

From Poverty to Possibility

“Meeting people’s basic needs is the first step to breaking the cycle of poverty.”

Why invest in basic needs? When basic needs are taken care of, people can focus on the next piece and look forward to creating stability and independence.



The Challenges:

For people living in poverty, the day-to-day struggle to meet basic needs, such as food and shelter, is exhausting. People caught in that cycle also experience fewer opportunities to participate in community life, often resulting in social isolation.

- 1 in 4 adults in Waterloo Wellington are unable to read
- The Region of Waterloo is 1 of 5 Ontario municipalities where individuals wait longer than 5 years for subsidized housing
- 9.7% of families in Waterloo Region lack access to affordable and nutritious food due to poverty

Our Role:

We help people move from Poverty to Possibility. By investing in local programs that provide food security and housing stability, we help people to meet today’s needs, to build the skills needed to meet tomorrow’s needs, and to see a much brighter future.

Our Goals:

We will...

- Ensure people have enough affordable and nutritious food
- Ensure people have a place to call home
- Ensure people have the skills to prosper and be independent

Results: By supporting 9 different programs and services:

- 20,575 people received immediate help through emergency food hampers
- 1,235 more took a step toward a better life by finding more secure housing
- 1,519 acquired the life skills they need to become independent

Together, we are possibility.



United Way
Kitchener Waterloo & Area