

United Way Impact Areas

United Way works closely alongside issue experts on research planning tables to understand our community's needs and facilitate investment in programs through a volunteer Community Impact Committee. United Way has identified five essential building blocks to create strong neighbourhoods and thriving communities, including:

Connected Kids

All children and youth should believe in themselves and feel like they are a part of the community in which they live. When they feel a sense of belonging and pride in their communities, they are better able to deal with life challenges and get involved. Children who participate in activities are more likely to have higher self-esteem, develop skills for learning and form positive relationships.

Adequate Basic Needs

Basic needs include food, housing and income. These are crucial social determinants of health that individuals and families need to survive and thrive.

Sense of Belonging

Feeling a sense of belonging and participating in your community benefits individuals, organizations and communities alike. People who are connected to others and their community tend to be happier and healthier. Belonging and participating are ways to get emotional support, feel valued, decrease social isolation and give back to the community.

Positive Mental Health

Positive mental health means people can handle life's challenges. Mental health, poverty and overall well-being are connected. People who struggle with mental illness are more likely to have chronic illnesses. A mental illness can impact a person's ability to pursue education, or to find employment.

Supports for Seniors

Social networks provide social, emotional and financial support to individuals, while connecting them to other groups, people and opportunities. Social participation affects physical and mental health and is especially important for older adults. Health benefits include better quality of life, living longer and a decreased risk of acquiring a disability, depression, anxiety or dementia.