

New & increased United Way investments reflect Urban Exchange responses

In the first Urban Exchange survey, Winnipeggers weighed in on social issues and quality of life in our city (see sidebar, "Survey 1 Results").

In our second survey, we're following up on your top concerns by asking **how you'd allocate \$1000** among the issues Winnipeggers identified as most important. So far, respondents have directed an average of \$298 toward addressing poverty, more than any other issue.

Poverty is closely related to many other social issues. That's why United Way is working hard to invest in programs and strategies that promote financial independence and ensure our children and youth have the opportunity to succeed and become engaged and productive adults.

In the last year, United Way:

- In partnership with SEED, continued to mobilize the Winnipeg AssetBuilders Partnership, a network of nine agency partners delivering asset-building programs in many neighbourhoods in our city.
- Approved a new \$150 000 investment over the next three years for Opportunities for Employment, a non profit organization that helps ex-offender youth (ages 18-29) build job search skills and find meaningful employment.
- Increased investment in Graffiti Art Programming, Inc. (GAP), a non-profit community youth art centre in Winnipeg's core area that promotes the use of art as a tool for community development, social change, and individual growth.

Survey 1 Results As reported in 2008



49% of 2893 participants included **youth crime & gang activity** as one of their top three social issues

39% were concerned about **crime** in general

28% identified **poverty** as a critical issue.

Since early 2008, more than 1100 new participants have completed the survey, and the top three issues have remained the same!



83% of respondents agree that: "the community as a whole is responsible for finding opportunities to reduce poverty."

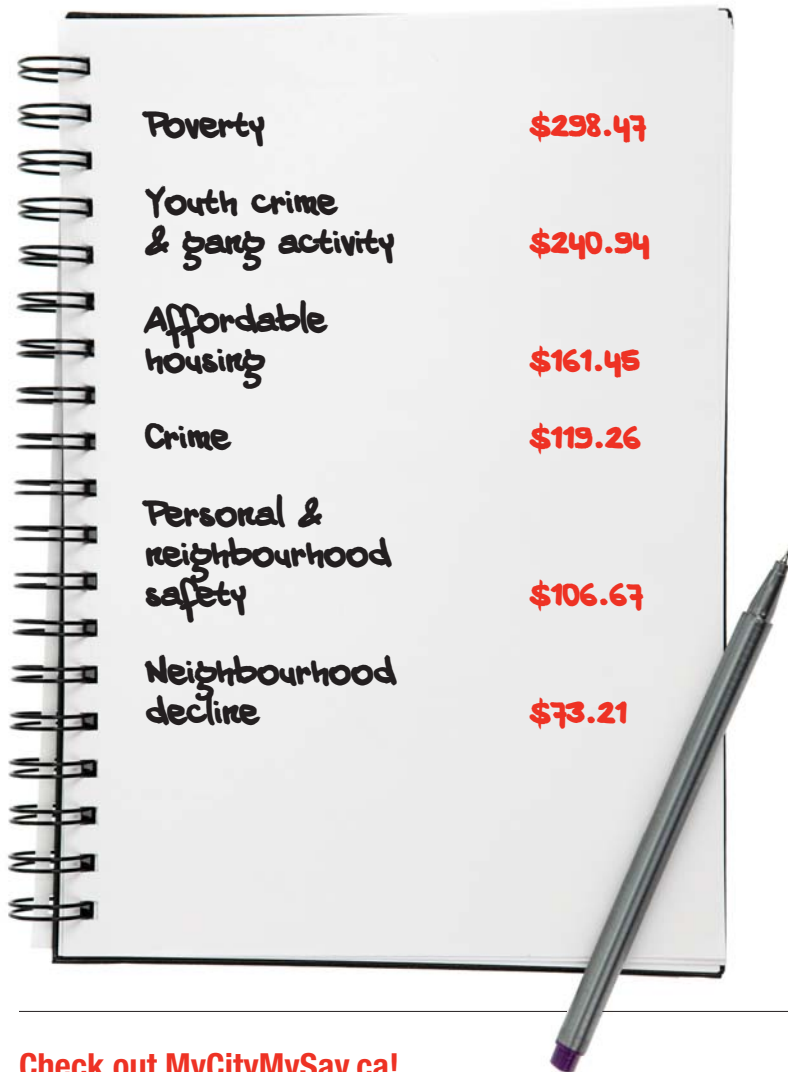
63% agree that: "individuals living in poverty are responsible to take steps to address their own situation."

*Based on Exchange 2: Exploring our Values preliminary findings

★ In 2009, the province will make an additional \$800,000 annual investment in financial education and asset-building. The Manitoba Saves initiative will mean up to 700 Manitobans living in low-income situations will be able to enroll in money management training. The initiative will also offer matched savings incentives to up to 450 Manitobans who save for housing, education or starting a small business.

In our first survey, respondents **identified the social issues** they were most concerned about. **In Survey 2, we took the top six and asked how you'd allocate \$1000** to help address these issues.

So far, here's what you've said:



Poverty	\$298.47
Youth crime & gang activity	\$240.94
Affordable housing	\$161.45
Crime	\$119.26
Personal & neighbourhood safety	\$106.67
Neighbourhood decline	\$73.21

Did You Know?

Since 2000, United Way supported asset-building programs have been helping individuals and families living in low-income situations gain the knowledge, experience and confidence they need to build their financial assets and achieve long-term stability.

With matched savings incentives, participants achieve goals and realize dreams like:

- Buying a computer to help with homework or job searches
- Furthering an education
- Buying a first home
- Developing a small business.

★ These days, money and the economy are on everyone's mind! What happens when we don't make enough to meet our basic needs? Who's responsible for addressing poverty in Winnipeg? What are we working toward as a community?

