



United Way
Kingston, Frontenac
Lennox and Addington

www.unitedwaykfla.ca

2018 Impact Storybook

Changing Lives Locally



BUILDING STRONG AND HEALTHY COMMUNITIES

- **Joan** lives with dementia. She and 32 others were matched with a caring volunteer for weekly social activities to develop meaningful connections and reduce isolation.
- **Padma** and over 2,300 others accessed community services by calling 211. She and 60% of callers live on low income and need help navigating services.
- **Mike** and 166 others improved their literacy skills through one-to-one tutoring and group sessions.
- **Sam** and 101 other military veterans with PTSD or other trauma, along with their family members, improved personal relationships by accessing long-term counselling.
- **Emily** uses a wheelchair. Like over 2,300 others with a disability, she was connected with local support services to help her live independently.
- **Phillipe** and 114 other low-income seniors had access to legal services and advice to draft powers of attorney and prevent elder abuse.
- **Lucy** and 81 low-income seniors received subsidized hot meals delivered to their homes.
- **Richard**, a senior who needs help with his daily personal routine, attended an adult day program, along with 39 other rural residents.
- **Grant and Nnedi**, who lost their hearing or vision along with 753 others like them, learned coping skills to help them with daily living challenges.
- **Spencer** and 45 LGBTQ youth gained confidence and belief in themselves through safe, positive peer support groups.
- **Gabe** and 675 others accessed group programs, information, and referral services to help with mental health challenges.
- **Jason**, who has epilepsy, is one of 330 people who received support, information and services that helped him and his family.
- **Sheldon** was one of 123 physically disabled individuals who got help acquiring basic mobility devices.
- **Beverly** cares for her sister who has a developmental disability. She and 56 other caregivers learned healthy stress-management and self-care through a peer support group.
- **Amina** and 1,047 others improved social, relationship and coping skills by accessing affordable professional counselling.
- **Bryan** was constantly in conflict with his parents and, along with 370 other children and youth, got help through youth and family counselling.
- **Nikita** and 542 other women and their children left violent and abusive relationships by accessing safe emergency shelter, transitional housing and ongoing supports.
- **Giselle**, along with 91 other women coping with sexual violence issues, re-gained a sense of safety through supportive counselling.



HELPING KIDS BE ALL THEY CAN BE

- With nutritious snacks and meals provided at school, **Sydney** and over 14,900 other students could focus on learning, rather than their hunger.
- **Tyrone** was struggling at school and is now on track to graduate, along with 325 other high school students from Rideau Heights and the Inner Harbour.
- **Rasha** and over 1,800 children and youth developed positive interpersonal skills by participating in afterschool social, recreational and educational activities.
- **Tyler** often exhibited aggressive behaviour. Along with 285 other youth, he learned pro-social skills and a changed attitude.
- **Cara** was being bullied, but like 798 other girls aged 9 to 13, learned coping skills and gained resilience and confidence through in-school intervention workshops.
- **Amy** is 16 and at risk of developing an alcohol addiction. Through intervention and counselling, she and 283 other kids had help to reduce risky behaviours and overcome addictions.
- **Sanjay** called 911 when his daughter had a mental health episode and he didn't know what to do. He and 43 others were connected with community treatment and supports thanks to an early intervention program.

MOVING PEOPLE FROM POVERTY TO POSSIBILITY

- **Trish**, who has a chronic mental health issue, accessed landlord-tenant mediation and with 146 others received supports to avoid homelessness.
- **Daryl** and 193 other youth at risk of homelessness and struggling with mental health issues or family conflict got support through early intervention, life skills training, mediation and basic shelter.
- **Susan** and 1,223 others at risk of eviction received support, advocacy, and legal aid to remain housed.
- **Tamar**, one of 78 youth and adults who were previously homeless, learned to live independently through transitional housing.
- **Will** and 1,308 others at risk of homelessness got practical supports like help with applying for the social housing registry and referrals to community services.
- **Mimi** and over 12,200 others got fresh produce and prepared meals to improve their access to healthy food.
- **Fred** and 41 others learned new cooking skills to help them manage on a low income.
- **Felicia** had a place to go and a hot meal every day, thanks to over 42,000 meals served each year by local soup kitchens.
- **Rina** and 139 other disadvantaged women were outfitted in professional work clothes and received training and supports to help them find employment.
- **Dana** and 54 others improved their financial literacy through budgeting workshops and individualized support.
- **Alan** and 300 other low-income adults found relief from pain and infection through emergency dental services.



