A tool for social impact: How United Way is using GIS to help change lives

Presented by: Paul Steeves, Senior Manager, Evaluation and Analytics, United Way Ottawa
October, 12th, 2017
Our Promise to Donors

That their donation will be invested where it is needed most and where it will have the greatest impact.
How do we know?
Why is location so compelling now?

- MAPS Communicate
- SPATIAL ANALYSIS is powerful
- NEW TECHNOLOGY is making location easier
Ottawa

Population: 934,243
Area: 2,778 km²
100% LOCAL
All of your donation stays in Ottawa.
La totalité de vos dons demeure à Ottawa.
What you need to know about your neighbourhood...

[Addressing Name]
[Address Line 1]
[Address Line 2]
[City], [Prov] [Postal Code]

[Date]

Your neighbourhood is a great one to live in, and the stats show it. According to the Ottawa Neighbourhood Study, adults living in the Glebe have the highest rate of post-secondary education in the city. The Glebe also has the fifth-highest per capita median income. Local residents benefit from the vibrant Bank Street business community and the beautiful views of the Rideau Canal.

Donors in the Glebe are supporting people in need in their neighbourhood and across the city. With your generosity, United Way can help those who need it most, no matter where they live in Ottawa.

[Firstname], please make your gift today and ensure Ottawa remains a great city for everyone.

You may know that the Glebe also has its challenges. Like others in Ottawa, residents can face mental health challenges, a crisis or difficulty finding work. One-quarter of Glebe residents make less than $20,000 a year, many of them seniors on fixed incomes.
More seniors than children

- Birth to 14 years
- 65 years and older
Aging brings great challenges. Not only for seniors, but also for their families.

Without support, these valuable members of our community risk losing their independence, their dignity, and their health. Supports can be simple – ranging from home-based care, to providing transportation and access to social groups.

When a senior is vulnerable in more ways than one, the challenges are even greater. Those living on a low income, single seniors, senior women, seniors with disabilities, newcomer seniors, Indigenous seniors and seniors in the LGBTQ+ community are much more likely to face significant challenges when it comes to social isolation or mental health.

Local services can be a lifeline: they allow seniors to stay healthy and active in their communities for longer. As well, as family members are often thrust into a new world of responsibility as they care for a loved one, caregiver supports become even more essential.

A profile of vulnerable seniors

When it comes to our growing senior population, United Way Ottawa wants to ensure we have the best tools possible to put resources where they are needed most and will have the greatest impact. In June 2017, we released A Profile of Vulnerable Seniors in the Ottawa Region – a report that analyzes the state of vulnerable seniors in our city and makes recommendations to address this emerging issue.
Growing old doesn’t have to be lonely

You can provide Ottawa seniors with the vital services they need to lead happy, healthy and productive lives.

GIVE TODAY
The Population of Ottawa is Aging

For more information, please visit: UnitedWayOttawa.ca/Seniors

What will our city’s senior population look like in 2025?

These two maps show the share of Ottawa’s neighbourhood population aged 65 and over (per cent) in 2010 (left panel) and 2025 (right panel).

Slide the vertical bar left and right to see the changes over time. Click on a neighbourhood to view the exact percentage of seniors in that area.

United Way works to change the lives of our city’s most vulnerable people by ensuring we invest resources where they are needed most and will have the greatest impact. This map allows us to gauge what our city will look like in the coming years, allowing us to make informed decisions about where vital supports will be needed to help Ottawa’s vulnerable seniors.

www.unitedwayottawa.ca/seniors

Legend

<table>
<thead>
<tr>
<th>Percentage of Seniors</th>
<th>2010</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% to 41.8%</td>
<td>ONS Neighbourhoods</td>
<td>ONS Neighbourhoods</td>
</tr>
<tr>
<td>20% to 25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10% to 20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 10%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Neighbourhood boundaries are defined according to 2015 Ottawa Neighbourhood Study.
The Population of Ottawa is Aging

For more information, please visit: UnitedWayOttawa.ca/Seniors

What will our city’s senior population look like in 2025?

These two maps show the share of Ottawa’s neighbourhood population aged 65 and over (per cent) in 2010 (left panel) and 2025 (right panel). Slide the vertical bar left and right to see the changes over time. Click on a neighbourhood to view the exact percentage of seniors in that area.

United Way works to change the lives of our city’s most vulnerable people by ensuring we invest resources where they are needed most and will have the greatest impact. This map allows us to gauge what our city will look like in the coming years, allowing us to make informed decisions about where vital supports will be needed to help Ottawa’s vulnerable seniors.

www.unitedwayottawa.ca/seniors

Legend

Percent over 65 in 2010

<table>
<thead>
<tr>
<th>Percent over 65 in 2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONS Neighbourhoods</td>
</tr>
<tr>
<td>25% to 41.8%</td>
</tr>
<tr>
<td>20% to 25%</td>
</tr>
<tr>
<td>10% to 20%</td>
</tr>
<tr>
<td>Less than 10%</td>
</tr>
</tbody>
</table>

Example: Cumberland

The percentage of individuals aged 65 and over in 2010 in Cumberland was 12.22%.
The Population of Ottawa is Aging

For more information, please visit: UnitedWayOttawa.ca/Seniors

What will our city’s senior population look like in 2025?

These two maps show the share of Ottawa’s neighbourhood population aged 65 and over (per cent) in 2010 (left panel) and 2025 (right panel).

Slide the vertical bar left and right to see the changes over time. Click on a neighbourhood to view the exact percentage of seniors in that area.

United Way works to change the lives of our city’s most vulnerable people by ensuring we invest resources where they are needed most and will have the greatest impact. This map allows us to gauge what our city will look like in the coming years, allowing us to make informed decisions about where vital supports will be needed to help Ottawa’s vulnerable seniors.

www.unitedwayottawa.ca/seniors

Legend

<table>
<thead>
<tr>
<th>Percent over 65 in 2010</th>
<th>Percent over 65 in 2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONS Neighbourhoods:</td>
<td>ONS Neighbourhoods:</td>
</tr>
<tr>
<td>25% to 41.8%</td>
<td>25% to 35.8%</td>
</tr>
<tr>
<td>20% to 25%</td>
<td>20% to 25%</td>
</tr>
<tr>
<td>10% to 20%</td>
<td>10% to 20%</td>
</tr>
<tr>
<td>Less than 10%</td>
<td>Less than 10%</td>
</tr>
</tbody>
</table>

Cumberland

The percentage of individuals aged 65 and over in Cumberland will be 25.83% in 2025.
Welcome to United Way/Centraide Ottawa ArcGIS Online!

United Way works to change the lives of our city’s most vulnerable people. In order to do so, we need to understand who and where those vulnerable populations are in Ottawa. Together with our partners, we are using that information to make a measurable impact.

Through this interactive portal, United Way/Centraide Ottawa staff, partners, local stakeholders and members of our community can access web maps, applications and tools to explore key social issues in our city.
Thank you

uwoco.maps.arcgis.com

@UnitedWayOttawa

#uwott