



**United Way**  
**Central Alberta**

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

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## Wellness: building strong and healthy communities

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

**Opportunity is now CLOSED**

Deadline - October 3, 2017

Application Deadline - December 4, 2017

Please direct any questions to either Lori Jack at 403-343-3900 ext 122 or via email at [lori.jack@caunitedway.ca](mailto:lori.jack@caunitedway.ca)  
OR Christine Curtis at 403-343-3900 ext 120 or via email at [Christine@caunitedway.ca](mailto:Christine@caunitedway.ca)

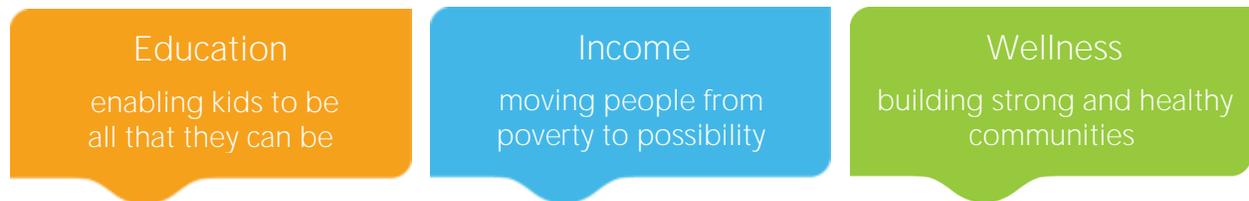
## United Way of Central Alberta

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 **Wellness priority area**. This area is divided into two categories –short-term intervention or counselling and supporting independence. Each of these categories has a direct influence on a person's ability to cope with life's challenges.

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.

# WELLNESS

## building strong and healthy communities

The **CHANGE** we want to see

People feel content and connected

The **IMPACT** this will have

Healthy people build strong communities

### KEY ISSUES in Central Alberta

#### Crisis Intervention

Positive mental health is the capacity of each of us to feel, think, act in ways that enhance our ability to enjoy life and deal with the challenges we face.<sup>1</sup>

Mental health fluctuates throughout life. There may be an event that makes it difficult to manage for a period of time or an ongoing situation becomes so unbearable that it exceeds a person's ability to cope. Some stress can be good, but when a person is not sure how to handle a situation or the circumstances triggering the stress are ongoing, stress can become toxic and affect all aspects of life.

Developing resiliency is essential to successfully navigating life's challenges. Our ability to adapt to adversity is influenced by a number of factors such as self-confidence, the ability to make realistic plans and the quality of your support system. However, developing resiliency is different for everyone and a very personal journey.

There are countless stressful life experience that may lead an individual or family to seek professional support. Here are just two examples:

Unemployment - In 2014, 17.5% or 725,047 Albertans aged 15 and older reported that most days were 'quite a bit' or 'extremely stressful'.<sup>2</sup> Those numbers may have risen in the past two years with the economic downturn, increasing unemployment and the strain on individuals and families. The unemployment rate for Alberta in January 2014 was 4.7% and 8.8% in January 2015.<sup>3</sup>

Family violence - Family violence is a broad category that includes abuse between intimate partners, violence against children and elder abuse. Although spousal abuse in Alberta has declined since 2004, the province has the third highest incidence in Canada.<sup>4</sup> In addition, Alberta saw a 2% increase in police reported family violence incidents between 2014 and 2015.<sup>5</sup> For seniors, Alberta had the fifth highest rate of police reported violence.<sup>6</sup>

“Stories of resilience tend to have turning points where something shifts, new possibilities are opened and unexpected opportunities found”<sup>7</sup>

### Supporting Independence

Some people face challenges and require assistance in order to live independently. When provided with the appropriate supports and meaningful participation in the community, individuals will have improved health and lead a more fulfilling life.<sup>8</sup> Some members of the community that are most vulnerable include individuals who have a physical disability, mental illness and/or seniors.

