



United Way
Hastings &
Prince Edward

2024-2025 Report to the Community



We reached our goal

\$2,250,619



Each year, we are reminded of the incredible strength and generosity of this community. United Way HPE is proud to stand alongside the donors, volunteers, partners, and staff who show up with compassion, commitment, and a shared belief in a better future for all.

This report is our thank you to you. There is no better way to express our gratitude than by showing the impact of your generosity – the lives changed, the programs strengthened, and the communities built because you chose to care.

This report is a reflection of that collective spirit. As you read through the pages ahead, you'll see the incredible impact made possible by people like you – people who care deeply and act boldly to lift others up.

It takes all of us – giving time, sharing resources, raising our voices – to build a community where everyone has the chance to thrive. Thank you for being part of this movement. We are stronger because of you.

Brandi Hodge
Executive Director
United Way HPE

1453

NUMBER OF
VOLUNTEERS

WORKPLACES
ENGAGED

239

\$1.98M+

INVESTED IN
COMMUNITY

NUMBER OF
PEOPLE HELPED

32,000+

9

LOCAL
FOUNDATIONS
& SERVICE CLUBS

NUMBER OF
INDIVIDUAL
DONORS

1200+

45

FUNDED
AGENCIES

CORPORATE
DONORS &
SPONSORS

80+



United Way
Hastings &
Prince Edward

The Power of United Way

We're 100% local.

Every dollar raised here stays here – supporting people in Hastings & Prince Edward Counties.

We Raise the Resources.

We bring people together – donors, volunteers, and workplaces – to invest time, energy, and generosity into creating real change, right here at home.

In 2024, over 1777 supporters helped us raise \$2,250,619 to strengthen our community.

We Fund What Matters.

We invest in what works. Through grants, partnerships, and targeted initiatives, we support nonprofits delivering critical local programs.

This year, we funded 45 agencies reaching, 1 in 4 people in our region.

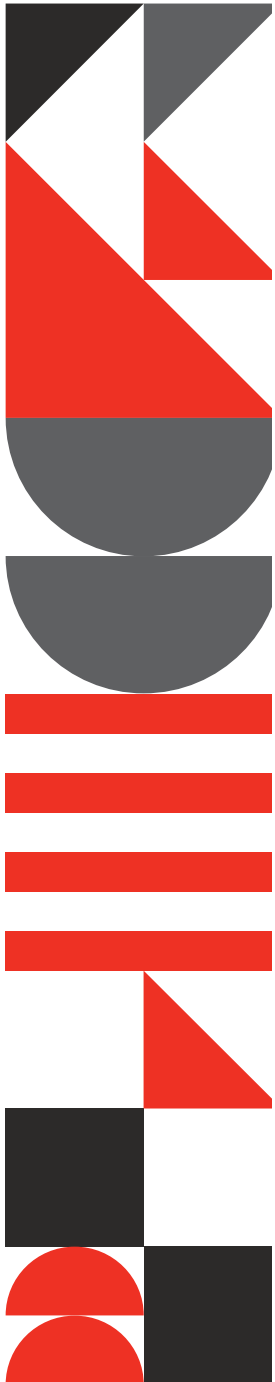
We Build Community.

We bring people together. We tackle big challenges like homelessness, mental health, and poverty – by connecting partners, sharing knowledge, building organizational capacity and leading collective efforts.

From emergency response to long-term change, we help build solutions that last.

United Way HPE is not just an organization. We're a movement.

We are local people, united for local impact.



Poverty to Possibility.

10

funded
programs

No one can build a better future without a solid foundation. United Way HPE helps individuals and families move from poverty to possibility by supporting access to housing, employment, healthcare, childcare, and homelessness services. A key part of this work is improving food security, ensuring people have consistent access to healthy, reliable food.

23,778

people
impacted

Food Security

“As a single working mom, the Good Baby Box and Good Food Box programs help me stretch every dollar - so my kids have diapers, fresh food, and the chance to join community activities. (These programs don't just help me get by - they help me move forward.)”

