel better as people. We no longer see the barriers as a problem but as something that can be brought down and that gives us more confidence that we can do things. It's not a situation where we can't, it's a situation where we can.



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United for Refugees: Coming to Canada

Together, working with local groups, we can help Syrian refugees find a home, become accustomed to a new language and culture, and offer long-term support for things like education and employment.

Ameena's story

Ameena was a trained architect back in her home country of Syria. After spending years in a refugee camp Ameena was able to relocate to Canada and make Kingston her new home. Thanks to your donation she was able to get re-certified to work in Canada as a licensed architect.



Moonif's story

Moonif suffered the loss of both his legs back in his home country of Syria. Thanks to your donation this new Canadian was able to get a custom fit wheelchair to assist him in his day to day mobility needs.

Rahima's story

Rahima is a young 13 year old girl from Syria who has lived for the past 7 years in a refugee camp outside of Syria. When Rahima arrived in Canada she had not seen a dentist in her entire life. Thanks to your donation she has been able to get dental care to provide her with the confidence to smile in her new home country.



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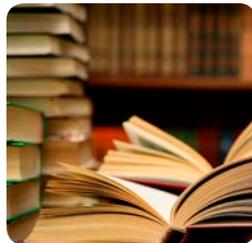
www.unitedwaykfla.ca



Sadie's Story: All That Kids Can Be

In the summer of 2011, after going through countless medical tests that no 10 year old should ever have to endure, I had the unfortunate luck of being diagnosed with Juvenile Myoclonic Epilepsy. For me and my family everything changed. The first thing we did was tap into a United Way Member Agency. I am a direct result of your dollars at work, I am a direct result of the impact the United Way has on this community. Strong people stand up for themselves but the strongest people stand up for others. I am asking you to stand up for the United Way, stand up for those who can't, stand up for me.

If you need to put a face to your United Way dollar I AM IT!



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By Donating \$2/Week



United Way
Kingston, Frontenac
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ONE CUP OF COFFEE
A WEEK OR (\$2)=
SCHOOL SUPPLIES FOR

