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United Way Leeds & Grenville

**UNITED STARTS WITH
YOU!**

Community Impact Project

Report to EKIOC

November 2, 2022

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PROJECT OVERVIEW



Project Overview

United Way Leeds & Grenville is embarking on a journey of becoming laser-focused on where we can have the ***biggest positive impact*** on our community and those in most need

- The Community Impact Project is the ***next step*** in the evolution of the Community Impact Agenda for United Way Leeds & Grenville
- The project will use the **Collective Impact Framework** as a way to ***tackle complex problems*** by leveraging ***likely and unlikely partnerships*** to ***change the conditions*** in our community



Project Summary

- ***Collective Impact*** (CI) is a form of collaboration which gathers a community's different sectors to solve large complex problems
- It differs from traditional collaboration or isolated programmatic impact in that all partners align their efforts to a ***common framework*** of activities
- ***Collective Impact*** is data driven and uses an equity lens
- We believe that ***Collaboration and Strategic Partnerships*** are key!



Project Summary



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Factors for Success of CI



Five Factors for Success of CI

- 1) ***Common Agenda*** to Create Change
- 2) ***Data Driven*** Decision Making
- 3) Alignment of ***Mutually Reinforcing Activities*** and Resources
- 4) ***Continuous Communication*** between Partners and Community
- 5) ***Backbone Support*** to Coordinate the overall objectives



Our Data

Examples:

- Community Safety and Well being Plans; Brockville and Gananoque 2019, United Counties of Leeds & Grenville and Prescott 2021
- Census Data
- Public Health Assessment and Surveillance Reports
- School Board Survey Reports; EDI, EQAO
- UCLG; Point in Time Count Homelessness Report 2021
- Adverse Childhood Experiences (ACEs)



The Data

- Helps the entire ***community*** of **Leeds and Grenville** better understand the ***Barriers and Successes*** experienced by ***Children, Youth and Families***
- Allows the community to create ***equity*** between neighbourhoods

Equity means some citizens in certain neighbourhoods need more help than others



Health Equity

*“Health inequities are avoidable inequalities in health between groups of people within countries and between countries. These inequities arise from inequalities within and between societies. **Social and economic conditions and their effects on people’s lives** determine their **risk of illness** and the **actions taken to prevent** them becoming ill or treat illness when it occurs”.*

<https://www.who.int/news-room/questions-and-answers/item/social-determinants-of-health-key-concepts>



