

Local Love

in action



United Way KFL&A Key Messages – 2020

- This year the community has been working together to find collaborative, and new, innovative ways to support those most impacted by the pandemic
- United Way KFL&A's 2020 Campaign Cabinet and staff have been hard at work adapting and changing the traditional workplace campaign to address health regulations and workplace changes
- Many events won't be possible with physical distancing and each workplace is in their own stage of adapting during the pandemic
- United together, this community can accomplish more than any one individual and we can continue to change and impact local lives

Foundational information:

- Last year, over 59,000 individuals in the KFL&A community were helped locally through a United Way funded program or agency
- This focus has set a strong foundation to enable United Way KFL&A to address the increased demands on social services due to Covid-19
- United Way continues to focus on long-term strategies, partnerships, and programs that focus on prevention and addressing root causes
- United Way is working closely with local partners to tackle immediate needs and continue to help the most vulnerable members of our community

COVID-19 Stats:

- \$1.6 million of special Covid-related funding was invested in 87 local programs, 42,000 individuals helped in the first 4 months of the pandemic.
- Additionally, over \$900,000 was invested in supporting and providing stable funding for partner agency programs in the same period.
- Agencies have used this funding to innovate, adapt their programs, add virtual components and technology

Needs being addressed

- #1 need through the pandemic is food - 1,600 meals are served a day; 3,300 hampers/baskets are being delivered every month including to low-income seniors, students and families
- Increased need in mental health supports and counselling
- Domestic violence, counselling, calls related to sexual assault have grown considerably.