



United Way
Central Alberta

*To improve lives and build community
through engagement and mobilized
collective action.*

Income: moving people from poverty to possibility

The following pages outline the multi-year funding that will become available later this fall for registered charities and community collaborations that address the goals and objectives outlined in United Way's Income priority area.

Opportunity is now CLOSED

September 2016

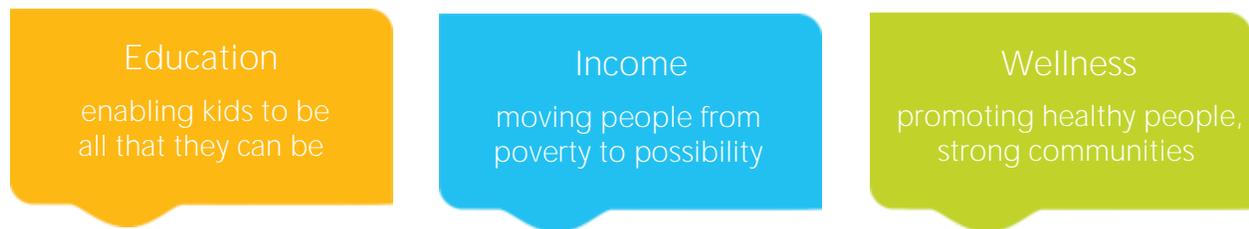
United Way of Central Alberta

The United Way of Central Alberta is committed to building strong, resilient communities. We achieve this through investing donor dollars in programs that impact our community, by partnering within the community to address underlying issues (root causes) that impact residents and by promoting the needs and interests of our more vulnerable populations. Collectively, these efforts comprise our Community Impact Strategy.

Community Impact Strategy

Community impact is the cumulative, lasting, measurable change that improves lives, builds resilient communities and mobilizes collective action. Making a lasting difference to some of the most pressing social conditions in our community is a formidable goal. Many of the social challenges facing our Central Alberta communities have multiple factors which influence their outcomes. These complex social conditions impact our entire community and require our collective efforts to improve the quality of life for all residents. We believe in working with communities in Central Alberta to create this change.

Through continuous research, a deep understanding of our Central Alberta community's challenges, and experience working with key partners, we believe the best opportunity to change lives and social conditions rests in the following three priority areas:



We believe that change is possible by having clear goals and objectives for each of these priority areas, measurable indicators for success (for both individual and community level changes), as well as strategies for investments, community partnerships and promotions.

The following pages outline our community impact framework for the [Income priority area](#). This area is divided into three categories – housing, employment and financial literacy. Each of these categories has a direct influence on a family's earnings and whether they are able to provide for basic needs and build assets for a more prosperous future.

In the application, which will be available online in October, you will be asked to choose the strategy that best fits your program or project and identify the measurements that you will track in order to demonstrate impact.

INCOME

moving people from poverty to possibility

The **CHANGE** we want to see

Fewer people experiencing poverty.

The **IMPACT** this will have

Central Albertans have the means to succeed.

KEY ISSUES in Central Alberta

Poverty is when you have insufficient income to provide for the necessities of life. Although income is how poverty is measured, in reality living in poverty is about a lack of both material things and opportunities. When a family struggles to meet their basic needs, they may not be able to afford a nutritious diet or to eat regularly, they may not feel secure in their housing or neighbourhood, and they may not participate in recreation or community events. Living in poverty can be exhausting, demoralizing and isolating. Being poor impacts physical, emotional and mental health.

“Overcoming poverty is not a gesture of charity. It is the protection of a fundamental human right, the right to dignity and a decent life.” Nelson Mandela

The overall rate of poverty in Alberta is 12%¹ or more than 500,000 individuals. The inequality is most prevalent among single parent households, recent immigrants, persons with disabilities and Aboriginal Canadians.² In addition, individuals with low educational attainment are at significant risk for living in poverty.³

The following is a snapshot of poverty locally and regionally:

