



**United Way**  
**Niagara**

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Charitable registration #:  
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## WHO WE ARE

United Way is 100% Local. Always. In addition to being the largest non-government funder of **local** social services in the region, we have our finger on the pulse of community need in Niagara. Our goal is to quickly respond to emerging needs and invest funds where they will make the most impact. United Way invests in programs that help people out of tough situations: programs that lift people out of poverty; programs that help children and youth reach their full potential; programs that connect vulnerable people to the resources they need to thrive.

We know you love where you live, and we do too. That's why we tackle issues linked to poverty and equity head-on through strategic leadership, advocacy, and investments in more than 126 programs proven to get results. United Way is here every day - during times of stability and times of crisis. Nearly 123,000 people in Niagara accessed a United Way-funded program or service last year – that is almost 1 in 4 of us. Supporting United Way means providing basic needs like access to food, shelter, and physical and mental wellbeing close to home.

**Poverty is a complex issue affecting 14.5 per cent of the population in Niagara, or an estimated 69,301 people.**

## THE FACTS

**15,410 children** in Niagara are living below the **poverty** line.

**1 in 4** families in Niagara are at-risk of **homelessness**.

More than **26,000 households** in Niagara are experiencing **food insecurity**.

**1 in 5** people are affected by a **mental illness** every year.

Over **5,500** calls to Niagara police for **domestic violence** last year.

*Better is Possible.*

# HOW YOU CAN GET INVOLVED

Workplace campaigns are an opportunity for employees to better understand their community, to support United Way, and have fun doing it. A workplace campaign is an employee-led initiative that involves a staff member volunteering to act as an Employee Campaign Coordinator (ECC). In some workplaces, this person may lead a committee of their peers to help organize the campaign.

Many employers capitalize on the United Way campaign to pull their employees together, to enhance employee relations, to work towards a common goal and to create a feeling of supporting their community as an organization.

Most employers participate in the payroll deduction program, which allows employees to deduct a regular amount from each paycheque to fulfill their annual pledge to United Way. Employees fill out their pledge form during the annual Campaign in the fall. The forms go to HR/Payroll for processing and are then sent to UW. Payroll deductions begin the following January.

## WHY WORKPLACE CAMPAIGNS ARE IMPORTANT

### 1 MAXIMIZE COMMUNITY RESOURCES

We work with over 200 workplaces supporting the community through workplace campaigns. Funds raised through workplace campaigns account for almost half (49%) of our annual campaign revenue. We also work with over 500 volunteers across the region to maximize local impact.

**\$4.5M** (2021 Campaign)

United Way raises funds to invest in life changing programs across the region.

### 2 ENSURE ACCESS TO PROGRAMS

United Way assesses the unique needs specific to communities and is able to respond with program delivery, emerging needs, bridging gaps and allowing the most vulnerable people to improve their lives.

**126**

supported programs  
and special initiatives

**61**

partner  
agencies

### 3 CREATING CONNECTIONS & REMOVING BARRIERS

- Between the people who can help to the people who need it most.
- Between agencies and service providers, to collaborate and better serve the needs of Niagara.
- Between volunteers and opportunities to help.

If you would like to get involved, please contact Chelsey Maclachlan Wormald, Manager, Annual Giving at 905-688-5050 ext. 2106 or email [chelsey@unitedwayniagara.org](mailto:chelsey@unitedwayniagara.org)