

# Understanding the issues

**Lack of Housing**  
**149 people** are experiencing homelessness in Stratford-Perth-St. Marys (City of Stratford, Social Services)  
The local average rent for a one bedroom unit is **\$1,450/month** (Municipal Service Manager, Rental Scan)

**Low Income**  
**About Half** of residents in Perth earn less than a living wage, \$41,405/yr. (StatsCan, 2021)


**Food Security**  
**1 in 4** Ontario children lives in a household struggling to put food on the table. (U of T, PROOF Research, 2022)

**Access to Services**  
Navigating and accessing local social services can be challenging, especially for the most vulnerable.

**Intimate Partner Violence**  
**2,274 intimate partner violence crisis calls** were received by shelter services in Stratford-Perth-St. Marys in one year. (Optimism Place, 2023)

**Mental Health**  
Use of an emergency department for psychiatric reasons in rural vs urban Ontario is **two times higher**. (ROMA Report, 2024)

**Discrimination**  
**69% of immigrants and visible minorities and 80% of Indigenous people** in Perth-Huron reported experiencing discrimination. Compared to 50% of white non-immigrants. (Huron County Immigration Partnership, 2021)

 Social Research & Planning Council is dedicated to collecting, analyzing and distributing information that inspires social progress.

## Helping people like Jared



Jared hated his body.

As a child, his parents enrolled him in weight loss programs and commented on his weight. As a result, Jared had low self-esteem, and was hyper-focused on his weight.

Even though he wanted to heal, Jared found it hard to share his story; the product of a lifetime seeing himself as a failure. Looking around at his peers, he saw people with plans and dreams, while **Jared felt isolated and unworthy**. He shared this with a counsellor and they worked on facing his self-hatred and doubts.

Now, Jared is doing better. Thanks to the United Way supported counselling he received, **Jared has a healthier relationship with food, himself, and others**, and is working to address the fear, anger, and frustration that built up over the years. He is learning to accept himself, and is beginning to build a supportive network of friends to help ensure his future is brighter.

**DONATIONS STAY IN NORTH PERTH**



### Donate Today!

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[perthhuron.unitedway.ca](https://perthhuron.unitedway.ca)

Consider supporting us through your donor-advised funds or gift of securities

### CONSIDER GIVING AT A LEADER LEVEL:

**\$1,200+ Bronze Leader** | \$100/month  
**\$2,400+ Silver Leader** | \$200/month  
**\$6,000+ Gold Leader** | \$500/month

\*Donors giving at the **Bronze** or **Silver** level will be matched by generous **Gold** donors.



Helping here in  
**North Perth**



### North Perth 2023 Impact!

- 5** at-risk youth received shelter support and a fresh start.
- 8** youth connected with a caring mentor.
- 126** calls to 211 to discover and connect with local services.
- 137** individuals, families, and seniors received counselling.
- 4** youth received early intervention counselling to avoid a crisis.
- 5** children who witnessed violence received trauma counselling.



Perth-Huron's first non-profit housing organization dedicated to creating and sustaining mixed rental units. United Housing aims to develop and operate housing throughout our region, creating living spaces through renovations and new builds, as well as operating existing and newly built housing.

A full-service organization supported directly by United Way, United Housing tackles the housing crisis locally to achieve our vision of helping ensure everyone lives in housing suitable and affordable to their needs by 2050.

**Read more here:**  
perthhuron.unitedway.ca  
/unitedhousing



## North Perth Project

The first United Housing development in Perth-Huron!

Located on Main Street in Listowel, this project aims to offer ten apartment units by 2026.

A mix of affordable, workplace, and market rental units, the North Perth development is intended to bring people into the downtown, where amenities and services already are. This project also doesn't alter the streetscape, making it a part of the current community. As an added benefit, by developing under-utilized space within Listowel's existing boundaries, the project is greener, and no agricultural land will be lost.



## Supporting local youth, adults and seniors

Mental health and well-being are critical to a strong community and North Perth has demonstrated a commitment to United Way supported programs that help improve the mental health of local people in their time of need.

The Youth Counselling, Supports and Mentoring program provides early intervention service for youth and their families, aiming to reduce demand for more serious interventions by improving coping skills and general well-being.

United Way is also committed to funding counselling programs for other individuals and families to help ensure vulnerable people get the support they need to face life's challenges.

**137** North Perth residents received help to improve mental health & well-being

### Helping people like Magda



**"I felt lost after the death of my husband.** We'd been married over 50 years and in the wake of his passing, I found myself wondering who I was at 73.

"My life used to revolve around being a wife, a mother, and a grandmother. **Before that, I spent my life in the shadow of a violent father.** I was always trying to keep others happy or tending to my husband with dementia.

"My doctor recommended therapy. I hesitated because mental health was a private matter, not to mention not something to spend money on. I don't know why, but I changed my mind. As I met with the therapist, feelings I didn't know I had poured out, as if my body knew I was in a safe place where I could focus on the me behind the abused daughter, caregiving wife, and grandmother with candies in her purse. So here I am, four sessions in, and I am falling in love with the person I am uncovering. Thanks to *Family Services Perth Huron* and United Way's support of their services, **I finally feel safe enough to meet my true self after all these years.**"



**28** individuals & families received financial assistance last year in North Perth

Recent environmental shifts including rising inflation put added stress on society and dramatically increased the need for support.



The **Urgent Needs Fund** supports Perth-Huron residents in a time of crisis with an infusion of funds for essentials. It is part of a broader strategy to prevent homelessness and reduce the effects of poverty on individuals and families.

211 is a helpline and website to assist you in discovering what programs or services can help in your situation.



Free, confidential, and available 24/7/365 in 150+ languages!