

UNITED WAY KFL&A COVID RESPONSE

Since the beginning of the pandemic United Way KFL&A has continued to work to find ways to develop collective and proactive approaches to the situation, working with agencies to ensure our community can continue to serve all residents, especially the most vulnerable.

[The United Way KFL&A COVID-19 Emergency Response Fund](#) was set up almost immediately and our community stepped up; because of caring, supportive, and generous donors who saw the needs and trusted United Way, agencies and programs were able to adapt and respond quickly, helping community members in need. This included everything from finding adequate cleaning supplies, PPE [personal protective equipment], and takeout containers to helping agencies with myriad technological demands and the enormous challenge of going virtual – and much more.

Locally, through the pandemic in 2020, United Way invested \$5.5 million that has helped 76,000 people in KFL&A through 70 unique organizations and over 220 programs. This is through all funding sources – United Way KFLA Covid-19 Response Fund, campaign dollars as well as federal funding (details below) stewarded by United Way, supporting programs through the pandemic.

In 2020, United Way was entrusted in distributing federal funds to assist communities throughout the pandemic, receiving \$65,000 through the [New Horizons for Seniors Program \(NHSP\)](#), allocated by Employment Social Development Canada, over \$2 million through the [Emergency Community Support Fund \(ECSF\)](#) and Reaching Home Covid-19 Funds. These funds provided financial support to charities adapting their frontline services to support vulnerable Canadians during the COVID-19 pandemic and included expanded meal programs like the Seniors' Food Box and delivery programs, outdoor space expansions, isolation check ins, expanded shelter capacity and so much more to support people in need.

For a full list of grants and programs please visit <https://www.unitedwaykfla.ca/grants/>

In addition to the funding allocations, United Way KFL&A established the Social Services Recovery Task to explore opportunities for stabilization, collaboration and coordination among agencies in the social services sector in KFL&A. The taskforce continues to meet on a quarterly basis in 2021 to work on the [priorities established](#).

Our United Way also took on several initiatives in 2020 to support the needs in the community including Tampon Tuesday, the Backpack Campaign, a mask campaign called [United Together](#), a [regional Coat Drive](#) and an [extensive Donation Drive](#) prior to the holidays. All of these campaigns saw tremendous response and success, showing just how much many in the community are looking for ways that they can help.

We continue to evaluate the changing situation on the ground in 2021 and know that challenges will persist now and beyond the end of the pandemic. Frontline agencies are hard at work to ensure they can continue to serve residents, but they can't do this alone. They rely on the support of the community and donors to continue to show their #locallove in support.