

UNITED for people in need

United Way British Columbia and
City of New Westminster 2025
Workplace Campaign



United Way
British Columbia



New Westminster is located on the unceded and unsurrendered land of the Halkomelem speaking peoples.

I am grateful for the opportunity to be in this territory.

The relationship with these lands and waterways has been stewarded by Indigenous communities since time immemorial, long before the establishment of contemporary boundaries, and we humbly recognize that many of these territories remain unceded



United Way
British Columbia



United Way British Columbia

We're united for people in need.

We step up and strengthen the vital connections that help people and communities across the province.

We find and fill critical gaps in care, and rally support around important issues.

We're a bridge. Between isolation and connection, urgent need and rapid response, poverty and food security. Between people's desire to contribute locally, and those who need help.

We bring people together in tough times.

We're here to make a difference, where and when it's needed most.

UNITED

for people in need

Unleash your
community love.



What is a Campaign Associate?

For a 16-week, full-time term, a Campaign Associate (CA) helps United Way raise much-needed resources for children, families and seniors in need throughout our regions. From September to December, the CA that you sponsor or loan is an ambassador for your organization or union during United Way's annual fundraising campaign.

How can we get involved?

- **Loan your employee:** Send us one of your keen employees to work as a CA while representing your organization or union during our campaign.
or
- **Sponsor an individual:** Provide us with a \$15,000 sponsorship and we'll find a bright, personable individual to represent your organization or union for United Way.

What's the return on investment?

- **For your community:** You'll be helping United Way raise funds that will help make a positive impact across your region.
- **For your organization or union:** If you loan an employee to be a CA, your organization or union gets back an individual who has received \$15,000 worth of professional development training.
- **For your employee:** If you loan an employee, they will have gained invaluable skills and experience that can benefit your workplace.

Impact and Investment Numbers for 2024/25 - Summary

School's Out & School's Out Summer = \$239,256

Better at Home = \$237,240

Social Prescribing Programs = \$108,057

Food Security (Region) = \$2,497,964

211 Hotline = 1,206 Calls and 3,291 Referrals; most common call reasons: Housing & Homelessness, Mental/Physical Health and Income & Financial Assistance

UNITED

for emergency response

Utilizing our extensive network of:

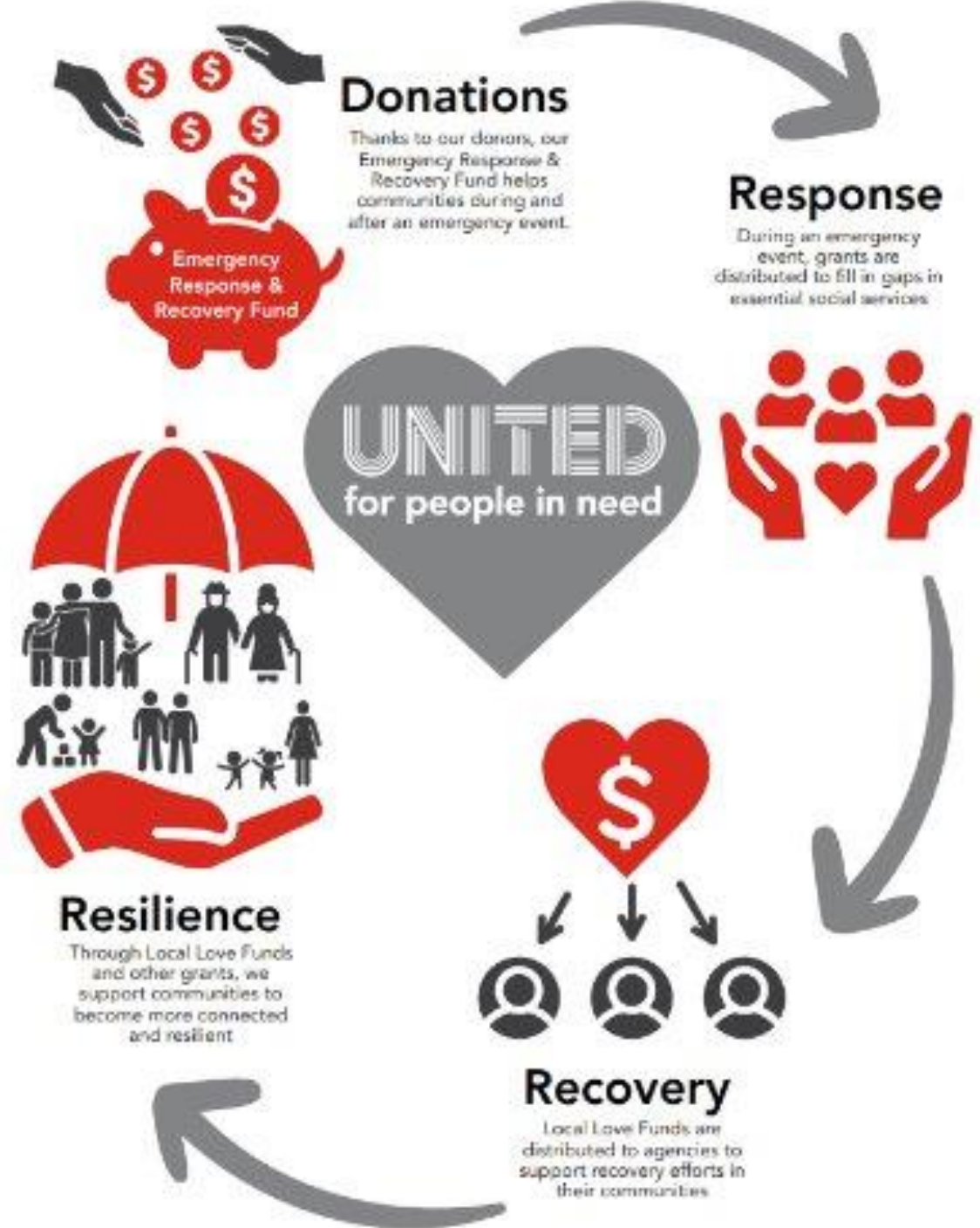
Volunteers

Partners

Donors

And Supporting agencies

We have organized strategic, rapid responses for the substantial challenges that affect our communities.



UNITED

for kids and youth in need

We help kids and youth succeed by supporting local and provincial programs and initiatives in early childhood development, out-of-school time activities, and youth leadership.

1 in 6 BC kids live in poverty



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UNITED

for seniors in need

We have developed a service model that is responsive, flexible and strong.

Reducing seniors' isolation and enhancing the quality of life for older British Columbians, their families, friends, caregivers, and allies.



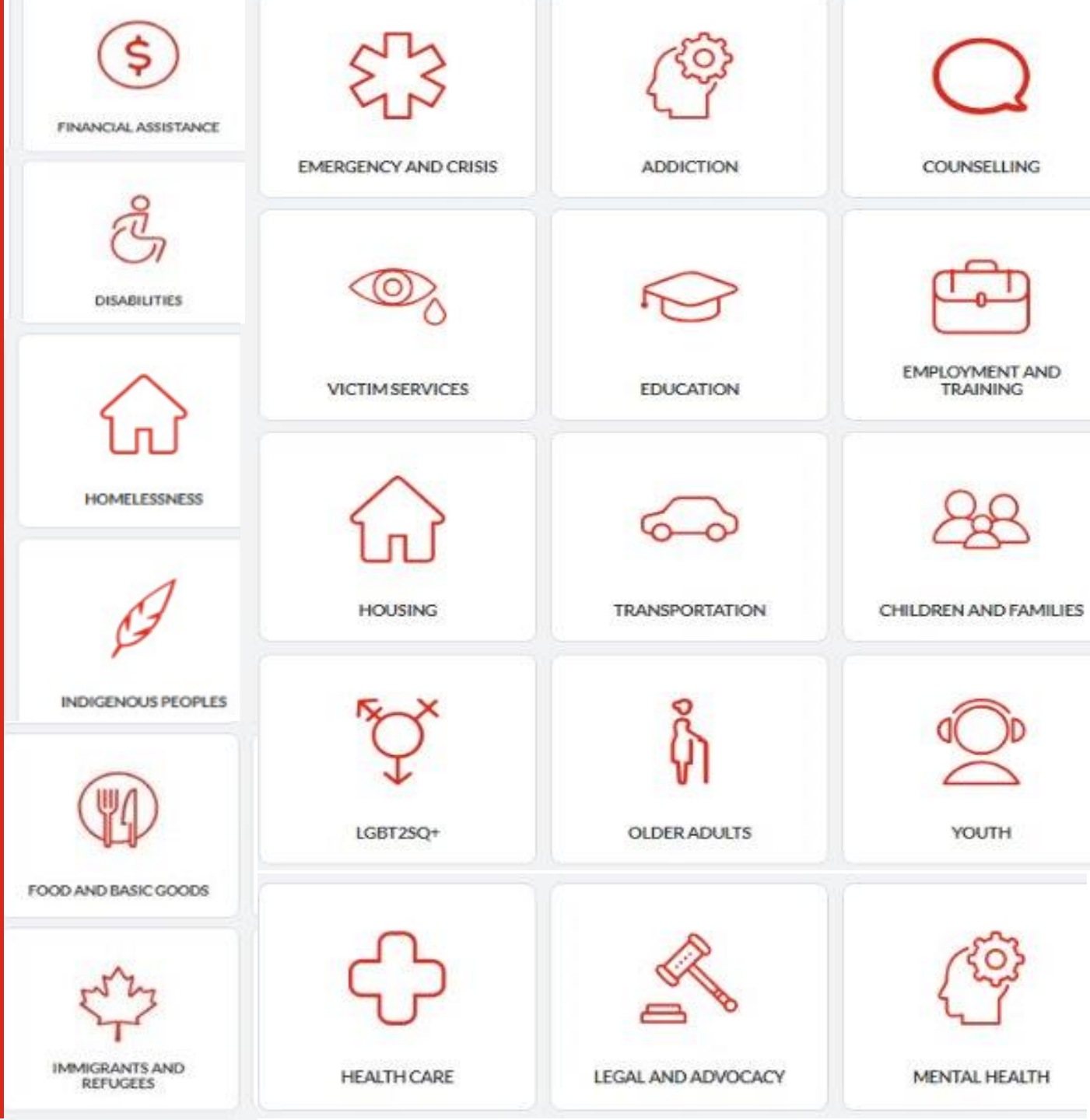
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211 British Columbia[®]

