

Executive Summary



United Way
Peel Region



In recent years, United Way has undergone shifts in how it works to serve the Region of Peel and the municipalities that fall within it: Brampton, Caledon and Mississauga. The historic “umbrella fundraiser” that collects donations to distribute to community partners has transformed into a social change agent focused on making the biggest community impact by rallying the power of caring Peel citizens and workplaces.

In 2011, United Way of Peel Region launched a change process to redesign its investment strategy and fund distribution model. Through its efforts, United Way of Peel Region — aligned with United Ways across Canada — is focused on achieving measurable, long-term social impact and public engagement. United, we will:

- Move people from poverty to possibility.
- Help kids be all they can be.
- Build healthy people and strong communities.

United Way undertook a community engagement and consultation process to develop impact strategies to guide United Way’s fund distribution beginning in April 2013.

What does United Way do?

- We work to create opportunities for a better life for everyone living in Brampton, Caledon and Mississauga.
- We make a difference every single day for people who are struggling.
- We’re tackling the root causes of existing social issues.
- We bring people together who share a common goal of transforming Brampton, Caledon and Mississauga into thriving, healthier communities for everyone.
- We invest for maximum impact and monitor and evaluate everything we do.

The Consultation Process

The rigour and work invested in this change process was extensive. The initiative took into account identified priority needs within Peel, informed research about successful strategies and the perspective of donors at both the individual and corporate level. Consultations were also held with United Way funded agencies, community agencies, other funders, selected key informants and United Way staff and volunteers. This consultation and review process took place from February to June 2012. The result is a new investment strategy within United Way Canada's new brand framework.

United Way cannot address every challenge facing our community but we do know there are several critical areas where we can effect real and positive change. To address these areas, we will focus our efforts and discretionary investment on targeted priority goals outlined briefly in this document and in more detail in the full Investment Strategy Review report available at www.unitedwaypeel.org.

Our Region's Reality

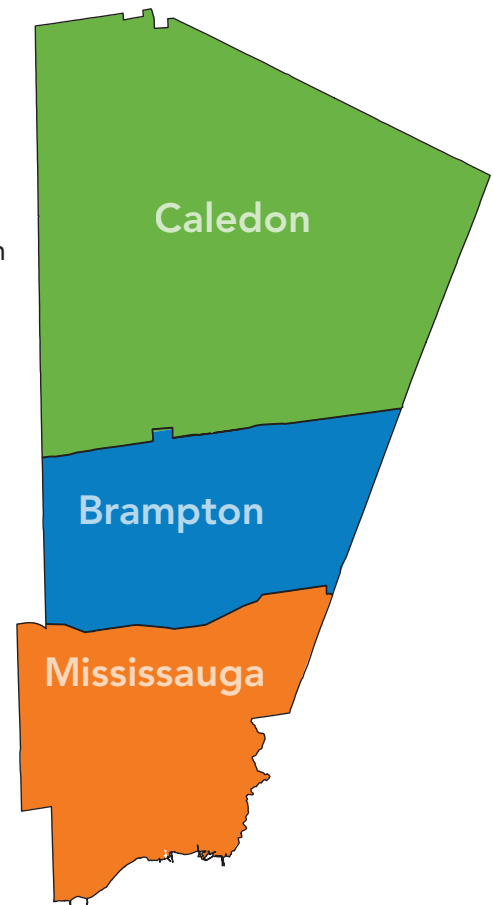
The Region of Peel continues to grow at a significant rate. The 2011 census reports Peel's population is 1,296,814, an increase of 11.8% over 2006 (2011 Census). It is important to note that visible minorities make up 50% of the population based upon the 2006 census data (2006 Census). The proportion of the population that are immigrants rose from 43% in 2001 to 49% in 2006.

In the face of this kind of growth, Peel's community health and social service infrastructure has not kept up. The Fair Share for Peel Task Force reports that the per capita funding by the provincial government for key social services in Peel is between 34.1% and 52.7% of the provincial average.

The 2006 census marked a significant change in the levels of poverty within Peel. It reflected dramatic growth in the number of children living in poverty since 2001. In Peel, 1 in 5 (20%) of young children (aged 0 to 5) live in poverty (Peel Counts 87). This rate is higher than the national and provincial rates of poverty for children.

