

## **UNITED WAY OF CHATHAM-KENT**

### **RECOMMENDED FUNDING PRIORITIES and INVESTMENT AREAS for 2019-2020**

(Approved by the United Way Board of Directors – 2018 MAR 28)

#### **FOCUS AREAS:**

##### **All That Kids Can Be**

###### Success in School (Youth high-school completion)

Supports to promote the educational achievement of children and youth, as well as their transition to post-secondary education or employment. Includes, but is not limited to services that support school readiness, homework completion, reading and writing instruction, academic guidance and counselling, alternative educational options such as dropout programs or flexible learning environments, job skills training, and job search training and assistance.

###### Emotional and Physical Wellbeing

Supports to assist the development of both emotional health (including a positive self-perception, mental health and resiliency) and physical health (including nutrition, health care, and physical activity) and environment (life stress, socioeconomic status, and neighbourhood setting) that allow children to actively engage in day to day activities.

##### **From Poverty to Possibility**

###### Food Security

Supports to ensure access to food for individuals and families experiencing food insecurity, and supports to build community by growing, cooking and sharing food together. Includes, but is not limited to, emergency food provision, breakfast/snack programs, community gardens, cooking programs, meals on wheels, community meals, food collection programs.

###### Financial Literacy and Individual Support

Supports to individuals to develop their knowledge and skills to manage their personal financial resources effectively and help them make more informed money management decisions that improve their financial outcomes and build their financial security. Including, but not limited to, banking services information and support, financial assessment tools, financial management workshops, personal financial counseling, tax preparation assistance. May also include defending the economic rights of income security beneficiaries, employment insurance claimants or tenants.

## Healthy People

### Senior's Health and Wellbeing (social isolation)

Supports to promote healthy and active living among seniors and to support seniors to live independently, either in their own homes or in supportive housing. Including, but not limited to, services such as adult day programs, congregate dining, seniors' centres, and transportation to medical appointments, shopping, banking and other activities, and supports to caregivers.

### Mental Health Support

Supports to promote mental health and well-being, increase public awareness, reduce stigma, and provide community-based mental health programs. Including, but not limited to, preventive services, crisis support services, addiction services and self-help resources. Also includes support for those living with chronic illnesses.

## Strong Communities

### Organizational Capacity Building and Volunteer Leadership Development

Supports that help leaders and organizations develop their skills through individual and organizational training and skills development. Including, but not limited to, governance training, strategic planning, program planning, outcomes measurement, evaluation, and volunteer management.

Supports that assist in the recruitment, placement, training, recognition and retention of volunteers at an agency and/or sector level. This includes, but is not limited to, volunteer opportunity databases, volunteer centres, and local volunteerism awards. This does not include volunteer initiatives that are by a specific program for which an organization receives funding.

### 211 – Information and Referral

Financial and non-financial investments made in the support and promotion of 211 phone and web services to enable community members' to have access to community, social, non-clinical health and related government services.