United Way BC Helpline Services offers community information and referral to the public through various specialized helplines.

Our Community Resource Specialists assist British Columbians 24/7, 365 days a year by way of call, text, email, and webchat.



UNITED for food security

Ensuring British Columbians have access to nourishing, healthy, and culturally preferable food is vital to the overall health and well-being of our communities. To help make that happen, UWBC focuses on the following food security initiatives:

- Food Security Grants
- Food Link by United Way BC app
- Regional Community Food Hubs
- Rescue and Recovery – Food Fillers



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2023-2024 Impact

REGIONAL COMMUNITY FOOD HUBS

Food Hub Growth	Individuals Reached
3 Food Fillers funded for food recovery	452,250 New individuals served
23 Food Hubs established	14,996 New families served
60 Staff roles funded	11,876 Volunteers
108 Community organizations received funding	1,742 Food access programs & workshops

Demographics

All Food Hubs served:

- Low income individuals
- Children and youth
- Newcomers to Canada
- Indigenous communities
- Seniors
- People with disabilities

Partner Organizations

Types of new partners added:

- First Nations
- Food recovery
- Grassroots non-profits
- Retail and agriculture
- Faith based



158,416
members of racialized and/or
language minority groups served

11,565
Indigenous individuals
served

Thank you

City of New Westminster



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Your Community Impact



United for people in need.

United Way's Hi Neighbor and Urgent Response initiatives support talented, passionate people, just like you, who want to create opportunities that bring neighborhoods together. We help you make a difference in your community in ways that matter most to you.



United for fuller plates and hearts.

Your financial contribution can make a difference in the lives of those facing food insecurity. Whether it's funding community gardens, supporting local food producers, or advocating for policies that promote food security, your donation becomes a catalyst for positive change.



United for brighter futures.

United Way BC's Youth Futures Education Fund helps create equal educational opportunities for young adults who have been in government care by providing low-barrier access to funds for basic living expenses like food, rent, technology, childcare and more. By addressing gaps students may encounter in a time of high cost of living and inflation, we can help ensure everyone wanting to pursue an education can do so.



United for each other.

Our work is informed by the community, in service to the community. Through collaboration and engagement with the Community-Based Seniors' Services sector, we've developed a service model that is collaborative and responsive, flexible and strong.



The City of New Westminster has raised over \$791,000; over \$29,000 last year!

Thanks to the generosity of you, our donors and partners, we were able to:

- Connect over 160 community agencies to ensure home delivery of food and essentials for isolated seniors, people with disabilities, and families in need through our The Food Link Initiative, in partnership with DoorDash's Project DASH,
- Distribute close to 10,000 menstrual products as part of the Period Promise campaign.
- Invest more than \$230,000 for the Better at Home program to help provide seniors with simple non-medical, day-to-day tasks so that they can continue to live independently in their own homes and remain connected to their communities.
- Help around 400 children and youth in New Westminster, participating in Schhols Out, Schools Out Summer & Youth Future Education Fund by investing more than \$390,000.



THANK YOU!

Your gift **changes lives.**

When you give to United Way, you strengthen vital connections that support kids, youth, seniors, families and individuals in need in our local communities. Together we can build a healthy, caring, inclusive and more resilient community for all. Here are just a few examples of how your gift changes lives:



\$150 provides a grocery voucher covering fresh produce from a local grocery store for a family of 4 in need.



\$420 provides a warm, home-cooked meal and a monthly wellness check-in for a senior living alone.



\$515 equips a cohort of 10 youth with professional attire for interviews.



\$725 covers the full cost for a child to attend School's Out Summer all summer (two months).



\$1000 provides grocery hampers to 20 families in need of food and necessities.



\$1,450 pays for one month's rent for a former youth in care attending post secondary education in BC.

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To learn about other ways you can take action in your community, visit uwbc.ca.



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uwbc.ca | Charitable Registration No. BN108160185 RR 0001



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