



United Way
Estevan

Community Impact Strategy

2024 Report



Our Mission, Vision, and Values

Mission: To positively impact the quality of life in our community.

Vision: For everyone in our community to have the opportunity to reach their full potential

Values:

- Demonstrate integrity, respect, and transparency.
- Encourage and inspire volunteerism, service, and leadership.
- Commit to inclusivity, innovation, partnerships, and collective action.

United Way Estevan Community Impact Strategies

Enhance

Enhance existing connections and collaborations so that stakeholders within the community can share knowledge and experience, identify duplication of services and underutilized services, and work together to identify and fill gaps in the community.

Interagency Connection - Estevan Community Wellness Committee - Opportunities to Collaborate

Educate

Educate the community on the work of United Way Estevan, the Estevan Community Wellness Committee, the creation of a Community Wellness Page for the community, and initiatives that promote awareness surrounding the priority areas.

*Community Impact Stories - Combined Marketing Plan - Support Educational Opportunities
Natural Supports Simulation*

Connect

Create opportunities to connect with underrepresented community members to develop relationships and greater understanding. Encourage community-wide connections supporting the development of natural supports and a sense of belonging. Foster positive community relationships.

Telethon - Day of Caring - Challenge Day - Community Events - Connections with Board Members





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Enhance

In 2024, the United Way Estevan Executive Director helped facilitate four interagency meetings to help community agencies stay connected, identify gaps in services, and collaborate to meet the needs of the community.

"After our first interagency meeting, we felt welcomed, connected, and supported as new leaders of an existing organization. In fact, it provided a very strong and important connection for meaningful future programming."

Estevan Public Youth Centre (EPYC) Executive Directors, Bonnie Chepil-Kvamme and Maisy Daoust



The **Estevan Community Wellness Committee**, supported by United Way Estevan through our Executive Director and shared board members, now holds monthly board game nights to help *"the community to come back out and interact with each other more."*

ECWC co-chair, Shelly Veroba

Estevan Public Youth Centre (EPYC) was started as a United Way Estevan Community Impact Project in 2020. Now a registered charity, EPYC continues to receive support through United Way Estevan. With changes in EPYC Executive Directors in 2024, United Way Estevan's expertise has been valuable to help new EDs make needed connections within the community.



In addition to regularly connecting with Member Agencies and Community Impact Partners, other community organizations have been invited to meet with United Way Estevan's Board of Directors. So far, the UWE Board has met with Southeast Advocates and Estevan Police Service's Police and Crisis Team (PACT). These conversations enhance United Way Estevan's ability to understand and represent the entire community.

"Meeting with the various community groups is a good way to keep our board informed on the impact the various groups have on the community. It's also a beneficial way to understand where the funds that we raise are going and help us determine if there are maybe other gaps in the community as well." Brittney Brokenshire, UWE Board Member





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Community Impact Story

In 2024, United Way Estevan prioritized funding for agencies and projects that provide mental wellness supports. One example is United Way Estevan's support of the Envision Counselling & Support Centre's Intake Worker.

\$90k+

2023

\$115k+

2024

"At Envision Counselling and Support Centre, we know that people often reach out during some of the most difficult times in their lives. As an Intake Worker, I have the privilege of supporting individuals through various stressors, from past trauma to current crises. One recent call truly demonstrated the impact of compassionate support in times of urgent need.

A woman called, feeling emotionally overwhelmed, isolated, and unsure of where to turn. She had endured a violent past relationship, family dysfunction, and had just been laid off from her job that week. With all these stresses weighing on her, she was struggling to cope and shared that she had been experiencing heavy suicidal thoughts.

I listened without judgment, allowing her to express the full weight of her emotions. In that moment, she needed someone to hear her, and this alone helped her feel a bit lighter. I reassured her that her feelings were valid, acknowledged the challenges she had faced, and offered comfort. Together, we worked through grounding and breathing techniques to manage her emotions and help her focus on her strengths.

We also created a safety plan, helping her look at her life from a more positive perspective. She thanked me for listening and for being there when she needed support most. Before the call ended, I connected her to resources, including Income Assistance and unemployment services, and helped her enroll in one of Envision's programs. We scheduled a follow-up appointment with an ongoing counsellor, and I asked if she would like a call the next day, to which she agreed.



The next day, she shared that she was feeling better and had used the grounding techniques we discussed. She thanked me again for checking in, and we revisited the tools that had helped her. She continues to stay in touch, and her story reminds us of the powerful impact of simply being there for someone during a crisis. Sometimes, all people need is a compassionate ear and validation of their feelings. This experience demonstrates the importance of accessible, immediate support, showing that being present when it matters most can make a significant difference."

Educate

In 2024, with the help of Saskatchewan Blue Cross, United Way Estevan brought United Way Calgary's Natural Supports Simulation website to Estevan to help support community members develop skills to support each other. The website has been shared with parents through school newsletters and emails, with other agencies through interagency communications, and shared with the wider community through posters and social media.

"The Natural Supports Simulation is an incredible resource for our community. It allows participants to step into different scenarios and have genuine conversations, helping everyone to better understand the unique challenges that young people encounter. By exploring various roles and concerns, this simulation not only helps individuals develop their skills but also fosters a more caring and informed community that is committed to supporting our youth. It allows people to learn at their own speed, in private, or in a classroom setting."

Laura Melle, Director of Operations - Envision Counselling & Support Centre Inc.



Another initiative to support mental wellness and address addictions in the community was the Estevan Community Wellness Committee's Courage & Community Dinner.

