

UNITED WAY GREATER VICTORIA
**COMMUNITY IMPACT
FRAMEWORK**
IMPACT AREAS
2018 - 2021



United Way
Greater Victoria

United Way Greater Victoria (UWGV) focuses on people who are most vulnerable to living in a state of economic, cultural, social and political poverty. Although belonging to one or more of the groups defined in our Vulnerable Population Descriptions document does not necessarily make one 'vulnerable' or 'at risk' - it is often a combination of factors that can lead to increased vulnerability. UWGV supports human and social service programs, projects, and services in the following Impact Areas:

Impact Area #1 All That Kids Can Be

Long-Term Outcome/Goal: Children and youth have the opportunity to reach their full potential, which means addressing the full spectrum of developmental assets, including education and cognitive development as well as social, emotional, and physical development.

Investment Priority	Description	Investment Strategies	Short & Medium Term Outcomes
Engagement in Learning	<p>Focuses on school success and the development of learning and life skills, while fostering commitment, motivation, involvement and pleasure in learning experiences.</p> <p>Children and youth successfully transition to adulthood, which may include post-secondary training or meaningful employment.</p>	<p>Prevention/Intervention initiatives that:</p> <ul style="list-style-type: none"> • Improve educational success, cultural programming and traditional knowledge transfer. • Provide exposure to facilitated social interaction and learning opportunities for preschool children. • Build parenting capacity and link parents to valuable information, resources and supports. • Focus on after-school homework completion, tutoring & skill assessment. • Increase social skills, employment readiness, and leadership abilities for successful transition to employment. 	<p>Parents and caregivers are equipped to support their children to learn (e.g. parenting guidance, peer support and mentorship).</p> <p>Children and/or youth are ready to learn (e.g. basic skill development, commitment to learning, achievement and motivation).</p> <p>Children and/or youth do well in school (e.g. age appropriate literacy and numeracy skills, higher grades, lower dropout rates, on-time graduation).</p> <p>Youth make a healthy transition into adulthood (to post-secondary education, training, or employment).</p>

<p>Connectedness & Community Involvement</p>	<p>Connectedness and community involvement includes positive social interactions and relationships with adults and peers, at home, in school, and in the neighbourhood, as well as meaningful participation in and contribution to the community.</p>	<p>Prevention/Intervention initiatives that:</p> <ul style="list-style-type: none"> • Build strong peer relationships. • Provide opportunities for children and youth to connect with positive adult role models and their community. • Promote leadership development programs/initiatives. • Focus on mentorship and leadership development in order to encourage child and youth self-advocacy, good citizenship, and volunteerism. 	<p>Children and/or youth care about and get along with others (e.g. building empathy, interpersonal skills, conflict resolution and pro-social behaviour).</p> <p>Children and/or youth get involved in their community (e.g. constructive use of time, meaningful participation in activities and an enhanced sense of belonging).</p> <p>Children and/or youth take responsibility and lead (e.g. self-regulation, planning and decision making).</p>
<p>Emotional & Physical Well-Being</p>	<p>Promotes the health and resilience of children and youth through the development of emotional intelligence and maturity, a positive sense of identity, coping skills, and healthy choices that promote wellness and help them navigate the demands of everyday life.</p>	<p>Prevention/Intervention initiatives that:</p> <ul style="list-style-type: none"> • Support individual and family counselling focused on building self-esteem, increasing coping skills, overcoming bullying, discrimination, marginalization and/or stigma. • Promote mentorship, peer and parental supports. • Focus on healthy activity levels, healthy eating and avoidance of high-risk behaviors. 	<p>Parents and caregivers effectively support the positive development of their children.</p> <p>Children and/or youth believe in themselves (e.g. positive identity, self-esteem, sense of purpose, optimism, and psychological well-being).</p> <p>Children and/or youth can better handle life's challenges by making healthy lifestyle choices (e.g. self-regulation of emotion, coping in healthy ways, and avoidance of risky behaviours).</p>

Impact Area #2 From Poverty to Possibility

Long Term Outcome/Goal: People experiencing poverty develop plans and prepare for a better future – to move from poverty to possibility.

