



United Way
Haliburton Kawartha Lakes

United Way Haliburton Kawartha Lakes

Strategic Plan 2026 - 2029

Expanding Our Reach, Resources and Impact





Introduction

Our previous strategic plan guided our organization out of the Covid years, through a change of leadership on both the staff and board levels, and a redevelopment of our allocation system to better help agencies tackle the challenging problems their clients are facing in challenging times. During that time we continued to expand our food security farm Edwin Binney's Community Farm and Education Centre in order to respond to skyrocketing food prices and increased food insecurity. We also made a long awaited name change from United Way for the City of Kawartha Lakes to United Way Haliburton Kawartha Lakes in order to more fully represent the entire jurisdiction that we serve.

This was a time period of great change, adaptation and transition. We extended the life of that plan for one year in order for the board and staff to develop a clearer picture of the direction United Way Haliburton Kawartha Lakes needs to take in order to continue to adhere to our mission in a rapidly changing world. It is now time to move forward with a new strategic plan that maximizes the potential of our organization and the communities that we serve.

The City of Kawartha Lakes is a growing community. With this growth we expect to see a change in demographics, creating a potentially younger and more diverse community, especially in the larger population centres. At the same time, our United Way jurisdiction includes Haliburton County, a much more rural area, but one that is also seeing growth. We always try to take this balance of urban, rural and remote into account with our work, and projected population changes will make the difference starker in the coming years. Our goal is to position our United Way so it is in the strongest position to fully engage with our growing jurisdiction, while also addressing the challenges of rapidly changing communities.



Environmental Scan

According to the 2021 Census of Canada, the population of Kawartha Lakes was 79,247 and the population in Haliburton County was 20,571. Kawartha Lakes saw a population increase of just under 5% from the 2016 census and Haliburton saw an increase of just over 12%. We expect to see continued population growth in both regions of our jurisdiction. The population of Kawartha Lakes is projected to be approach 120,000 by the year 2051 and Haliburton County to reach 30,000 people in the same year.

The current demographics of our jurisdiction shows an aging population. In the 2021 Census, 32% of the population of City of Kawartha Lakes were aged 25 to 54 and 46% were 55+. In Haliburton County 26% of the population were ages 25 to 54 and 58% was 55+. The proportion of the population in both areas that is 55+ continues to increase, with both jurisdictions seeing a 3% increase in this demographic since the 2016 census. In 2021, the percentage of the population aged 25 to 54 was 39.5% for Ontario and 39% for Canada. The percentage of the population that was over 55 in both Canada and Ontario was 33%. Kawartha Lakes and Haliburton are both below the provincial and national averages for population aged 25 to 54, but have populations that are several percentage points higher than the provincial and national averages.

Making ends meet is a challenge for many in the community. In October 2025 the minimum wage rose to \$17.60 but the living wage for the region also increased to \$22.20 in the East region that Kawartha Lakes and Haliburton County are part of. In CKL, a resident earning minimum wage with 2 children on average requires 58.25% of their income to manage food and rent expenses. In Haliburton County, this is 52.61%. In Haliburton, 13% of residents are considered low-income. In CKL, this rate is over 10%. From 2020-2023, the rate of food insecurity locally was over 18%.



Three Pillars

As a movement, United Ways across Canada strive to bring people and organizations together to meet immediate community needs and tackle the complex social issues at the root of those needs.

This work focuses on three key strategies to improve lives locally and build a brighter future for everyone: poverty, kids, and community.

These strategies are known as the 3 Pillars. Each United Way adapts these strategies to meet the needs of the communities that they serve.

The 3 Pillars

Poverty to Possibility

All that Kids Can Be

Healthy People, Strong Communities



Core Statements

Mission: To build a strong community and improve lives in the regions of Haliburton and Kawartha Lakes.

Vision: Everyone has the opportunity to reach their full potential in our community.

Values Statement: In everything we do, we are guided by our core values of trust, integrity, respect, inclusivity, transparency, advocacy, equity and community.

Through a survey, and discussions both internally and externally it became clear that we need to reintroduce ourselves to the community. While we have been working hard to support vital programming and improve lives in Kawartha Lakes and Haliburton, it is often done quietly and behind the scenes.