58,000

PEOPLE HELPED BY LOCAL AGENCIES IN KFL&A

20,852

CHILDREN AND YOUTH ACCESSED
PROGRAMS TO REACH THEIR HIGHEST
POTENTIAL

11,152

INDIVIDUALS AND FAMILIES WERE HELPED BY
PROGRAMS AND INITIATIVES SUPPORTING
PERSONAL WELLBEING AND SAFETY

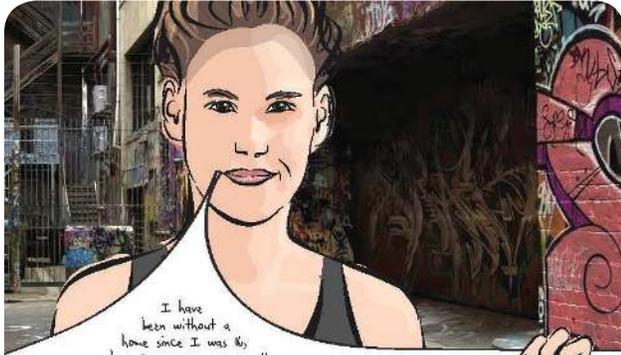
26,554

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

Youth Homelessness



United Way
Kingston, Frontenac
Lennox and Addington



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.

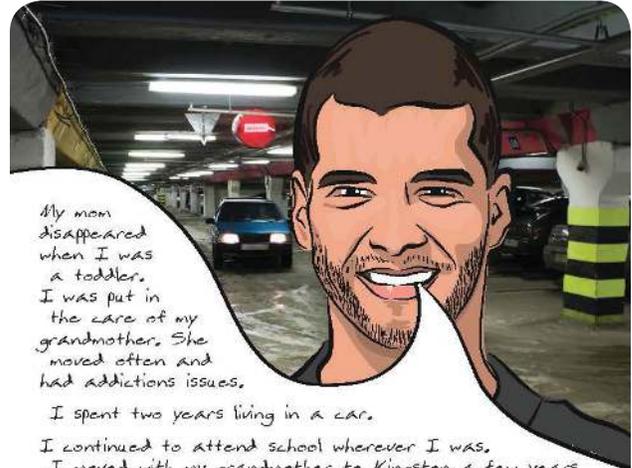
Youth homelessness is a problem in Kingston. Not everybody notices how hard it is to be homeless. Many youth don't yet know how to act like adults or how they should be treated. I've learned that it's a bad day, not a bad life.

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.

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.1111way.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

For more information about youth homelessness in our community go to www.1111way.ca/programs/youth-homelessness



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.

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

— Dylan, homeless at age 12

For more information about youth homelessness in our community go to www.1111way.ca/programs/youth-homelessness



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.