– Community Development Council

47,420

food boxes
and hampers
provided

Nearly 23% of households in Hastings and Prince Edward are experiencing food insecurity - significantly higher than the provincial average of 17%.

United Way HPE is working to close that gap by supporting community food programs that provide consistent access to fresh, nutritious food. From after-school snacks and youth drop-in meals to subsidized produce boxes and emergency food supports, United Way HPE is helping ensure children, youth, and families have reliable access to food.

407

Individuals
received job skills
and financial
literacy training

- **433** people accessed affordable produce through the Good Food Box

1,024

had access to
resources and
supports in rural
areas

- **350** food gift cards and meal vouchers distributed through the Belleville Community Trust Fund to help individuals and families in urgent need

FUNDED AGENCIES:

Agencies funded by United Way HPE

- Abigails Learning Centre
- Belleville Community Trust Fund
- Bridge Street United Church
- CARE North Hastings
- Central Hastings Support Network
- Community Learning Alternatives CLA
- Enrichment Centre for Mental Health
- North Hastings Community Cupboard
- Quinte Vitality and Social Support (QVSS)



All That Kids Can Be.

8

funded
programs

Every child deserves the chance to thrive. United Way HPE is committed to helping kids and youth start strong, stay on track, and reach their full potential by supporting mental health, providing access to addiction services, creating opportunities for skill-building and mentorship, and ensuring inclusive, accessible recreation. Safe spaces - like youth centres and community programs - are just one example of how we help create the supportive environments young people need to grow and succeed.

1,052

Young people
impacted

Safe Spaces to Grow:

“With support from YOURSPACE and North Hastings Children Services, Ethan moved from crisis to stability - escaping a toxic home, reconnecting with school, and securing a job he now excels in. He's thriving academically, socially, and professionally.”

- North Hastings Children Services

1,800

Youth developed
relationships with a
mentor

Every young person deserves a place where they feel safe, seen, and supported.

Across Hastings and Prince Edward, many youth lack consistent, welcoming spaces where they can simply be themselves. United Way HPE invests in drop-in centres, youth hubs, and after-school programs that do more than keep kids busy - they help them build friendships, access caring adults, and develop life skills. These spaces offer more than safety; they offer a sense of belonging, stability, and a launchpad for brighter futures.

2,000+

Counselling
sessions and
support provided
to youth

- **4,500+** nutritious snacks ensured kids had the energy and focus to fully engage in programming before and after school

812

leadership
opportunities
fostered

- **600** hygiene kits and 25+ clothing and laundry supports helped youth feel clean, cared for, and confident

- **57** youth addiction and substance use supports were delivered through trusted programs, providing early intervention, harm reduction

FUNDED AGENCIES:

Agencies funded by United Way HPE

- Girls Incorporated of Limestone, Algonquin and Lakeshore
- John Howard Society of Belleville and District
- Navy League of Canada, Belleville Branch
- Quinte West Youth Centre
- Reaching for Rainbows
- St. Leonard's Community Support, Prevention and Residential Services
- the ROC Youth Services



Strong Communities.

19
funded
programs

7,692
individuals
reached through
wraparound
supports

8,056
homecare visits
helped seniors
remain safely in
their homes

1,705
needs identified
through 2-1-1
(a free 24/7 phone
and online service)

16,749
transportation
trips
(people could assess
healthcare and
services)



Strong communities are built on connection, safety, and support. United Way HPE works to ensure everyone - regardless of age or circumstance - can access the services they need to live well, from mental health and addiction supports to transportation, caregiver resources, and violence prevention. One important focus is reducing isolation for seniors, because aging at home shouldn't mean aging alone.

Supporting Seniors:

“When Sharon's health declined and her world fell apart, United Way HPE-funded programs through Community Care for South Hastings were there, offering meals, medical transport, home help, and even care for her cat. She was supported every step of the way, from crisis to long-term care.”

– Community Care for South Hastings

Aging at home shouldn't mean aging alone.

With long waitlists for long-term care and the rising cost of living creating new financial pressures, more seniors are being encouraged to age in place. But many can't do it without support. United Way HPE funds critical programs that help seniors stay safe, healthy, and connected in their own homes - by delivering meals, providing homecare, and reducing isolation.