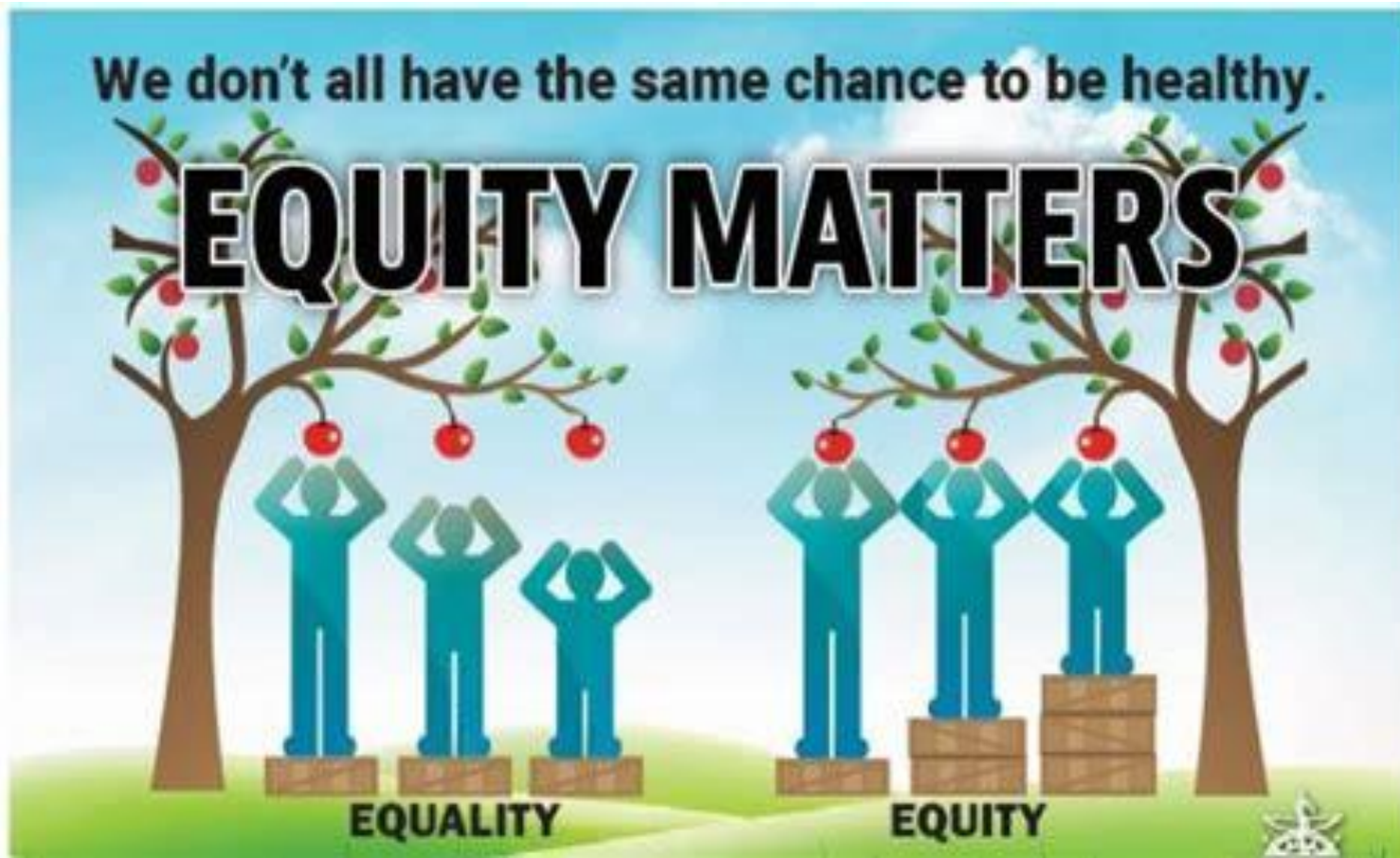
Health Equity

“Individuals have ***opportunities*** to have a ***healthy life***, realizing their own ***potential***, in a ***community*** that effectively ***responds*** to the ***determinants of health***”.

https://healthunit.org/wp-content/uploads/Strategic_Plan_2019-2022.pdf



Health Equity





Social Determinates of Health

Social determinants of health

The social determinants of health are the conditions in which we are born, we grow and age, and in which we live and work. The factors below impact on our health and wellbeing.





How UWLG will Provide Backbone Support

1. Working for the community to facilitate ***creation by the community***
2. Facilitating ***disruption*** of inequitable ***status quo***
3. Acknowledging that the board will be working on things it ***can't control***
4. Acknowledging that the ***community owns the power***



My role as Community Impact Officer

1. **Facilitation** - help partners makes decisions using healthy power dynamics
2. **Evaluation** - the how of working together can be evaluated early in the process of CI, outcomes take longer
3. **Understand context**- the motivation, priorities and constraints of each partner
4. **Inquiry** - ask questions and listening to responses so answers can influence strategies
5. **Build trust** - for influence, partners and community have to believe in what is possible



Planning for Backbone Support

6 core roles and responsibilities of our **United Way**, necessary for backbone support :

1. Guide Community Vision and Strategy
2. Support Aligned Activities
3. Establish Shared Measurement Practices
4. Build Public Will
5. Advance Policy
6. Mobilize Funding

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Progress to Date



Progress

1. Program logic model and work-plan
2. Situational assessment and scoping for project/support of United Way Windsor-Essex and Frazier Fathers
3. Conversations to increase awareness and engagement of project with community partners, municipal and business leaders

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Next Steps



Leadership Council

1. **Who:** Identify and approach *key collaborative partners* to become a leadership council to help steer the *Community Impact Project*
 - a) Public Health
 - b) School Board
 - c) Hospitals
 - d) Service Clubs
 - e) Philanthropists
 - f) Business Leaders

1. **Why:** Brings broader credibility to the outreach and supports institutional buy-in



Engage Community Partners

1. **Who:** Community Social Service partners key leaders:
 - a) Every Kid in Our Communities-Leeds and Grenville
 - b) Leeds and Grenville Poverty Reduction Alliance
 - c) Leeds and Grenville Immigration Partnership
 - d) General Community
 - e) Local Business
 - f) Service Clubs

2. **Why:** Share project goals and time lines and create buy-in



Engage Broader Community

1. **Who:** Community citizens

2. **How:** on-line, paper and in-person surveys

2. **Why:** Gather community input into challenges and successes in their communities:
 - One success in your community?
 - One challenge in your community?
 - One thing you would like to improve in your community?



Community Conversations

1. Who:

- a) Mayors/Local community leaders
- b) Citizens

2. How:

Host a series of facilitated community conversations in all 13 municipalities

3. Why:

Short Term - To validate what we heard from the community surveys; "Is this what you hear locally?"

Long Term - Communicate local data; compare census data to local data ; Target investments in communities to achieve success



By the End of Six Months

1. Leadership Council in place - 4 meetings
2. Meet with Community Partners to describe and create buy-in to CI
3. Begin community-based 'focus group' conversations to start to shift how as a community we approach issues
4. Data analysis using qualitative and quantitative data to start Identify the key issues for each municipality and Leeds and Grenville as a whole
5. Plan for a report to community identifying key issues and communities to start investing differently to achieve health equity and achieve community change



Moving Beyond Six Months

1. Investment in hiring a Data Analyst in collaboration with community partner such as the Health Unit
2. Continue to shift process on how as a community we approach issues
3. Identify the key issues for each municipality and Leeds & Grenville as a whole
4. Report to each community and L&G as a whole, identifying key issues to get community confirmation of issues
5. Communities start investing differently to achieve health equity and achieve community change

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QUESTIONS?

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THANK YOU!

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