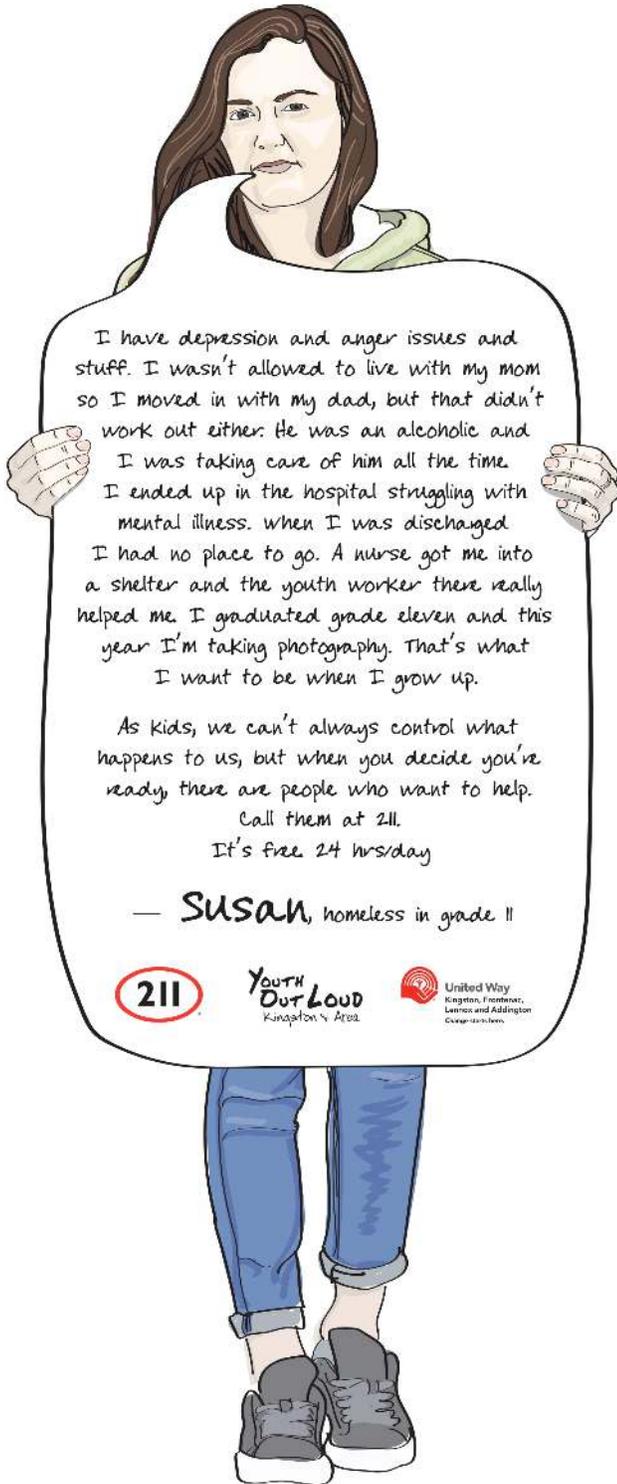
If you are a kid who needs support, there are people who want to help.

Call them at 211.
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— Paige, homeless at age 14