Stay tuned for a short questionnaire on poverty at the end of February 2009.

Check out MyCityMySay.ca!

If you haven't been to MyCityMySay.ca recently, here's a list of our last few posts:



Winnipeggers are generous with money, ideas and time – includes some great findings about volunteering from our first survey.



Destination Winnipeg sells city as "Incredibly Cool!" – check out MyCityMySay.ca to find out how DW is talking about Winnipeg and "why it's even cooler than you think."



Urban Exchange panel members are a diverse group – at 96 years old, Wilhelmina Klimpke is one of the more seasoned Urban Exchange participants.

By the way . . . **thanks** to everyone who sent stories and photos for the **"What do you love about Winnipeg?"** contest on MyCityMySay.ca! People from all over the world have been checking out your stories – Senegal, Malaysia, Qatar, Japan, Pakistan, Sri Lanka, and dozens of other places. **Way to promote Winnipeg!**



Results Sneak Peek— Survey 2: Values

Thank you to everyone who has completed our current survey on values - the thoughts and ideas we care about most deeply.

You've talked about your experience living in Winnipeg and shared your ideas about what could make our city a better place to live.

So far we've heard from over 1200 Winnipeggers and the responses are just fascinating. That's why we're so excited to share some of the early findings with you right now. But look forward to a more detailed report in the future! 🗨️

We asked: **“What values should characterize Winnipeggers, as a group?”** You said:

- **Respect for others**
- **Morality, sense of right and wrong**
- **Being community spirited**
- **Encouraging & celebrating diversity**
- **Environmental awareness**
- **Civility - politeness and respect**
- **Responsibility**
- **Caring for others**

“I feel that I am connected in the community and that I belong here.”

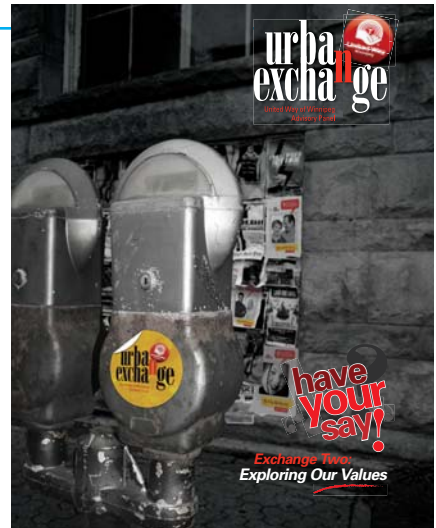
82% of current respondents agree or strongly agree with this statement

“I feel that I make a valuable contribution to Winnipeg’s society.”

86% of current respondents agree or strongly agree with this statement

98% agree or strongly agree that **“the ideal city is one where people of different races and cultures and people with different lifestyles and backgrounds live and work together.”**

**Based on Exchange 2: Exploring our Values preliminary findings*



We asked: **“What values are important to you?”**

Across all age groups, **respect for others** is the value most often included in people's personal top five.

In your words

“Even though my answers may not seem like I like Wpg that much, that is not true. I love Winnipeg and am very happy to live and work here. **Winnipeg Rocks!”**

“Generally people treat others the way they themselves are treated or have been treated.”

“I am definitely trying to think more about **what my responsibilities are as a community member, and I think that the culture of community that many immigrants bring with them is extremely important and ought to be adopted by our own society. We ought to create greater **links among neighbours** and reach out to those around us.”**

“We need more opportunities to **connect with each other in communities - to come together around **common goals**.”**

Exchange 2: Exploring our Values is still open.

Hundreds of Winnipeggers from all walks of life—people just like you—have had their say. **We'd love to hear from you!** Visit MyCityMySay.ca to give your opinions today, or contact us at 477-5360 for a printed copy.

Urban Exchange welcomes new manager

Urban Exchange is a two-way conversation about our city. You've been generous with your time and opinions and the Urban Exchange Working Group volunteers have been working hard to keep the conversation going.



But when you pick up the phone or write an email, it's nice to know who's on the end of the line! That's why we're thrilled to introduce you to **Jill McLean**, the new face of Urban Exchange.

"I'm looking forward to connecting with people, learning about what's important to them, and building on their knowledge to help make Winnipeg an even stronger city," says Jill.

Joining us with a background in Sociology and Women's Studies at University of Manitoba, Jill's been involved in community art programming and spent the past five years volunteering and advocating in the area of child sexual exploitation.

Jill says she was drawn to the position because it allows her to combine her two passions: community and research. She's eager to apply her skills and experience with Urban Exchange.

Please join us in welcoming Jill to her new position. Send her an email or give her a call to say hello! **Email Urban.Exchange@UnitedWayWinnipeg.mb.ca, phone 477-5360.**

Eric Friesen, who many of you have connected with over the past 18 months, will continue to provide support to Urban Exchange, along with other United Way initiatives that offer opportunities for Winnipeggers to make our city even stronger. 🗨️

The Urban Exchange Working Group would like to say **thank you** to Pat Harper who supported the initiative through its development, launch and early stages of activity. Pat has recently retired from United Way and will be pursuing a number of other exciting opportunities. 🗨️



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Advisory Panel

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United Way of Winnipeg is committed to protecting the privacy of panellists. Read our privacy policy online at www.UnitedWayWinnipeg.mb.ca/privacy.html

Please help us keep your information up to date!

If your contact information has changed, please let us know. Complete and mail this form to United Way of Winnipeg, or email us at Urban.Exchange@UnitedWayWinnipeg.mb.ca

Name and address changes

First name _____ Last name _____
Home address _____
City _____ Postal code _____

Telephone number changes

Home _____ Cell, if available _____
Work, if available _____

Email changes

Home email _____ Other email, if available _____