AGENDA

• Welcome & Introductions
• Current Landscape in Niagara
• How United Way Niagara helps
• How YOU can help
• Workplace Campaigns 101
ABOUT UNITED WAY

WHO WE ARE
The largest non-government funder of social services in Niagara.

OUR MISSION
Empower everyone to improve lives and build strong communities.

WHAT WE DO
United Way invests in solutions to poverty, food insecurity, mental health & well-being, empowering youth & families, homelessness, domestic violence & social isolation.
WHAT DOES THAT LOOK LIKE?

- Counselling
- Emergency shelter & transitional housing
- Youth supports
- After school programs
- Literacy & financial literacy training
- Meal programs
- Emergency food
- Life skills
WHY DO WE NEED YOUR SUPPORT?

Inflation has reached an all time high and community services are strained and struggling to meet demand.
Disadvantaged Children & Youth

Approximately 1 in 5 children in Niagara live in poverty.
Poverty
Nearly 70,000 people live in poverty in Niagara.

Homelessness
At least 665 people are homeless at any given time in Niagara.

Mental Illness
1 in 5 people experience a mental illness during their lifetime.
**Domestic Violence**
1 in 2 women experience abuse in their lifetime.

**Social Isolation**
10,000+ people report loneliness in Niagara.

**Food Insecurity**
Nearly 26,000 households experience food insecurity in Niagara.
THANKS TO OUR DONORS

122,919 lives were changed by United Way-supported programs in 2021.

$4,750,000 raised
HOW WE HELP

1. Identify Community Need(s)
2. Raise Funds
3. Invest in Need(s)
4. Evaluate
Annual Funding Stream
(Through Funded Agency Partners)

- Poverty Programs - 19.83%
- Children and Youth Programs - 26.05%
- Community Well-being Programs - 28.16%
- United Way Special Initiatives - 19.08%
- Special Projects and Seniors Funding - 6.96%

The majority of our annual investments are through Funded Agency Partners. This demonstrates why undesignated gifts are so crucial.
OUR PARTNERS

In 2021, our investments in life-changing community programs delivered by the following agencies impacted the lives of 122,919 people.

Autism Ontario – Niagara Region Chapter
Battlefield Gospel Church Warming Centre*
Bethlehem Housing and Support Services
Big Brothers Big Sisters of Niagara Falls and Greater Fort Erie
Big Brothers Big Sisters of North & West Niagara
Big Brothers Big Sisters of South Niagara
Boys & Girls Club of Niagara
Bridges Community Health Centre
Canadian Mental Health Association
Canadian National Institute for the Blind
Community Care of St. Catharines & Thorold
Community Care of West Niagara
Community Living Grimsby, Lincoln and West Lincoln
Community Living Port Colborne/Wainfleet
Distress Centre Niagara
Epilepsy Niagara
Faith Welland Outreach*
Falls View BIC. Shepherds Heart*
Family Counselling Centre
Family Mental Health Support Network

Foundation of Resources for Teens of West Niagara (The FORT)
Fort Erie Multicultural Centre
Gillian’s Place
GROW Community Food Literacy Centre*
Heartland Forest*
Holy Trinity Anglican Church
Welland Breakfast Program*
Horse Cents for Kids*
INCommunities
Le Club Renaissance Sacré-Coeur de Welland*
Learning Disabilities Association of Niagara Region
Lincoln County Humane Society - Housing & Support*
Links for Greener Learning*
Literacy Council of Niagara West*
Mainstream
March of Dimes Canada
Meals on Wheels Niagara Falls
Meals on Wheels Port Colborne - Wainfleet
Niagara Centre for Independent Living
Niagara Region Sexual Assault Centre (CARSA Inc.)

Niagara Regional Literacy Council
Niagara Women’s Enterprise Centre
Port Cares
Positive Living Niagara
Project SHARE*
Red Box Project Niagara*
Society of St. Vincent de Paul - Ozanam Centre*
Southridge Shelter*
St. Vincent de Paul - Emergency Food*
Start Me Up Niagara
Strive Niagara
Strong Fort Erie Neighbourhoods*
The Hope Centre
The RAFT (Niagara Resource Service for Youth)
Victim Services Niagara
West Niagara Palliative Care Services (Rose Cottage)
Westview Centre4Women
Willow Arts Community*
Women’s Place of South Niagara*
YMCA of Niagara
YWCA Niagara Region

*Organization received Special Project Funding
A Snapshot of United Way Special Initiatives

- **211®**
  - 26,775 people connected to essential resources in their time of need.

- **2,098** Hygiene Kits
  - Distributed through 25 community partners.

- **2,000** School Supply Kits
  - Delivered to vulnerable youth in Niagara.

- **265** Welcome Home Kits
  - Distributed through 23 community partners.

- **380,016** period products
  - Distributed through 18 community partners.

- **After School Matters**
  - 450 at-risk children and youth served in four neighborhoods.

- **NIAGARA COMMUNITY GARDEN NETWORK**
  - 1,600 pounds of fresh produce distributed through four pilot pop-up markets in priority neighbourhoods.
  - 562 participants hosted at 14 workshops.
  - Community gardens supported by the network enabled 1,486 people to access fresh food in 58 neighbourhoods.
Workplace Campaigns

HOW YOU CAN HELP
STAFF PARTNER

We are here to help!