- 12.5 % of population has some form of a disability. For Central Alberta more than 27,630 people are living with a disability. <sup>9</sup>
- For persons over the age of 65 the number of people with some form of disability escalates to 33%. It is expected with the aging population, there will be a significant increase in the number of disabilities.<sup>9</sup>
- One in four people reported that their disability was ‘very severe’.<sup>9</sup>
- Disabilities related to pain are the most common, followed by flexibility mobility and mental health.<sup>9</sup>

Persons with disabilities face many challenges in their efforts to work, live and feel connected in their community. The more severe the disability, the less likely an individual will have employment. Access to employment impacts the income for these individuals. The median total income for persons with disabilities is \$10,000 less than those without disabilities.<sup>9</sup> Families are the most common source of help for people with fewer financial resources.

To enable people to build a sense of wellbeing and connection to their community in spite of a crisis in their lives or long-term challenge that they experience, there must be multiple strategies utilized. The following are our two investment areas:

## SHORT-TERM INTERVENTION OR COUNSELLING

The **CHANGE** we want to see

Everyone is helped when experiencing crisis.

and the **IMPACT** this will have

People will have the confidence and skills to move forward and lead a fulfilled life.

Our **STRATEGIES FOR SUCCESS** choose one of the following

Improve access short-term intervention or counselling services

Support partnerships and collaborations to improve outcomes for individuals and families facing a crisis

How success will be **MEASURED** choose all that apply

o People report feeling more confident

o Describe efforts to collaborate in the community to identify needs and address issues

o People report that they have improved coping skills

o People report that their personal lives have improved

o Identify strategies to link people to services.

o People are more resilient

## SUPPORTING INDEPENDENCE

The **CHANGE** we want to see

Everyone facing ongoing challenges (i.e. age, physical or mental health) is supported to independent living.

and the **IMPACT** this will have

People will have the skills and community connections to live independently.

Our **STRATEGIES FOR SUCCESS**  
choose one of the following

Increase access to services that support independent living.

Support partnerships and collaborations to improve outcomes for individuals impacted by ongoing challenges.

How success will be MEASURED  
choose all that apply

o People report feeling more confident

o Describe efforts to collaborate in the community to identify needs and address issues

o People report that they have increased skills

o People have increased community connections

o Identify strategies to link people to services.

o People report that their personal lives have improved

o Report on improvements in access to services

Notes:

1. Funding under the Wellness priority area is not available to programs serving individuals identified as having a developmental disability and who are eligible for Persons with Developmental Disability (PDD) funding.
2. Funding can be utilized for applied learning opportunities that have clearly outlined and measurable long-term outcomes.

### 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

<sup>1</sup> Public Health Agency of Canada (2014). *Promoting Mental Health Means Promoting the Best of Ourselves*. Retrieved June 22, 2017 from <http://www.phac-aspc.gc.ca/mh-sm/mhp-psm/index-eng.php>

<sup>2</sup> Statistics Canada, CANSIM table 105-0501 and Catalogue no. 82-221-X. Retrieved June 22, 2017 from <http://www.statcan.gc.ca/tables-tableaux/sum-som/101/cst01/health107a-eng.htm>

<sup>3</sup> Government of Alberta (nd) *Unemployment Rate*. Retrieved June 22, 2017 from <http://economicdashboard.alberta.ca/Unemployment>

<sup>4</sup> Statistics Canada (2016) *Family violence in Canada: A statistical profile, 2014: Trends in self-reported spousal violence*. Retrieved June 22, 2017 from <http://www.statcan.gc.ca/daily-quotidien/160121/dq160121b-eng.pdf>

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- <sup>5</sup> Statistics Canada (2017) *Family violence in Canada: A statistical profile, 2015*. Retrieved June 12, 2017 from <http://www.statcan.gc.ca/pub/85-002-x/2017001/article/14698-eng.pdf>
- <sup>6</sup> Statistics Canada (2015). *Family violence in Canada: A statistical profile, 2013*. Retrieved June 22, 2017 from <http://www.statcan.gc.ca/pub/85-002-x/2014001/article/14114-eng.pdf>
- <sup>7</sup> Johnstone, C. (Feb 2015). *Inspiring stories of resilience*. Retrieved May 17, 2017 from <https://www.positive.news/2015/perspective/blogs/positive-psychology-blogs/17141/inspiring-stories-resilience/>
- <sup>8</sup> Mikkonen, J. & Raphael, D. (2010). *Social Determinants of Health: The Canadian Facts*. Toronto: York University School of Health Policy and Management. Retrieved June 10, 2014 from [http://www.thecanadianfacts.org/The\\_Canadian\\_Facts.pdf](http://www.thecanadianfacts.org/The_Canadian_Facts.pdf)
- <sup>9</sup> Statistics Canada (2015). *A profile of persons with disabilities among Canadians aged 15 years or older, 2012*. Retrieved June 13, 2017 from <http://www.statcan.gc.ca/pub/89-654-x/89-654-x2015001-eng.htm>.