"The highlight of the evening was a keynote speech by Brad Siroski, Saskatchewan mental wellness advocate who shared his journey through mental health challenges and addictions, emphasizing the importance of breaking the stigma." Estevan Mercury

"Thanks to the community of Estevan for continuing the conversation around mental health and addictions." Brad Siroski

"Mental health is important to us on a personal and professional level. It's a topic we address openly in our business. We've planted a big imaginary mental health flag at Murray GM, and we make sure everyone knows they can seek help if they need it."

Brad Pierson

Murray GM Estevan - Event Sponsor



Community Impact Stories

With the support of United Way Estevan, community agencies positively impact the quality of life in our community and help everyone in our community to have the opportunity to reach their full potential through education and connection.



"Every single meeting is a joy! I genuinely look forward to them because I get to connect with others who truly understand my experiences. It's not just about meeting people—it's about learning life-changing skills that I can actually use in my daily life." CNIB Participant

"This community and the resources available have truly made a difference in my life."
Brenda MacDonald, Estevan Participant



Estevan Early Years
Family Resource Centre



Estevan Area Literacy Group
Battle of the Books

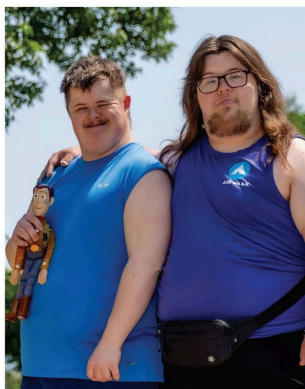
My life has changed for the better after having been in the Women's Empowerment class with Envision. It's taught me so many things about living in the moment, not living in the past. The facilitators made me feel accepted and part of the group instantly. The ladies who were a part of the group with me connected so well. This was truly meant for me. We all need a boost and to feel empowered by others!" Anonymous

"I love Camp!"

*I get to hang out with
my best friend, Nick.*

We're the broskis!"

Kaleb Krakalovich,
Camp Easter Seal
participant



"Jaycee has a happy bounce when he's really excited - his arms will be going and he'll get a big smile across his face. The excitement really begins when we start pulling up to Camp Easter Seal and he sees all the staff there waiting to welcome him. He really feeds off the positive energy of all the smiles and hugs. For our family, to know Jaycee is having an experience that's all about him and catering to his needs just makes us so happy."

Carol Ross,
parent to camper Jaycee Ross



Connect

United Way Estevan chose to include fostering positive community relationships as part of our Community Impact Strategy to encourage Community-wide connections that support the development of natural supports and help to create a sense of belonging for all community members.



Southeast Advocates - SWIS & Transitions

Jun 3, 2024 · 🌐

Our first time this year to contribute to the [United Way Estevan](#) Day of Caring and we so loved it! It was heart-warming to see the smiles after we put our best to complete our projects...our acts of service. ❤️

Congratulations United Way Committee for a succesful day! We are with you in your commitment to make our community, a caring one! Looking forward to next year!



Estevan Comprehensive School

Dec 4, 2024 · 🌐

It's Muffin Morning!

Special thanks to [United Way Estevan](#) for the financial support to our ECS Student in Need Program. When ECS students and staff arrive, they are welcome to a free muffin at our main entrance or bus doors

Thanks to our SCC for organizing and volunteering at this popular event!

#ECS #SCC #freemuffins #muffinmornir.👉



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Encompass Fitness Studio

May 30, 2024 · 🌐

Yesterday was our first time contributing to the Estevan United Way Day of Caring and what a fun day it was! It is incredible to see so many projects and initiatives completed in one day and we can't wait to participate again next year.

Hat's off to the United Way Committee and all they do to make our community a better, brighter place. ❤️



United Way Estevan

Oct 26, 2024 · 🌐

Come visit the United Way Estevan table at Spooktacular Treats For All! An inclusive and accessible Halloween experience for all!

We are in the multi purpose room at the leisure centre from 12-2!



United Way Estevan

Posted by David Willberg

Oct 19, 2024 · 🌐

A big thanks to the students from the Estevan Comprehensive School's SRC for all they did during this year's ECS Takeover. They handled the Telethon from midnight to 6 am. You are the Community.



"During my time with EPYC and UWE, I met amazing people who help make our community united and strong. I had the opportunity to connect with many individuals and witness the incredible impact they have on strengthening our community by supporting our youth. It also reinforced my understanding of why I volunteer and the valuable benefits EPYC and other organizations bring to Estevan and its young people."

Osama Kamel, 2024 Student Representative
to EPYC and UWE Board

2024 Member Agencies & Community Impact

MEMBER AGENCIES

CNIB
Canadian Red Cross Society
Creighton Lodge Trust Committee
Envision Counselling and Support Centre
Estevan Area Literacy Group
Estevan Diversified Services Inc.
Estevan Early Years Family Resource Centre
Estevan Regional Nursing Home Auxiliary
SaskAbilities
St. Joseph's Health Care Auxiliary

**Over \$370K
Invested in Our
Community in 2024**

\$23k+

Invested in food security for families in need in our community.

Invested in programs for children and youth in our community.

\$72k+

\$155k+

Invested in helping people in our community stay healthy and connected to our community.

Invested in mental health supports in our community.

\$115k+

COMMUNITY IMPACT PARTNERS

ECS Bursaries
ECS Student in Need Food Program
ECS Challenge Day
Estevan Public Youth Centre Inc. (EPYC)
Hillcrest School Breakfast Club
Trinity Tower Hi-Risers Association
United Way Estevan Day of Caring



7500+
lives directly
impacted with
the help of
500+
volunteers.



It is all made possible, thanks to YOU, our donors. YOU are the community!