• **54,226** hot and frozen meals provided across the region

• **8,056** homecare visits empowered seniors to age in place

FUNDED AGENCIES:

Agencies funded by United Way HPE

- Alternatives for Women
- Brain Injury Association Quinte District
- CMHA Hastings Prince Edward
- Community Care for Central Hastings
- Community Living Prince Edward
- Community Partners for Success
- Continuing On In Education
- Sexual Assault Centre for Quinte and District
- Victim Services HPE, L & A
- Volunteer + Information HPE (aka VIQ)
- Heal with Horses
- Quinte Transit
- Alzheimer's Society
- 211



United Way HPE in the Community

Day of Caring

A signature United Way initiative across the country, Day of Caring connects workplace volunteers with local nonprofits to complete meaningful, hands-on projects like painting, gardening, building, and cleaning - tasks that often go undone due to limited time and resources. It all happens over one impactful day, made possible by United Way's ability to mobilize volunteers and engage donors. Each year, hundreds of volunteers from our workplace partners contribute thousands of hours to support dozens of nonprofits across the region, building relationships and showing what community care truly looks like.

Period Promise

Periods are a fact of life, but for those living in poverty or facing other vulnerabilities, access to menstrual products can be a real challenge. Period poverty exists right here in our community. After hearing from seven partner agencies about a critical shortage of hygiene products - especially period products - United Way mobilized a three-week community-wide collection drive. Through our Period Promise campaign, with drop-off locations at our office, in workplaces, and throughout the region, we gathered thousands of products to help meet the urgent needs of these agencies and the people they serve.

Good Food Box

The Community Development Council of Quinte's Good Food Box program offers everyone in HPE access to affordable, nutritious fruits and vegetables every month. This vital service is powered almost entirely by volunteers - drivers, packers, unloaders, and those breaking down cardboard - all playing an essential role in getting food into boxes, out the door, and onto tables across Hastings and Prince Edward. When the program faced a shortage of volunteers, United Way stepped in by coordinating support from our workplace partners, connecting employee donors directly to the agencies their contributions help fund. It's a win-win: the program gains reliable volunteer support, and workplace donors experience the impact of their giving firsthand.

Collaboration in Action

Building Stronger Communities Together

At United Way HPE, we know that complex problems demand collaborative solutions. That's why we bring together partners, ideas, and resources to create change that lasts. These are just a few of the ways we're working together to meet urgent needs and strengthen our community.

The Bridge Integrated Care Hub

Too many people in our community fall through the cracks between health care, housing, and social services. The Bridge was created to change that.

United Way HPE is a proud partner in launching and sustaining The Bridge – an integrated hub provides food, shelter, showers, and access to services all in one place. It's a vital response to the growing challenges of homelessness, mental health, and addiction.

"The Bridge is about connection, dignity, and care – helping people take the next step, whatever that looks like for them."

The HART Hub – Hastings & Prince Edward

Our region has struggled with a historical lack of resources that address homelessness and substance use. The HART Hub is one part of our collective response.

United Way HPE and Canadian Mental Health Association HPE co-lead the development of the HART (Homelessness and Addiction Recovery and Treatment) Hub proposal, bringing together over 20 partners to design a region-wide response. This includes mobile outreach teams, an integration with The Bridge Hub and all the wrap around supports and services including health care, mental health and addictions, and housing supports along with 22 transitional housing units with 24/7 support.

"The HART Hub is a bold step forward – built by and for this community."



Belleville
Community
Trust Fund

SHARED SPACE, SHARED PURPOSE

Support from United Way takes many forms. While sometimes it means direct funding, it can also mean mobilizing volunteers or offering space to those who need it. Belleville Community Trust, both a funded agency and valued partner, operates from our offices at no cost—eliminating overhead expenses and allowing greater investment in their community work. By sharing space, we've created a small but meaningful hub of collaboration and impact.

Capacity Building

Why we do it: Nonprofits are navigating complex challenges with limited resources. We help them lead with confidence, clarity, and strategy.