Investment Area	Description	Investment Strategies	Short & Medium Term Outcomes
Housing Stability	Individuals and families gain assistance and support to retain housing that is affordable, appropriate in size, safe, adequately maintained, and accessible.	Prevention/Intervention initiatives that: <ul style="list-style-type: none"> • Support persons who need emergency and/or transitional housing supports. • Allow for rapid transition from emergency shelters to safe, stable housing. • Offer supports for low-income individuals and/or families to find and maintain safe and stable housing and build capacity to participate in market housing. • Extend supportive services coupled with housing for vulnerable peoples. 	<p>Individuals and/or families have access to emergency shelters and transitional housing.</p> <p>Individuals and/or families access safe, stable and affordable housing.</p> <p>Individuals and/or families have the resources and supports to maintain safe, stable and affordable housing.</p>
Food Security	People have physical and economic access to sufficient, safe, and nutritious food to meet their dietary needs and food preferences for an active, healthy life.	Prevention/Intervention initiatives that: <ul style="list-style-type: none"> • Build local community capacity to facilitate shared food production, access and use for the most vulnerable, and to explore sustainable solutions to food insecurity. • Grow knowledge and skills regarding food literacy, nutrition, preparation and use. • Facilitate knowledge transfer and access to culturally appropriate and nutritious foods. • Improve access to emergency food provisions. 	<p>Individuals and/or families have sustainable access to affordable, nutritious and appropriate food.</p> <p>Individuals and/or families experience decreased stress and life disruptions due to food insecurity.</p>

<p>Employment & Financial Literacy</p>	<p>People have the ability to access and maintain meaningful employment that provides financial sustainability. Employment and financial security are about having the ability to make ends meet either through employment and/or through income support. It is also about living a fulfilling life.</p>	<p>Prevention/Intervention initiatives that:</p> <ul style="list-style-type: none"> • Provide literacy, pre-employment, employment, and on-the job skills training/development programs. • Offer counselling and supports that help individuals and families manage the effects arising from poverty and/or unemployment. • Educate people in financial literacy and financial management. • Foster economic stability. • Facilitate access to job networks and employment opportunities. 	<p>Individuals have meaningful and sustainable employment that provides for economic security (e.g. connections to available jobs, access to adequate employment opportunities, appropriate training, literacy, job readiness skills, etc.).</p> <p>Individuals and/or families are financially stable and increase their understanding and capacity to manage personal finances and build assets (e.g. adequate income, access to entitlements, benefits and other income supports).</p> <p>Individuals and/or families have manageable expenses (e.g. increased financial literacy, and financial management).</p> <p>Individuals and families build the skills and assets to better handle life's challenges and achieve their personal goals.</p>
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Impact Area #3 Strong Communities

Long Term Outcome/Goal: The strength of a community is dependent on the well-being of the people who live there. Everyone – no matter who they are, or where they live, should have the chance to reach their full potential.

Investment Area	Description	Investment Strategies	Short Term & Medium Term Outcomes
<p>Connection to Supports for Vulnerable Peoples</p>	<p>Focuses on strengthening people’s ability to access and navigate community resources, while also developing social connections that provide support.</p>	<p>Prevention/Intervention initiatives that:</p> <ul style="list-style-type: none"> • Engage service providers to improve navigation of community services for residents while working towards increased coordination of community services. • Provide opportunities for people to form reliable and stable social connections. • Reduce barriers to connections for vulnerable individuals. • Work with others to expand their connections to a network(s) of accessible and effective services. • Provide outreach services to meet those most vulnerable where they are. 	<p>Individuals and/or families are connected to and able to access the services and supports that they need.</p> <p>Community services work together to help individuals and families better navigate social support systems.</p> <p>Individuals and/or families create and maintain supportive relationships and connections that enable them to offer and receive reliable informal support.</p>
<p>Neighbourhood and Community Engagement</p>	<p>Increases the participation of citizens where they live, work and play. It encourages individuals to take an active role in being a part of their community.</p>	<p>Prevention/Intervention initiatives that:</p> <ul style="list-style-type: none"> • Promote volunteerism and community engagement in the human and social services sector. • Encourage residents to be engaged in neighbourhood/community social planning and action. • Increase community inclusion for vulnerable groups through advocacy and awareness. • Foster collaboration, coalition building and leadership development. 	<p>Individuals and/or families feel a sense of belonging and inclusion in their community.</p> <p>Individuals and/or families get involved in their communities by volunteering or participating in community activities.</p> <p>Individuals and/or families come together to positively influence their community.</p> <p>Individuals and families build social assets.</p>

<p>Personal Well-Being & Safety</p>	<p>The capacity of an individual to make healthy choices and better handle life's challenges. Feeling safe and secure is a key component of personal well-being.</p>	<p>Prevention/Intervention initiatives that:</p> <ul style="list-style-type: none"> • Offer counselling for individuals and families dealing with addictions, mental health issues, or violence-related trauma. • Reduce barriers to community inclusion and participation. • Support independent living for individuals experiencing barriers. • Address the cycle of violence and /or provide supports to survivors of violence and abuse. • Reduce marginalization through education and outreach while promoting positive life choices, personal well-being and harm reduction strategies. 	<p>Individuals and/or families are able to live independently and make healthy choices that reduce risk or harm and prevent crisis.</p> <p>Individuals and/or families have positive mental health (i.e. improved self-esteem, confidence, sense of purpose or life satisfaction) and are better able to handle life's challenges (through improved coping or problem solving skills, and improved management of emotions).</p> <p>Neighbourhoods are safer for individuals and families.</p>
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