

# All That Kids Can Be

**“Every kid deserves the chance to reach their full potential.”**

Why invest in kids? Because when young people have the tools they need, they are more likely to succeed at school and in the future. They value their place in the community and feel a real sense of belonging.



## The Challenges:

Despite a wide range of services for children and youth in Waterloo Region, there are still gaps and some youth are falling behind:

- 15.6% of children live in low income households
- 1 in 4 children and youth report being the target of cyberbullying
- 1 in five youth don't graduate from high school

## Our Role:

We help at-risk children and youth (ages 0-25) grow to be their best. By investing in local programs that improve their self-confidence, build coping skills, and encourage leadership and success in school, we strive to give all children and youth the opportunities they need to grow and thrive.

## Our Goal:

We will...

- Ensure kids are engaged and involved in school and community
- Ensure kids are physically healthy and active
- Ensure kids are mentally and emotionally healthy

## Results: By accessing services through 19 supported programs:

- 7,619 children & youth have learned how to deal with adversity
- 4,369 have built their self-esteem
- 5,182 have significantly improved how they feel about their present and their futures

**Together, we are possibility.**



**United Way**  
Kitchener Waterloo & Area