A closer look at Capacity Building in action

In 2024, CHSN – a grassroots nonprofit addressing rural poverty, food insecurity, and transportation – faced an unprecedented crisis. Surging demand stretched their food bank to new limits, and their rural transit service was pushed to the brink of collapse. When they were forced to pause transit operations due to unsustainable costs, the entire community felt the impact.

United Way HPE didn't just respond with emergency dollars. We showed up as partners.

We worked directly with CHSN to develop a short-term solution that prioritized essential rides for those most in need. Then, we advocated alongside them – engaging local municipal leaders to explore long-term transit solutions that rural communities can count on.

“United Way didn't just help us survive the crisis – they helped us reimagine what was possible. Their support strengthened our services and our community relationships.”

— Central Hastings Support Network

Through ongoing consultation, leadership coaching, and connection to broader networks, we helped CHSN come through a difficult year stronger and more resilient. And they're not alone – this kind of partnership happens every day, across the more than 45 agencies we support.

ANCHOR AGENCY FUNDING – PILOT PROJECT

United Way Hastings & Prince Edward is piloting its new Anchor Agency Funding program - an innovative shift to unrestricted operational funding for eight local not-for-profits. Launched in 2024, the pilot aims to strengthen community impact by providing stable, flexible support that helps agencies cover core costs, retain staff, and respond to emerging needs. In partnership with Loyalist College's Centre for Healthy Communities, United Way is also developing an evidence-based reporting system to capture the often-hidden, system-level impact of core funding, and offering a more nuanced way to measure what truly sustains vital community work.

ANCHOR FUNDING STREAM

8 agencies funded through
Anchor Funding

- All-Together Housing
- Community Development Council of Quinte
- Community Care for South Hastings
- Community Living Belleville and Area
- North Hastings Children's Services
- Prince Edward Learning Centre
- Youth Diversion
- Youth Habilitation Quinte



Volunteers in Action



I got involved with United Way HPE because I care deeply about this community, and I know I'm not alone. Giving back is how we show up for one another, and it's how we build a stronger, more connected place for everyone.

What I love about United Way is that it supports the whole community, helping people of all ages and walks of life, across a wide range of urgent and everyday needs. It's the best way to make a lasting, local impact.

CAMPAIGN CABINET

Taylor Russett (Chair)
Owner of
Lafferty's Menswear
and The Grind & Vine
Coffee Shop

Dug Stevenson
Bay of Quinte Regional
Marketing Board

Caley Weese
McDougall Insurance

Eric Rozema-Seaton
Alliance Patient
Transfer Inc.

Hunter Fargey
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**Deputy Chief
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Starboard
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Jennifer Aylsworth
Hastings County

Sarah Sparks
Government of
Ontario

Kristen Sokolowski
Procter & Gamble

Jessica Anderson
North Hastings
Children Services

Hilary Murphy
Taskforce Engineering

**Maj. Jonathan
Campos**
CFB 8 Wing Trenton

I'm especially moved by the generosity of our donors. Whether you give \$2 off your paycheck, \$25, or \$25,000 - every single dollar matters. No gift is too small. Every gift is valued, and every act of giving fuels real change.

Thank you to our major supporters, our sponsors, our corporate partners; Thank you to every payroll contributor, every cheque writer, every event participant.

Thank you to every single person who shows up every year. Your compassion and commitment inspire us all.

A handwritten signature in black ink, appearing to read "Taylor Russett".

- Taylor Russett
2024 United Way HPE Campaign Chair

ALLOCATIONS VOLUNTEERS

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Sarah Sparks
Carmela Ruberto
Lenore Begley
Bill Stearman
Cathy McCallum
Tim Bannon
Pam Murphy
Maribeth Bateman
Jared Bellemare
Bronwyn Wardaugh
Trish Thompson
Marg Bourgoïn
Bonnie Sweet

Lisa Romano
Maria Morris
Danielle Emon
Carey Smith- Dewey
Kathy Miller
Kim Taylor
Kayla McNally
Anne Marie Barrett
Gloria Hackett
Wendy Danford



Board Chair Greetings



As Board Chair, I am proud to reflect on a year of intentional growth and progress guided by our strategic priorities. United Way Hastings & Prince Edward

continues to strengthen its impact by deepening local partnerships, expanding our reach, and advocating for change where it's needed most.