Three Strategic Directions quickly came to the forefront for the immediate future of the organization:

- **Expand Our Reach**
- **Expand Our Resources**
- **Expand Our Impact**



Strategic Directions and Objectives

| Strategic Direction | Objective |
|-----------------------------|--|
| Expand our Reach | <ol style="list-style-type: none">1. UWHKL continues to increase community awareness about the organization and its work.2. UWHKL will work to establish new partnerships by collaborate on community engagement initiatives & resource sharing.3. UWHKL will expand its digital outreach.4. UWHKL continues to enhance its presence outside of Lindsay, and increase its presence in Haliburton County.5. UWHKL builds strategic relationships and seek outs opportunities for collaboration. |
| Expand our Resources | <ol style="list-style-type: none">1. UWHKL develops and optimizes its volunteer & staff base that meets organizational needs.2. UWHKL will diversify and increase revenue and resources.3. UWHKL continues to update resources to ensure it has sufficient and efficient equipment to conduct the work of the organization. |
| Expand our Impact | <ol style="list-style-type: none">1. UWHKL will continue to donate fresh produce to food banks and organizations with food programs.2. UWHKL increases investment in the community.3. UWHKL will increase its awareness of regional needs.4. UWHKL leads or supports projects addressing needs in specific regions of our jurisdiction.5. UWHKL will seek out strategic and beneficial partnerships to expand our impact in the community. |

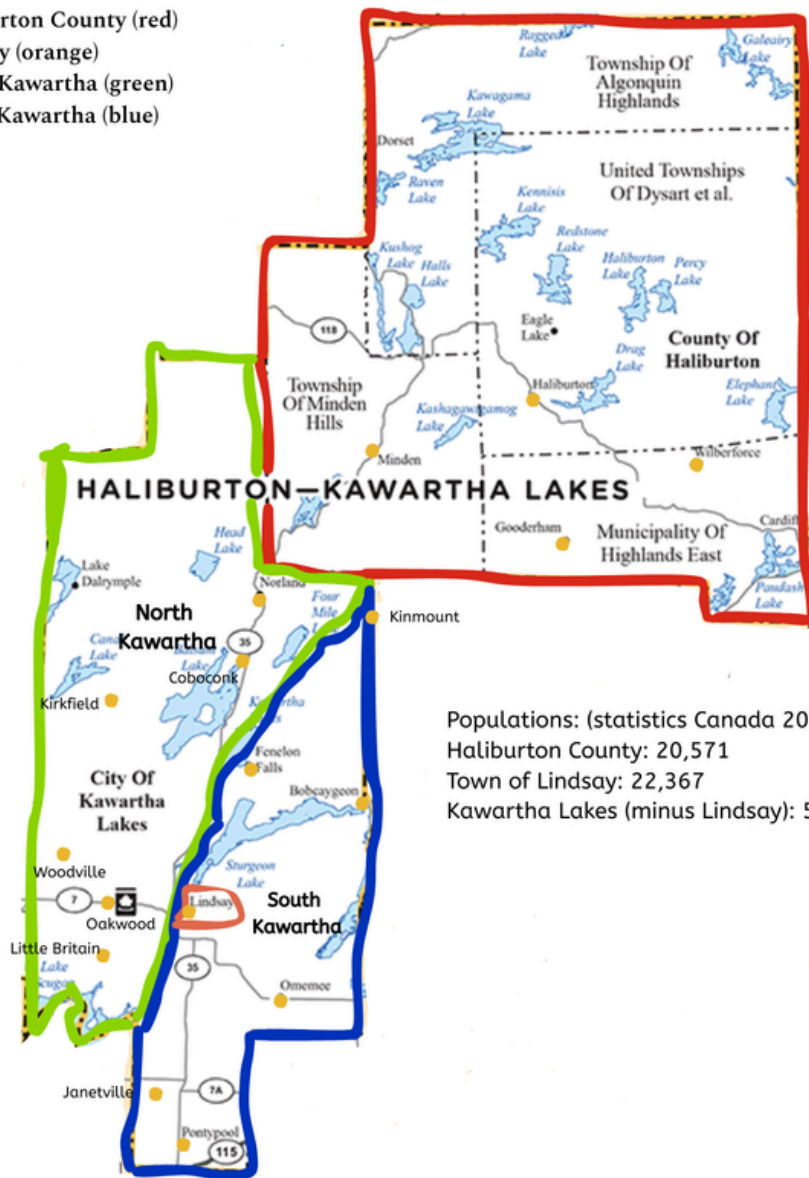


Map of the Jurisdiction of United Way Haliburton Kawartha Lakes

Kawartha Lakes and Haliburton are predominantly rural areas, with the town of Lindsay being the largest population centre. There are several smaller villages and hamlets throughout the two municipalities. We have created divisions of focus to help guide our work and the reach of our impact through programs and funding.

Divisions of Focus

- Haliburton County (red)
- Lindsay (orange)
- North Kawartha (green)
- South Kawartha (blue)



Populations: (statistics Canada 2021)
 Haliburton County: 20,571
 Town of Lindsay: 22,367
 Kawartha Lakes (minus Lindsay): 56,880