15
CHILDREN

ONE CUP OF COFFEE
A WEEK OR (\$2)=
3 MONTHS OF TRANSITIONAL
HOUSING + LIFE SKILLS TRAINING FOR

1
WOMAN

ONE CUP OF COFFEE
A WEEK OR (\$2)=
NUTRITIOUS SNACK FOR

38
CHILDREN

ONE CUP OF COFFEE
A WEEK OR (\$2)=
HOT MEALS FOR

208
HUNGRY PEOPLE

By Donating \$10/Week



United Way
Kingston, Frontenac
Lennox and Addington

ONE FAST FOOD
MEAL A WEEK OR (\$10)=
WEEKLY MEALS FOR

3

RURAL SENIORS

ONE FAST FOOD
MEAL A WEEK OR (\$10)=
SUPPORTIVE PROGRAMS FOR

68

YOUTH AND ADULTS

ONE FAST FOOD
MEAL A WEEK OR (\$10)=
NUTRITIOUS SNACK FOR

184

CHILDREN

ONE FAST FOOD
MEAL A WEEK OR (\$10)=
HOT MEALS FOR

1,000

HUNGRY PEOPLE

By Donating \$20/Week



United Way
Kingston, Frontenac
Lennox and Addington

MOVIE + POPCORN
A WEEK OR (\$20)=
INTENSE TUTORING FOR

3

HIGH SCHOOL STUDENTS

MOVIE + POPCORN
A WEEK OR (\$20)=
BACKPACKS WITH SUPPLIES FOR

136

KIDS IN NEED

MOVIE + POPCORN
A WEEK OR (\$20)=
WINTER BOOTS FOR

170
CHILDREN

MOVIE + POPCORN
A WEEK OR (\$20)=
HOT MEALS FOR

2,000
HUNGRY PEOPLE

By Donating \$50/Month



United Way
Kingston, Frontenac
Lennox and Addington

GYM MEMBERSHIP
YOU DIDN'T USE (\$50/MONTH)=
INTERVIEW ATTIRE FOR

15

UNEMPLOYED WOMEN

GYM MEMBERSHIP
YOU DIDN'T USE (\$50/MONTH)=
HOT MEAL DELIVERY FOR

13

RURAL SENIORS

GYM MEMBERSHIP
YOU DIDN'T USE (\$50/MONTH)=
ADDICTIONS INTERVENTION FOR

7

YOUTH

GYM MEMBERSHIP
YOU DIDN'T USE (\$50/MONTH)=
HOT MEALS FOR

5,000

HUNGRY PEOPLE



ONE CUP
OF COFFEE A WEEK (\$2) =
SCHOOL SUPPLIES FOR
15
CHILDREN



United Way
Kingston, Frontenac,
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GOING
OUT FOR LUNCH
ONCE A WEEK (\$20) =
WINTER BOOTS
FOR 170
CHILDREN



United Way
Kingston, Frontenac,
Lennox and Addington

GOING
OUT FOR LUNCH
ONCE A WEEK (\$20) =
2500
MEALS
SHELTERS & FOOD PROVIDERS



United Way
Kingston, Frontenac,
Lennox and Addington

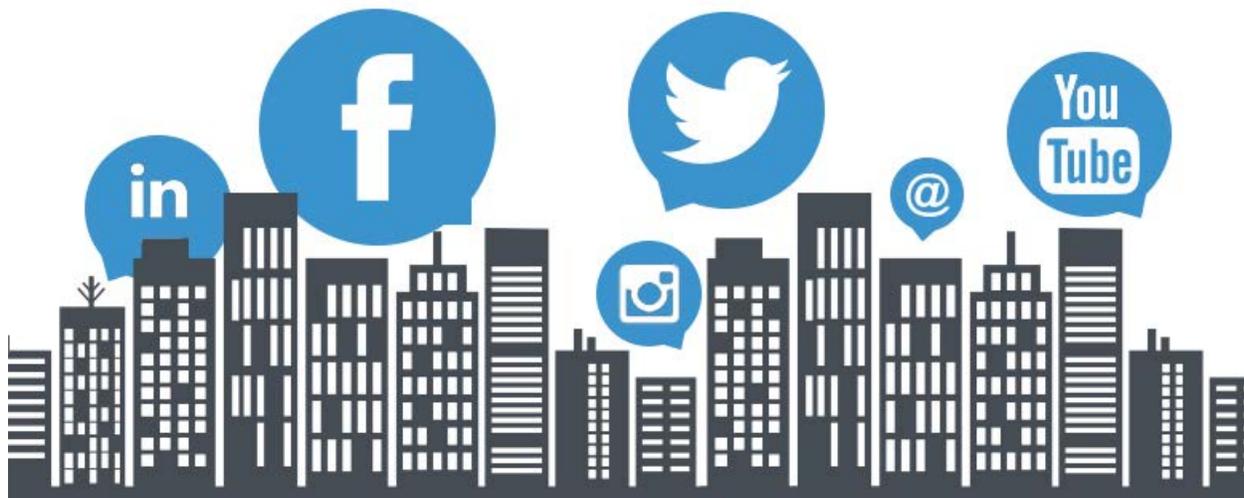
A SIX PACK
OF BEER A WEEK (\$10) =
INTERVENTION
WORKSHOPS
FOR 4 AT-RISK
MOTHERS



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Concept by City of Kingston Workplace Campaign



Don't forget to like and follow

If you aren't already following us, please like, join or follow us at:



@unitedwaykfla

Want to get some attention?

Try using some hashtags and make sure to tag us!

#ChangingLivesLocally #ChangeStartsHere #NextGenMasq #UnitedWayKFLA
#FareForFriends #FFF #unitedwaykfla #Volunteer #UWKFLA #NextGen

Organizing an event?