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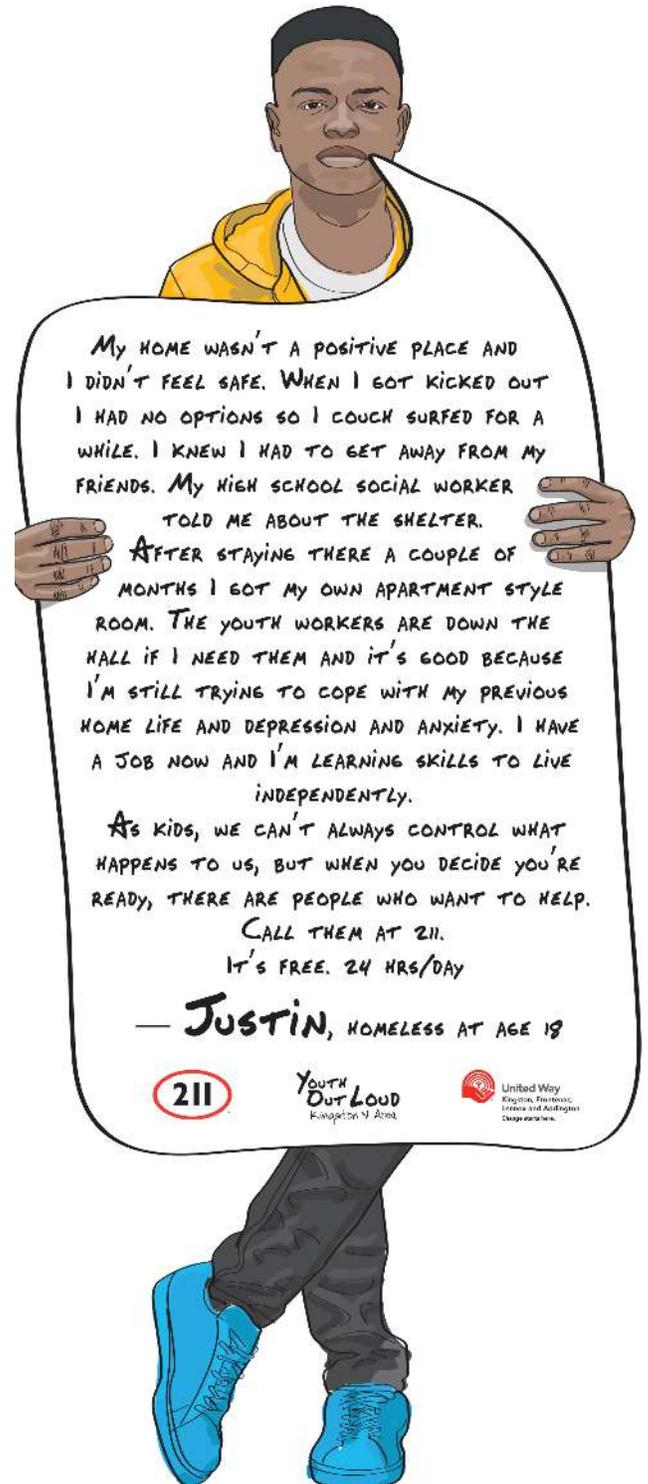
I have depression and anger issues and stuff. I wasn't allowed to live with my mom so I moved in with my dad, but that didn't work out either. He was an alcoholic and I was taking care of him all the time. I ended up in the hospital struggling with mental illness. When I was discharged I had no place to go. A nurse got me into a shelter and the youth worker there really helped me. I graduated grade eleven and this year I'm taking photography. That's what I want to be when I grow up.

As kids, we can't always control what happens to us, but when you decide you're ready, there are people who want to help.
Call them at 211.
It's free 24 hrs/day

— **Susan**, homeless in grade 11



Youth Out Loud
Kingston Area



My home wasn't a positive place and I didn't feel safe. When I got kicked out I had no options so I couch surfed for a while. I knew I had to get away from my friends. My high school social worker told me about the shelter.

After staying there a couple of months I got my own apartment style room. The youth workers are down the hall if I need them and it's good because I'm still trying to cope with my previous home life and depression and anxiety. I have a job now and I'm learning skills to live independently.

As kids, we can't always control what happens to us, but when you decide you're ready, there are people who want to help.
Call them at 211.
It's free. 24 hrs/day

— **Justin**, homeless at age 19



Youth Out Loud
Kingston Area





JOHN'S STORY: A HOME

My name is John Dickson and I wanted to tell you my story so you could learn how you helped change my life.

I'd never really had a home; I'd never really stayed in one place for very long. It wasn't anything I was used to from being a kid.

After years of struggling with housing issues, I moved to Kingston and was able to connect with Home Base Housing, a United Way funded agency which works to help transition many like me out of a life of homelessness. They helped me find a home and a community.

It's pretty cool, actually, the way it worked out. When I got a clock and I put the clock on my wall and the clock ticked, for the first time this ticking clock sounded like home.

It's the best home I've ever had.

Homeless people want homes. They don't need housing, they need homes. And homes are places where there is a neighbourhood, where there is a corner store, where there's gardens and old people and kids and dogs and all the rest of it.

As a United Way donor, I know that your support played a part in helping me go from homeless to having a home I can call my own, in a neighbourhood where I feel a sense of belonging, and for that, I thank you.

John Dickson



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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.



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REBEKAH'S STORY

Second Chances



I was diagnosed with anorexia in April of this year, and in June I was pulled out of school and put on bed rest for a slow heartbeat. I guess it had to take me being this close to being hospitalized to realize that I deserve so much better than this, that I'm sick of being controlled by this stranger in my head and playing it off like it's nothing new. I've been in recovery since the beginning of the summer. It pains me to know that I will always have a memory of facing this deadly disease, but it pains me more to know that other people in my community suffer alongside me.