In 2006, 15% of Peel's population (or 1 in 7 people) were living in poverty (Peel Counts 87). If this rate were applied to 2011 census population, it would represent 195,500 people.

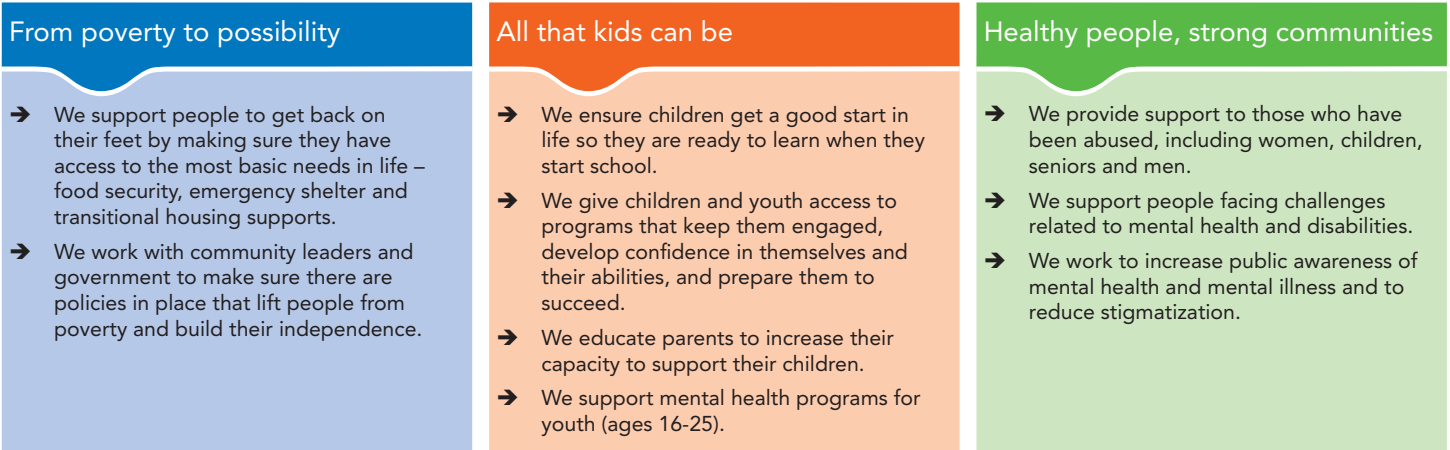
Poverty has a broad and serious effect on the lives of people dealing with it on a daily basis. Poverty — also known as socioeconomic disadvantage — has a negative impact on many measures of health status, including: mortality, life expectancy, health-related quality of life, disability, cardiac disease, obesity, depression, and maternal and child health" (Region of Peel 25).



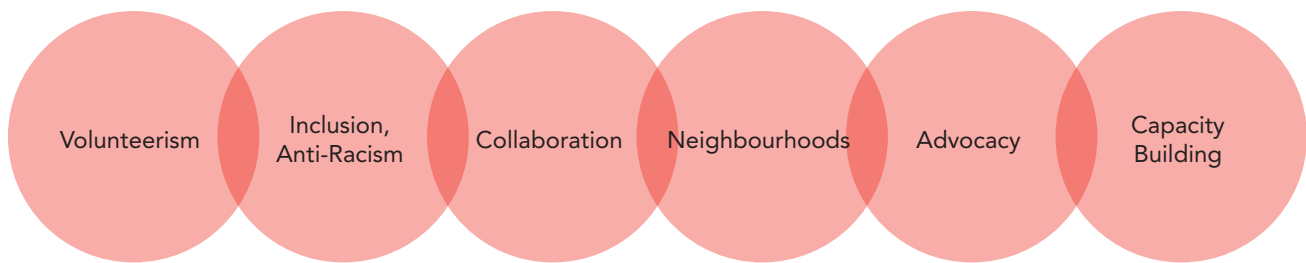
United Way of Peel Region Investment Strategy

Within the context of Peel Region’s demographics and social challenges, it was determined that a foundational focus on poverty as the connecting theme would provide strategic attention and depth to United Way’s investment strategy. Poverty is connected to many complicated social issues. United Way’s role through this investment strategy is to support specific approaches that move people out of poverty, provide opportunities that lead to an improved quality of life and prevent people from falling into poverty. Specifically, as a result of its strategy, United Way of Peel Region will be:

- Investing in children and youth to **prevent** poverty.
- Investing in individuals vulnerable to **falling** into poverty.
- Investing in individuals **experiencing** poverty.