- Our staff will help you to develop a customized plan of action for your campaign and support you along the way
United Way Niagara 2022 Campaign Toolkit

- About United Way Niagara
- The Issues
- United Way 2022 Fundraising Campaign Materials – Print, Digital & Social
  - Employee Campaign Coordinator (ECC) Materials / Workplace Campaign Support
    - ECC Overview
      - How To: Campaign Kick-Off
      - How To: Special Events & Non-Traditional Fundraising
    - Campaign Debrief Meeting Template
- Templates and Forms
- AGCO Online Charitable Lottery Licences
CORPORATE GIVING & MATCHING GIFT

Top - Down

• Try to get your top management engaged in the campaign through their own leadership gift, a corporate gift or a match toward the campaign.

• Matching gifts are a great incentive – they double the impact
Let people know about your campaign!

• Kick-offs can be as elaborate as events or as easy as snacks in a breakroom

• Use this time to share your campaign timeline, activities, and goals with your colleagues - and make it fun!

• Resource: Campaign Kick-Off Guide
WHY IS PAYROLL IMPORTANT?

1. Makes giving easy for the donor
2. Enables donors to make a larger impact over time
3. Tax deductions are right on your T4!
4. Sustainable revenue
$20 a pay...

Provides support to 25 individuals as they transition into permanent housing.
$20 a pay...

Helps fifteen individuals with disabilities access programs that allow them to experience inclusion and community connection.
$10 a pay...

Helps two youth experiencing social isolation access self-advocacy support.
$10 a pay...

Helps twenty five families in need of support with hot/frozen meals.
$5 a pay...

Provide emotional, on-scene support and assistance to five victims of domestic crimes
$5 a pay...

Helps nearly ten youth with an after school program that provides healthy food, enriching activities and homework help.
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<th>Middle Initial</th>
<th>Last Name</th>
<th>Home Address</th>
<th>City</th>
<th>Province</th>
<th>Postal Code</th>
<th>Email Address</th>
<th>Phone #</th>
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<tr>
<td>John</td>
<td></td>
<td>Doe</td>
<td>123 Street</td>
<td>Niagara Falls</td>
<td>ON</td>
<td>L2H 6D6</td>
<td><a href="mailto:JD@unitedwayniagara.org">JD@unitedwayniagara.org</a></td>
<td>905 688 5050 x 2111</td>
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### My Impact (Optional)

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<td>All That Kids Can Be</td>
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<td>Poverty to Possibility</td>
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<td>Strong Communities</td>
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<tr>
<td>Other registered Canadian charity</td>
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**YOU DON’T HAVE TO CHOOSE.**

An undesignated gift ensures that your donation gets to the programs that need it most. United Way Niagara invests in **over 125 impactful and effective programs**. Through research, consultation, and due diligence, United Way knows where the need is, and invests donations where they will have the **greatest results.**

| Other registered Canadian charity                                     |        |
| Charity Name:                                                        |        |
| Registration #:                                                      |        |
3 My Investment

☐ Friend  ☐ Leader  ☐ Builder  ☐ I QUALIFY FOR A MATCHING OPPORTUNITY! (details on reverse)
$500/year $10/week  $1,200/year $24/week  $1,500/year $30/week

☐ Champion  ☐ Patron  ☐ Pioneer  ☐ Please keep my gift anonymous
$2,000/year $50/week  $2,500/year $50/week  $5,000/year $100/week

☐ PAYROLL DEDUCTION  ☐ CASH  ☐ CHEQUE  ☐ CREDIT CARD
Total Gift: $130
I will contribute $5 per pay for 26 pay periods.

☐ Only send me materials by email (please ensure you provide a valid email address above)
☐ I have been giving to United Way for 20 years or more
☐ Please combine my gift with my partner’s gift (include partner’s name):

☐ I would like more information on WOMEN UNITED  ☐ I would like more information on Legacy Giving through my Estate Plans

SIGNATURE: ________________________ DATE: Sept 22, 2022

Total Gift: $____________________
☐ One-time Gift
☐ Monthly Gift: $________________ Amount Per Month
Card #:__________________________ Exp. Date:_____________ CVV #:____________

Please make cheques payable to United Way Niagara
New Donor Match

Generously Sponsored By:

WMKL
CHARTERED PROFESSIONAL ACCOUNTANTS AND BUSINESS ADVISORS

Your Gift $250

+ $250

= $500
Leadership Match

The Norris Walker Leadership Challenge

In memory of Marilyn I. Walker

$1,200

+ $1,200

= $2,400

United Way Niagara
CAMPAIGN ACTIVITIES

Big and Small Ideas

- Have United Way do a presentation for your workplace
- Raffles
- 50/50
- Posters in high-traffic areas
- Dress down (or dress up days)
- Halloween or festive season event
- Headshots by donation
I've learned that people will forget what you said, people will forget what you did, but **people will never forget how you made them feel.**

- Maya Angelou
Communication is key!

- Monitor campaign progress
- Provide live updates on campaign progress and celebrate milestones
FOLLOW UP

You will need to ask more than once.

• The most common reason we hear why people have never given is that they were never asked.

• You’ll likely have to ask more than once and in different ways

• Be fearless! You are not asking for yourself— you are asking for the community.
POST CAMPAIGN

You did it!

• Submit all funds and pledge forms to your United Way staff partner.

• Debrief with your campaign team to see how you did and brainstorm ideas to prepare for next year.
We know that BETTER IS POSSIBLE. We can get there with your support.

QUESTIONS?
www.unitedwayniagara.org