And that's where Girls Inc. comes in. Imagine being able to look at someone and decipher whether or not they suffer from a mental illness?

We technically have this power and could use it every day, but we don't. We don't see the people around us dropping hints because they're too scared to face their problems or not want to approach anyone.

I grew up with frequent visits from Girls Inc. at my school and they always talked about self-esteem and how everyone should love and respect themselves. That right there could prevent a mental illness.

Some people are given second chances in certain situations, whereas others are not. And we have a way to hand out second chances.



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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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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.



www.unitedwaykfla.ca



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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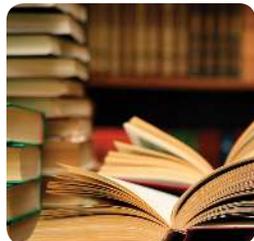
www.unitedwaykfla.ca



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
Lennox and Addington

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

ONE MONTH OF HOUSING FOR

3 WOMEN

ESCAPING DOMESTIC VIOLENCE

PACK OF GUM
A WEEK OR (\$2)=

HEALTHY FOOD

AT SCHOOL

FOR

39

STUDENTS

CHOCOLATE BAR
A WEEK OR (\$2)=

SCHOOL SUPPLIES FOR

18

CHILDREN

IN NEED

A BOTTLE OF POP
A WEEK OR (\$2)=

577

MEALS FOR PEOPLE WITH

LOW INCOMES



ONLINE SUBSCRIPTION
A WEEK OR (\$5)=

3 MONTHS

OF WEEKLY MENTORING

FOR **4 CHILDREN**

BAG OF CHIPS
A WEEK OR (\$5)=

ONE-ON-ONE
SUPPORT FOR

20

PEOPLE WITH
A DISABILITY

AN ENERGY DRINK
A WEEK OR (\$5)=

PROFESSIONAL WORK
ATTIRE FOR

3

DISADVANTAGED
WOMEN

ONE LATTE
A WEEK OR (\$5)=

WINTER BOOTS FOR

43

CHILDREN IN NEED



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

Music program
for one month for

6
children

A MUSIC ALBUM

A WEEK OR (\$10)=
EMERGENCY DENTAL
WORK FOR

4
LOW INCOME
ADULTS

PAPERBACK BOOK
A WEEK OR (\$10)=

LEADERSHIP PROGRAM
