

**BECAUSE**  
**WE ♥ WPG**  
*Let's rally to recover*



**United Way**  
Winnipeg

*When the COVID-19 pandemic hit our community, Winnipeggers were thrown into a crisis that didn't just take us by surprise, but by storm.*

*We've seen many changes in our community. More people are living with uncertainty. There has been a toll on our mental health, our relationships, and our financial security. More Winnipeggers are living in or on the edge of poverty. Stress is high.*

*There are, however, many things in our community that have not changed. Our care and compassion for each other. Our prairie determination. Our sense of community.*

*Because we love Winnipeg, we will rally. We will rally our energy, time and talents. And where we can, our dollars.*

*We are, and always will be, stronger together. United.*

# From Sprint to Marathon

On behalf of our donors, United Way Winnipeg quickly affirmed stable, flexible support to agency partners and provided additional immediate funding to agencies supporting Winnipeg's most vulnerable citizens. We matched volunteers to agencies

looking for help, established a Knowledge Hub of curated resources for nonprofit agencies, and we partnered with the Government of Canada to steward crisis relief funding for programs supporting the most vulnerable in our city.

That was our initial response to keep everyone safe. But now we need to focus on our community's road to recovery. Research shows that large scale disasters are followed by increases in depression, substance use, a range of other mental and behavioral disorders, domestic violence, child welfare issues, and more.

We need to throw our support behind Winnipeggers, and help them take back their hopes and dreams for themselves and their families. What started as a sprint has become a marathon, and we need your help to reach the finish line.

*Let's rally to recover! Together, we can make sure no one gets left behind.*



## United in Helping

United Way Winnipeg donors and volunteers support Winnipeggers in three key areas: **helping kids be all they can be, moving people from poverty to possibility, and building healthy people and strong communities.** This work is more important than ever.

United Way Winnipeg donors provide stable funding to more than 100 local agency partners and programs. **This network of support is for all Winnipeggers.**

**100% of every donation to United Way Winnipeg goes directly to the community,** thanks to a generous grant from the Province of Manitoba that offsets fundraising and administrative costs.

### Every dollar counts.

Every dollar is invested to have the biggest impact.



**United Way**  
Winnipeg

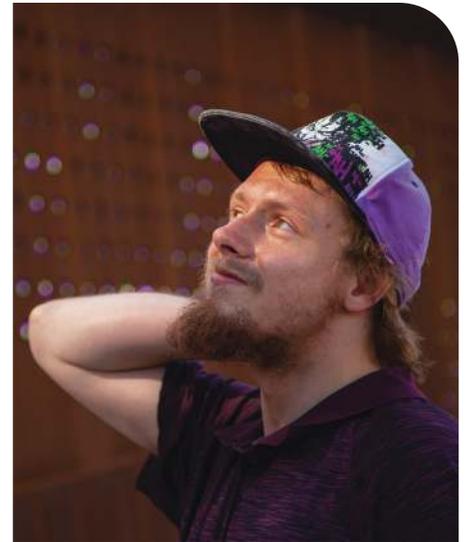
As we look ahead, here are some of the areas of greatest need in our city:

## Mental Health & Addictions Support

Prior to the pandemic, one in three Manitobans (over 15 years of age) had significant mental health or substance use challenges. **Half of Canadians say their mental health has deteriorated during the COVID-19 pandemic.** COVID-19 has exacerbated existing conditions for some and triggered new challenges for others. Support aimed at prevention, education and treatment is critical.

**Please keep this support in place—and help us to do more**

- **35 agencies** provide counselling and wellness services; more than **45,000 people** received counselling sessions last year alone.
- **14 agencies** serve individuals who are homeless and/or precariously housed.



## Family Supports

Many families are struggling to pay their bills and provide essentials such as food, rent, baby formula and supplies, hygiene products, and cleaning supplies. Relationships are strained and domestic violence is on the rise. Prior to COVID-19, Manitoba had the highest rate of children in care in Canada (and beyond). We can lower the stress in families with supports for basic needs, parenting, respite and youth activities—and we need to make sure there's always a safe place to go.

**Please keep this support in place—and help us to do more**

- **23 Family Resource Centres (FRCs)** support over **35,000 families** in a typical year.
- **32 youth-serving agencies** that support over **75,000 youth**.

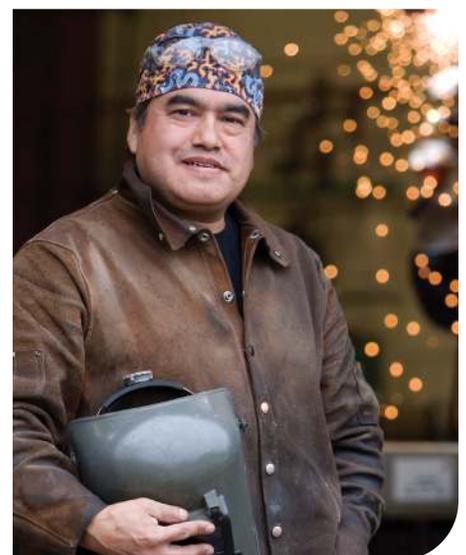


## Job Readiness and Training

Nearly **85,000** Manitobans lost their jobs between February and April. **Women and young people have been hardest hit, with women more than twice as likely to lose their jobs as men.** Services that assist people with job readiness and skills training and programs that help people manage their finances, file their taxes and access eligible supports and learn money management skills, are critical to helping individuals and families be self-sufficient.

**Please keep this support in place—and help us to do more**

- **12 agencies** provide life and employment skills programming.
- **12 agencies** offer asset building, money management, and financial empowerment programs.
- **Over 24,000 individuals** accessed programming to move out of poverty last year.



*The need in our community is significant. A strong network of agencies is critical to the health and well-being of Winnipeggers—and to the future of our city.*

*We need your help.*



**BECAUSE**

**WE ♥ WPG**

*Let's rally to recover*

**UnitedWayWinnipeg.ca/give**

**(204) 477-UWAY (8929)**



**United Way**  
Winnipeg

580 Main Street, Winnipeg MB R3B 1C7

**P** 204-477-5360 **E** info@unitedwaywinnipeg.ca **W** unitedwaywinnipeg.ca

**f** unitedwaywinnipeg **t** unitedwaywpg **i** unitedwaywpg **in** unitedwaywpg