## Funding Opportunity

Later this fall, any eligible registered charity and community collaboration that addresses the goal and objectives outlined in the **Wellness 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. For successful applicants, funding will begin on April 1, 2018 and continue until March 31, 2021.

Submissions can be for programs or projects that are new or those that already exist. You are able to request funding for 1 or 2 programs.

Program costs can include overhead costs that support the program, such as supervision and administration costs. Overhead costs should not exceed 15% of the program costs. Please ensure that the outcomes and data provided are relevant to the program(s) you are requesting funding for.

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, 2017**. Deadline for submissions is **December 4, 2017**.

## Eligibility Criteria

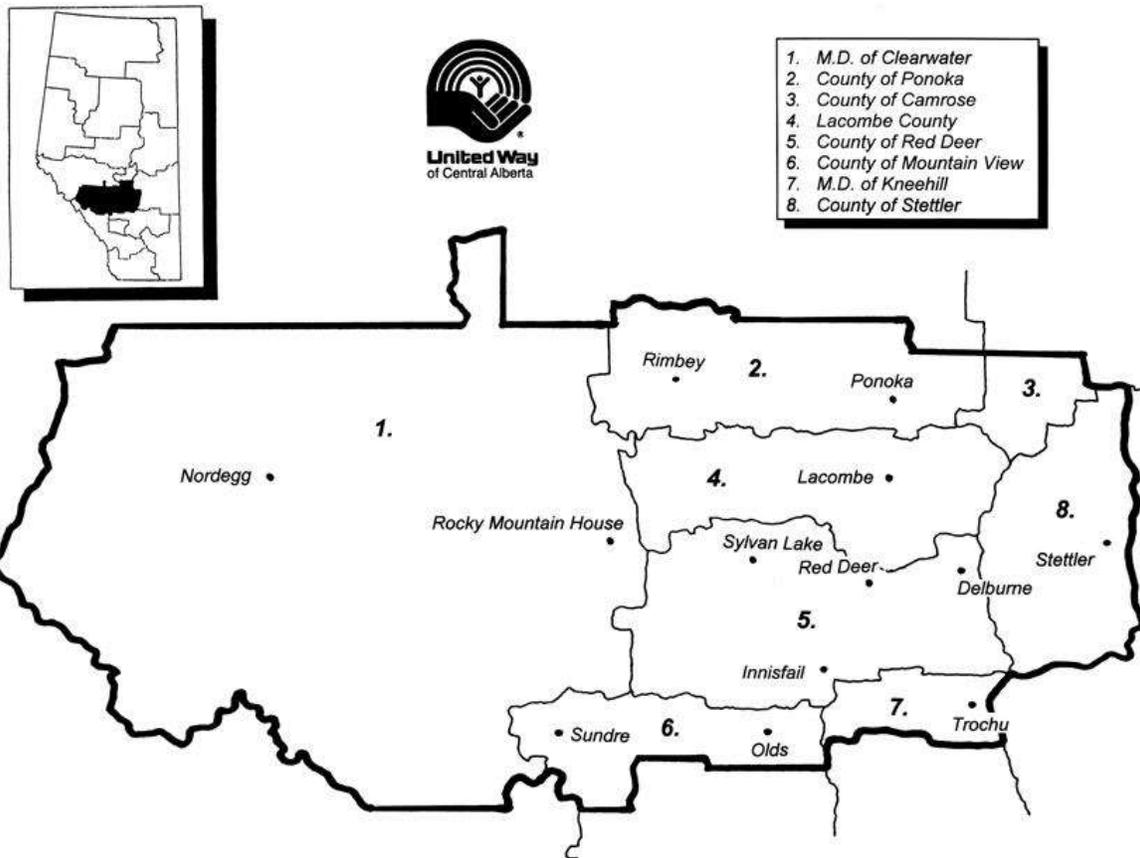
**Registered charitable organizations** are eligible to apply if they are registered with Canada Revenue Agency and meet the 13 eligibility criteria that follow.