We try to attend as many events as we can, and will post photographs on our Facebook page as well as other social media channels.

If you want our help in promoting an event, just send us the details at: communications@unitedwaykfla.ca and we'll add it to our media alerts, social media and will promote it widely, if you wish.

If your event is private, but you'd like to share your amazing event broadly, send us pictures afterwards or feel free to tweet or post on our Facebook page.

Don't forget, we have banners, aprons, chef hats and lots of swag to display at events or in your workplace.

Logo Guidelines



United Way
Kingston, Frontenac
Lennox and Addington

United Way funded agencies and corporate supporters are welcome to use United Way Centraide Canada's logo in your communication and marketing materials. These guidelines are to be applied consistently to ensure a uniform visual presentation of the United Way brand. When using the bilingual brandmark, the English name should appear first when the supporting text is in English. Conversely, the French name should appear first when the supporting text is in French.



Logo
PMS 485
Coated C 0 M 95 Y 100 K 0
Uncoated C 0 M 73 Y 93 K 1
R 218 G 41 B 28
HTML DA291C

The United Way logo is a registered trademark and its symbol must be present by law. United Way Centraide Canada is the authorized registered user in Canada.

United Way
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Logotype
PMS 425
Coated C 0 M 0 Y 0 K 77
Uncoated C 0 M 0 Y 0 K 77
R 112 G 115 B 114
HTML 54585A

Logotype
PMS Process Black
C 0 M 0 Y 0 K 100
R 44 G 42 B 41
HTML 2C2A29

United Way KFL&A Logos:

The locally branded logo should be utilized on your website, campaign materials, social media and all other content you create. Please use these logos wherever possible. See next page for common misuses to avoid.



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Safety Zone

It is important that the logo never feels congested, and that it has a sense of openness. For that reason, we always keep clear space around the logo. No other elements, such as typography, pictures, partner logos, art or borders, can appear in the safety zone.

The safety zone is equal to the width and the height of the logo.

Minimum Size

The logo can never be smaller than 3/8" for print or 27 pixels for the screen.



Minimum Size

Graphic Elements

The United Way brandmark is made up of three distinct elements: logo + logotype + registered trademark symbol. The logotype can never appear in any form other than in its relationship with the logo, therefore it can never be used in isolation as a graphic or watermark.

However, the logo can be used as a graphic element in a design. The logo is made up of three graphic elements: a rainbow, a hand and a human figure. These elements can be used individually as graphics, icons or background treatments. They can appear in a diagram, as a watermark, pattern or background visual.

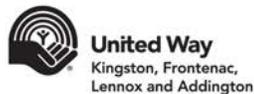
They can be screened or knocked out of a background or image, but these three elements should never be joined together in any way other than how they appear in the official logo. They can only appear in red PMS 485 or black.





Acceptable variations

The brandmark is available in a vertical and a horizontal format. The vertical format is preferred. There are black and white versions of each logo. The black and white version may be used as a knock out provided the safety zone is respected.



For more information, please email uway@unitedwaykfla.ca

To download the United Way KFL&A logo visit:
<http://www.unitedwaykfla.ca/get-involved/annual-campaign/>

Misuse of the Brandmark

Here are a few examples of misuse of the United Way graphic elements. The logo is not to be altered graphically in any way. Do not distort, stretch or tilt it. Do not alter the font or resize the text. Do not change, add or eliminate any portion of the symbol.



Do not rearrange the elements of the brandmark. This includes the logo and logotype.

Do not use the United Way worldwide logo.



Do not place other logos or elements (such as slogans) within the safety zone.

Do not place brandmark on a busy background

Do not distort, stretch or tilt the logo.



Do not tint or screen the brandmark.

Do not use an isolated element of the logo.

Do not alter the colours of the brandmark elements.

Do not use rainbow versions of the logo.



@unitedwaykfla



United Way
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