FOR

6
RURAL YOUTH

A BOUQUET
OF FLOWERS

A WEEK OR (\$10)=
MENTAL HEALTH
PROGRAMS FOR

8
PEOPLE



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

2

**Survivors of
Sexual Violence**

PIZZA DELIVERY
A WEEK OR (\$20)=
Addictions intervention
for

2

YOUTH

**LUNCH WITH A
COLLEAGUE**
A WEEK OR (\$20)=
MOBILITY DEVICE FOR

3

**LOW-INCOME PEOPLE
WITH DISABILITIES**

CABLE TV
A WEEK OR (\$20)=
**EMERGENCY
SHELTER FOR**

5

**WOMEN LEAVING
ABUSIVE RELATIONSHIPS**



GYM MEMBERSHIP

YOU DIDN'T USE (\$50/MONTH)=

**4 MONTHS
OF COUNSELLING
FOR**

3

**PEOPLE
IN A RURAL
COMMUNITY**

ON DEMAND TV

(\$50/MONTH)=

LEGAL ASSISTANCE FOR

2

**VULNERABLE
LOW-INCOME SENIORS**

VIDEO GAME

(\$50/MONTH)=

**AFTER SCHOOL
PROGRAMMING FOR**

10

CHILDREN

SALON VISIT

(\$50/MONTH)=

**TECHNOLOGY
TRAINING FOR**

5

**VISUALLY IMPAIRED
PEOPLE**

Dollar Statements

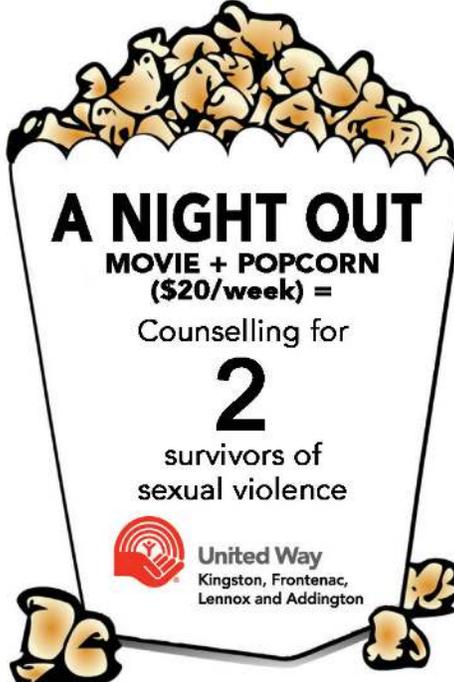


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**VIDEO GAME
(\$50/MONTH)=**



**AFTER SCHOOL
PROGRAMMING
FOR
10
KIDS**



**A NIGHT OUT
MOVIE + POPCORN
(\$20/week) =**
Counselling for
2
survivors of
sexual violence

 **United Way**
Kingston, Frontenac,
Lennox and Addington



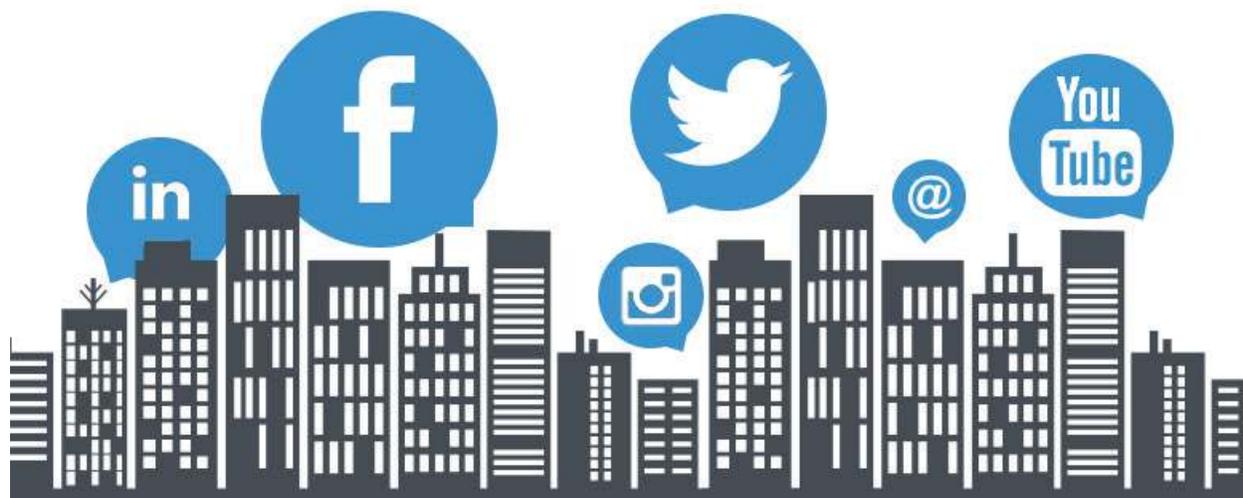
**ONE FAST FOOD MEAL
A WEEK OR (\$10)=**

Music program for
one month for
6 CHILDREN



 **United Way**
Kingston, Frontenac,
Lennox and Addington

**CABLE TV
A WEEK OR (\$20)=
EMERGENCY
SHELTER FOR
5
WOMEN LEAVING ABUSIVE RELATIONSHIPS**



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
Kingston, Frontenac
Lennox and Addington

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.

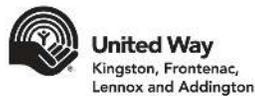
However, the logo can be used as a graphic element in a design. The logo is made up of three graphic elements: a rainbow, a hand and a human figure. These elements can be used individually as graphics, icons or background treatments. They can appear in a diagram, as a watermark, pattern or background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

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