



**United Way**  
Estevan

# Community Impact Strategy

2025 Report

**Connect**

**Enhance**

**Educate**



# Connect

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

## Estevan Community Wellness Committee's Courage & Community Dinner

brought the community together again, in the midst of a dark and cold January, to talk about loss, resilience, and mental health.

**Tyler Smith, survivor of the 2018 Humbolt Broncos bus crash**, spoke about how important community is in his healing process. *"People showed up for us...*

*There's connections in your life that can lead to conversations and can really help change your perspective. For me, today, I can't believe how many perspective shifts I've had just solely from experiences I've had with people like yourself...*

*Connection thrives when people show up for each other. People showed up for us. Why I have so much love for people is because you guys showed up."* Tyler Smith



Photo Credit: David Willberg

## United Way Estevan President, Brittney Brokenshire, and members of the UWE



Board of Directors visited **Boundary Dam Power Station** to connect with and offer gratitude to SaskPower, local SaskPower employees (IBEW & Unifor) and SaskPower management during a fundraising luncheon prior to Telethon 49.



# Connect

Member Agencies, such as **Envision Counselling & Support Centre** encourage and support healthy choices in individuals, families and the community.

*"I feel so fortunate to have an organization such as Envision in our community. The compassion and knowledge of the staff and counselors are second to none.*

*Thank you for everything you have done for myself, my family, and so many others."*

*Envision Client*



United Way Estevan **Community Impact Projects**, such as **Estevan Arts Council's program** to remove barriers to access their events, **enhance the quality of life** for all in the community.

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



In **2025** the community games nights secured a snack sponsor, **Souris Family Pharmacy**, established a consistent location, **Estevan Market Mall**, and learned that three spin-off groups developed in the community out of ECWC Games Nights.

In addition to regularly connecting with **Member Agencies and Community Impact Partners**, in 2025 the **UWE Board** invited **Sober Living** staff and **Warm Welcome** organizers to share information about their organizations. These conversations enhance United Way Estevan's ability to **understand, represent and support connections and collaboration** within the community.



# Enhance

In 2025, 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. These meetings have led to numerous connections for problem-solving service gaps, collaborative events, and other partnerships that help community agencies enhance their ability to serve the community of Estevan.



# Educate

In 2025, the Estevan Community Wellness Committee developed a **website designed to connect local people with local resources and community activities.**



In 2025, with the help of **Saskatchewan Blue Cross**, United Way Estevan continued to provide the **Natural Supports Simulation** tool to help 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.*



# 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*



# 2025 Member Agencies & Community Impact Partners

## 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 Public Youth Centre (EPYC)  
Estevan Regional Nursing Home Auxiliary  
SaskAbilities  
St. Joseph's Health Care Auxiliary  
St. Joseph's Adult Day Program

## COMMUNITY IMPACT PARTNERS

ECS Bursaries  
ECS Student in Need Food Program  
Estevan Arts Council  
Hillcrest School Breakfast Club  
Trinity Tower Hi-Risers Association  
United Way Estevan Day of Caring

**Over \$330K  
Invested in Our  
Community in 2025**

**\$20k+**

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

Invested in programs for children and youth in our community.

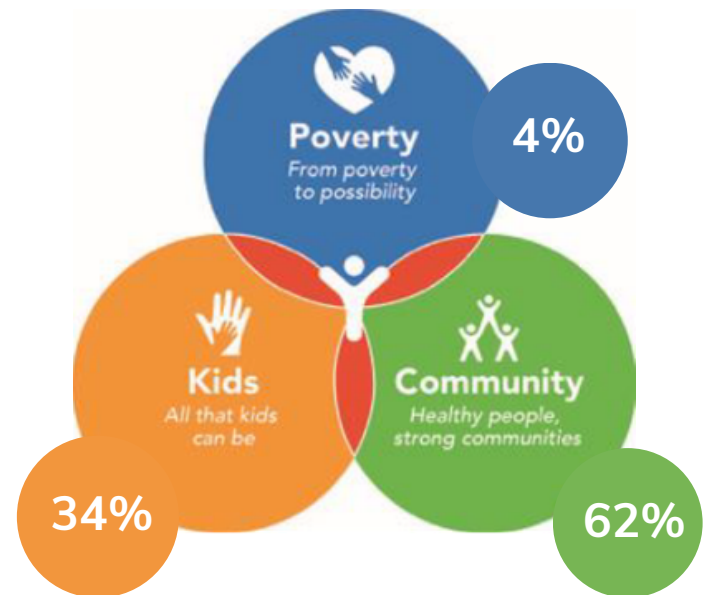
**\$114k+**

**\$210k+**

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

Invested in mental health supports in our community.

**\$99k+**



**9500+\***  
lives directly  
impacted with  
the help of  
**500+**  
volunteers.

\*based on data submitted by agencies



**It is all made possible, thanks to YOU!  
Together... We Make a Difference!**