- For Red Deer the incidence of poverty is 13% or 5,900 families.⁴
- In Alberta, the rate of poverty for single parent families is 28% and significantly higher than the incidence of poverty for two parent families at 6%.¹ In Red Deer 31.8% of single parents have a low income.⁴
- Poverty among immigrants is 14% and 30% for *recent* immigrants.¹
- Poverty among Aboriginal Canadians is significantly higher (32%) than the provincial average (12%).¹
- Statistics Canada reported that in 2011, the employment rate of Canadians aged 25 to 64 with disabilities was 49%, compared with 79% for Canadians without a disability.⁵ The more severe the disability, the less likely an individual is going to be employed. Compared to the Canadian averages, Alberta had a higher participation rate and employment rate, and a lower unemployment rate for persons with disabilities.⁶
- Individuals who had not completed high school faced an overall poverty rate of 17%.¹ This population often ends up in low wage positions. In 2011 there were 25,990 Central Albertans

over the age of 25 that identified themselves as not graduating from high school, comprising 18.2% of the adult population.⁷

To enable people to move out of poverty there must be multiple strategies employed to meet basic needs (such as food, housing, child care), to build pathways out of poverty (i.e. education, employment, income) and to build assets (personal and financial resources). In addition, it is important to pay attention to the populations that are most at risk of experiencing poverty. The following are our three investment areas:

HOUSING		
The CHANGE we want to see	Everyone is housed.	
and the IMPACT this will have	People that have decent affordable housing have the foundation to build a better future.	
Our STRATEGIES FOR SUCCESS choose <u>one</u> of the following	Improve access to affordable housing	Increase wrap around supports for people that are accessing housing assistance
How success will be MEASURED choose <u>all</u> that apply	o People feel secure in their housing	o People feel supported to address challenges they are facing
	o People are able to retain housing	o People report feeling more confident in their abilities to manage
	o Increased number of vulnerable people access housing	o People feel more hopeful about their future
	o Efforts to collaborate to identify housing needs and address issues are described	o Collaborative strategies for linking people to services are identified
EMPLOYMENT		
The CHANGE we want to see	Individuals who need employment, obtain employment.	
and the IMPACT this will have	An individual with a job that pays a living wage will be able to provide for their family.	
Our STRATEGIES FOR SUCCESS choose <u>one</u> of the following	Increase access to customized training programs that meet current economic demands	Improve employment networks to match skills with jobs
How success will be MEASURED choose <u>all</u> that apply	o Individuals feel confident in their abilities	o Increased connections to employers supporting diversity in the workplace
	o Individuals have learned essential skills to succeed in the workplace	o Employers report having tools and resources to employ diverse populations
	o Individuals have a plan for long-term employment	o Increased employment opportunities
	o Individuals retain employment long-term	

FINANCIAL LITERACY

<p>The CHANGE we want to see</p> <p>and the IMPACT this will have</p>	<p>People know about managing finances.</p> <p>Individuals who are able to manage their personal finances, take advantage of government supplements and build assets will prosper.</p>	
<p>Our STRATEGIES FOR SUCCESS choose <u>one</u> of the following</p>	<p>Increase training of front line staff that can provide financial literacy services to individuals and groups</p>	<p>Expand services for vulnerable people</p>
<p>How success will be MEASURED choose <u>all</u> that apply</p>	<ul style="list-style-type: none"> ○ Professionals feel confident in their knowledge about managing finances ○ Professionals report back on the impact this training has had on their work ○ Increased number of professionals are trained 	<ul style="list-style-type: none"> ○ Individuals feel confident in their knowledge about managing personal finances ○ Individuals are able to manage their personal finances ○ Individuals are able to build assets ○ Increased number of vulnerable people access services.

UNITED WAY'S ROLE in achieving success

INVEST in programs and projects that align with this priority and can demonstrate success in achieving results

PARTNER with the community to address the underlying issues (root causes) that impact people living in poverty

PROMOTE the importance of reducing poverty and the role we each have in making a difference

¹ Alberta Human Services (May 2013). An Analysis of Poverty in Alberta Final Report. Retrieved July 12, 2013 from site no longer available.

² Torjman, S. (2008). Poverty Policy. Retrieved January 25, 2013 from <http://www.caledoninst.org/Publications/Detail/?ID=720>

³ Hudson C.A. (2013). Poverty Costs 2.0: Investing in Albertans. Calgary: Vibrant Communities Calgary and Action to End Poverty in Alberta. Retrieved June 26, 2013 from http://actiontoendpovertyinalberta.org/images/stories/documents/ActionToEndPoverty_PovertyCosts2_Jun26-2013.pdf

⁴ Haener, M. (2014). A Living Wage for Red Deer and Central Alberta.