This progress is only possible because of you: our donors, stakeholders, and community partners. Your trust, investment, and shared belief in the power of local solutions have enabled us to act boldly and build meaningful change.

We remain committed to embedding Diversity, Equity, Inclusion, and Indigenous Collaboration

into everything we do, not as an initiative, but as a core value that shapes our direction and decisions.

On behalf of the Board of Directors, thank you for standing with us. Together, we are building a stronger, more connected community, one where everyone has the opportunity to thrive.

Elvin Green

Elvin Green, Chair,
Board of Directors

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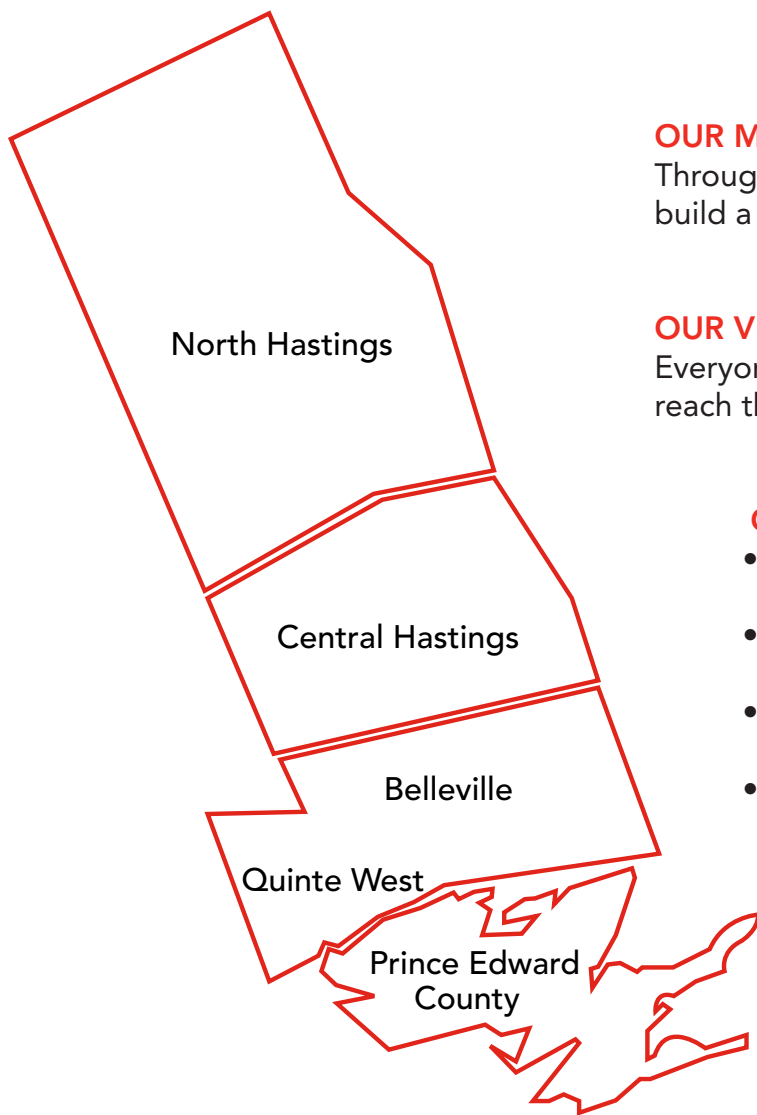


Oshin Sam
Data &
Administration
Coordinator



100% LOCAL

SERVING HASTINGS AND PRINCE EDWARD COUNTIES



OUR MISSION

Through caring and generosity, we improve lives and build a stronger community for all.

OUR VISION

Everyone in our community has the opportunity to reach their full potential.

OUR VALUES

- Demonstrate trust, integrity, respect, inclusivity and transparency
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships and collective action
- Provide non-partisan leadership
 - Embrace diversity
 - Be nimble and resilient



United Way
Hastings &
Prince Edward

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