

# We

## believe in our communities.

We believe its success depends on the people who live in it.



**We need your financial support to help find solutions to YOUR community's most pressing issues.**

**We believe that everyone's potential can be realized.**

**What is the issue?**

25% of children entering kindergarten in northern BC lack the skills needed to succeed in school. Literacy rates of children in northern BC are among the lowest in the province. Family relationships are under stress through a variety of forces. Social and recreational activities need to be broadly supported for youth, teens, and the "missing" age group of 17-23 years old. Accessibility to general and recreational activities can mitigate issues around stress in the household and can build stronger families and thus stronger communities.

**What is our impact on this issue?**

Every \$1 invested in early childhood programs equates to a \$7 return on investment in later years. Through early childhood development programs, United Way is committed to significantly increasing the number of school-ready children. United Way gives families the tools they need to give children a good start. Programs and services include literacy, nutrition and parenting support. We fund a youth crisis line, intervention programs to prevent youth from becoming involved in crime and drugs, programs for children involved in parental divorce or death, and education programs for parents to learn to deal effectively with youth at risk. United Way works with our partners to intervene in negative family environments. Prevention and early intervention programs are critical for these children. We support shelter, counseling and guidance for women and children who have witnessed violence, and support for sexual abuse victims and their families. **We believe in successful kids and empowered families.**

**We believe that everyone has something to contribute.**

**What is the issue?**

The seniors' population is undergoing significant growth. Services are either not available or simply not keeping pace. Older people often need assistance in order to continue to live independently and participate in community life. Physical limitations, shrinking social networks and declining income are among the many challenges seniors face. Many caregivers must balance care responsibilities for children and older relatives. With little to no foundation of services and programs for the aging population, many services must be created from scratch.

**What is our impact on this issue?**

United Way is committed to helping seniors remain healthy, independent, contributing members of the community. United Way engages seniors through housing support, care giving, social networking and outreach. United Way assists organizations to establish programs and services that provide support to seniors and their caregivers. **We believe in involved seniors.**

**We believe that everyone deserves respect.**

**What is the issue?**

10% of the population lives with a physical disability. The rate of brain injury in northern BC is more than double the national average. Nearly 20% of northern BC residents are living below the poverty line, the number of families affected by HIV is increasing, drug-related crimes are on the rise. Annually, 8,000 adults and teens facing life-altering events, emotional stress, or thinking of ending their lives call the crisis line.

**What is our impact on this issue?**

United Way supports education programs for those living in poverty, adult and teen crisis lines, programs for victims of crime, those dealing with substance abuse problems and people affected by HIV. United Way helps individuals escape negative lifestyles and reintegrate into the community. United Way plays a lead role in supporting local agencies to ensure all residents with mental health issues, hearing and visual impairments and survivors of brain and spinal cord injuries have access to the equipment and services they need to live healthy lives and participate fully in the community. **We believe in healthy citizens and safe, supportive communities.**

# We

make a big impact.

The United Way's planned approach is a constant cycle of effort to ensure critical needs are identified, cooperative strategies are developed, and donations are invested in a way to have the greatest impact on the community. For more information visit our website at: [www.unitedwaybc.ca](http://www.unitedwaybc.ca)



**United Way**  
Northern British Columbia