⁵ Statistics Canada (Dec 2014). Persons with Disabilities and Employment. Retrieved on July 11, 2016 from <http://www.statcan.gc.ca/pub/75-006-x/2014001/article/14115-eng.pdf>.

⁶ Alberta Government (June 2015). Alberta Official Statistics: Labour Force Status of Canadians and Albertans with and without Disabilities. Retrieved July 11, 2016 from <https://open.alberta.ca/dataset/749b3123-3d98-441f-8481-6196758dfd7a/resource/7f8cb477-f855-4520-aed5-a52ca9dc911d/download/0619201570LabourForceStatusOfCanadiansAndAlbertansOnePage.pdf>

⁷ Statistics Canada. Table 111-0015 - Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual (number unless otherwise noted), CANSIM (database).

Funding Opportunities

Later this fall, any eligible registered charity and community collaboration that addresses the goal and objectives outlined in the [Income priority area](#) will be able to apply for funding. This is three-year funding for programs or projects that have clearly stated goals and a detailed plan for delivering services and demonstrating results.

Eligibility Criteria

Registered charitable organizations are eligible to apply if they are registered with Canada Revenue Agency and meet the 13 eligibility criteria that follow.

Community collaborations are eligible to apply if one partner is a registered charity and is willing to be fiscally responsible for the project and the collaboration's project activities meet the 13 eligibility criteria that follow. For the purpose of this grant community collaborations are defined as any group of 3 or more partners (for example, charitable organizations, business, citizens-at-large) who are working together to address a need in their community.

1. **Be incorporated and registered as a charitable organization under the Canada Income Tax Act.** Each agency applying for funding must have and maintain its status as a Registered Charitable Organization with Revenue Canada.
2. Provide programs and services which are of a health or social service nature, and which do not unnecessarily duplicate existing services.
3. Be able to demonstrate that the program or service meets a vital community need.
4. Be able to show that the agency works collaboratively in the community.
5. Be operated by a volunteer Board of Directors that is representative of the community it serves, and can demonstrate effective management of the agency's program, services and finances.
6. Effectively use volunteers within the program or service.
7. Meet financial reporting requirements specified by United Way.
8. Be supportive of United Way, its operating policies, mission and campaign efforts.
9. Agree to sign a Memorandum of Agreement and abide by the terms and conditions set forth therein.
10. Once approved for funding, to abide by certain fundraising restrictions within Central Alberta.
11. Not provide services or programs that are exclusively or primarily related to issues of human sexuality.
12. Be open to the provision of services to all members of the community regardless of race, culture, religion, gender or sexual orientation, disability or place of residence.
13. Provide programs and services in the geographic area served by the United Way of Central Alberta, including the following communities (see next page for map and listing):

Our region recently expanded and now includes the following cities, counties and communities in Central Alberta.

Cities

Camrose
Lacombe
Red Deer
Wetaskiwin

Neighbouring Communities

Altario	Golden Days	Telfordville
Bashaw	Halkirk	Thorsby
Bittern Lake	Itaska Beach	Tillicum Beach
Breton	Kelsey	Veteran
Brownfield	Kirriemuir	Violet Grove
Buck Creek	Lindale	Warburg
Calmar	Looma	
Carnwood	Monitor	
Castor	Pelican Point	
Consort	Poplar Ridge	
Coronation	Rolly View	
Compeer	Strome	
Drayton Valley	Sundance Beach	
Forestburg	Sunnybrook	

Counties including all communities

Clearwater County
County of Stettler
County of Wetaskiwin
Kneehill County
Lacombe County
Mountain View County
Ponoka County
Red Deer County



2017-2020 Application Process - **NEW**

We have moved to an online application process. You will be able to access the link to the grant site from the [Funding Applications](#) page on United Way of Central Alberta website by **October 3, 2016**. Deadline for submissions is **December 16, 2016**.

For more information on this funding, the application process or to find out more about United Way's Community Impact Strategy, contact:

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Community Impact Development Officer
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There are thousands of services in Alberta providing a wide variety of essential community supports, and many are unknown to the ordinary citizen. 211 cuts out the confusion with one easy call or click. Having your agency's information in the 211 database is vital.

Not in the database? Email Christine Curtis at christine@caunitedway.ca