**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 (see Appendix A).
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):

Alhambra	Condor	Lacombe	Rimbey
Alix	Delburne	Leedale	Rochon Sands
Bashaw	Delia	Leslieville	Rocky Mountain House
Bearberry	Donalda	Lousana	Spruce View
Benalto	Eckville	Markerville	Stauffer
Bentley	Elnora	Mirror	Stettler
Big Valley	Erskine	Morningside	Sundre*
Blackfalds	Fenn	Nevis	Sylvan Lake
Bluffton	Gadsby	Nordegg*	Tees
Botha*	Gull Lake	Olds*	Torrington
Bowden	Haynes	Penhold	Trochu
Butte	Hespero	Pine Lake	Westward Ho
Caroline	Huxley	Ponoka*	Wimborne
Chigwell	Innisfail	Red Deer	
Clive	James River Bridge	Red Willow	*boundary
College Heights	Joffre	Ricinus	communities



## Role of the Community Impact Council and Priority Impact Teams

The Community Impact Council (CIC) and Priority Impact Teams (PIT) are comprised of volunteers who review applications to determine which programs to fund and how to distribute the available financial resources. Applications are received by the Community Impact Development Officer and distributed among the PITs. The PIT crews then review the applications, and whenever possible, visit agencies to better understand the programs being applied for and the role of the agency in the community. The PIT crews then make recommendations to the CIC.

In determining whether to fund an agency or program, the United Way of Central Alberta (UWCA), upon recommendation from the CIC, will consider:

- The optimum use of available financial resources of UWCA
- The priorities and strategic direction set by the Board of Directors for UWCA
- The specific outcome and impact that the program is making in the community
- The impact that the program is having to the UWCA priority area under which it receives funding
- The CIC report on the agency's performance
- The policies and procedures of UWCA
- The impact on the brand, goodwill or support of United Way
- The ability of United Way to reasonably meet recognized needs in the community

## Other Ways We're Creating Change

As a result of working in the community with local partners, unique and strategic programs are identified for funding that help advance the registered charities that perform much of this work in the community. United Way is committed to assisting agencies and our community through the following initiatives:



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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](mailto:christine@caunitedway.ca)

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**Capital and Equipment Grant** - Assisting agencies with necessary improvements to meet requirements or to improve or expand services.

**Emergency Funds** - Helping agencies in times of emergency.

**Professional Development Grant** - Increasing leadership capacity through professional development opportunities.

**Learning Opportunities to Strengthen the Sector** - Responding to identified needs to offer learning opportunities, such as Outcome Measurement training, to agencies in our community.

**Community Initiatives** - Supporting initiatives that engage local communities to be stronger and more resilient.

## Appendix A Supplementary Fundraising Restrictions

Agencies should note that upon being approved for funding, certain restrictions are placed on fundraising activities. A summary of the fundraising restrictions is captured below.

### CAMPAIGN PERIOD (September 1 to November 30)

### NON-CAMPAIGN PERIOD (December 1 to August 31)

Permitted without restriction	Requires UW consultation	Not permitted at all	Proposed Fundraising Activity	Permitted without restriction	Requires UW consultation	Not permitted at all
		X	Solicitation of corporations supporting United Way			X
		X	Solicitation of corporations <u>not</u> currently supporting United Way		X	
	X		Gifts in Kind	X		
	X		Cross Promotions	X		
	X		Cause Related Marketing	X		
		X	Organized Workplace Solicitations			X
		X	Informal Agency Promotion Event	X		
		X	Employee Trust Funds		X	
		X	Special Events	X		
		X	Direct Mail Campaigns	X		
		X	Annual Giving	X		
		X	Personal Solicitations	X		
		X	Telemarketing			X
		X	Donor Designations		X	
		X	Residential Door-to-Door Campaigns			X
	X		Third Party/Capital Campaign Solicitations		X	