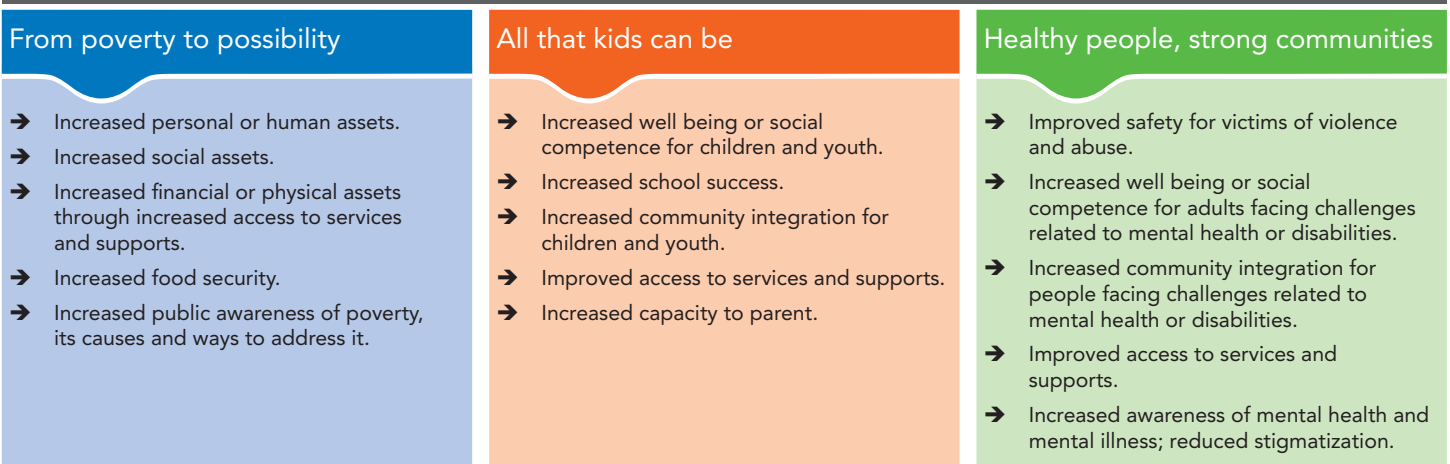


Connecting Theme: Poverty



Enablers for the Three Focus Areas

Performance Measurements



Next Steps

United Way of Peel Region will use a multi-pronged approach that will include the following strategies:

1. Engage and mobilize community (dollars, influence, time, knowledge action).
2. Address underlying causes.
3. Strengthen the network of services and capacity of non-profits and community.
4. Influence public attitudes, systems and policy.

United Way of Peel Region's new investment strategy is focused, aligned with the national movement priorities and responds to the needs of Brampton, Caledon and Mississauga. Using a poverty lens, it provides United Way with specific strategies to improve lives and build community.



The Board of Directors of United Way of Peel Region approved a new Fund Distribution Model in December 2011. This effectively commits United Way of Peel Region to open its funding process to all non-profit charitable organizations in Peel Region who are delivering programs and services in any of the three focus areas.

For more information, visit unitedwaypeel.org or call 905-602-3650 and ask for the Community Investment department.

"Visible Minority Population by Visible Minority Group, 2006 Census." *Region of Peel*. Peel Data Centre, n.d. Web. 5 October 2012.

"2011 Census: Populations & Dwelling Counts." *Region of Peel*. Peel Data Centre, n.d. Web. 5 October 2012.

Region of Peel, Ontario Trillium Foundation and United Way of Peel Region. *Peel Counts: Collective Impact Through Results Based Accountability Report*. Peel Region: 2011. Print.

Region of Peel. *2011 Health in Peel: Determinants and Disparities*. Peel Region: Region of Peel 2011. Print.