

# 2018 AMBASSADOR GUIDE



**United Way**  
Greater Toronto

WORKING WITH COMMUNITIES IN  
**PEEL, TORONTO  
& YORK REGION**

# CONTACT INFORMATION

As a United Way Ambassador you are the person closest to the donor. Your understanding of United Way and its funded agencies will assist you in asking your co-workers for gifts that will change people's lives.

This step-by-step guide will provide you with the basic principles of successful canvassing.

**For additional information and assistance, you can contact:**

Ambassador Coordinator	
Phone number and extension	
Email	

Employee Campaign Chair (ECC)	
Phone number and extension	
Email	

Leadership Chair	
Phone number and extension	
Email	

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## OUR MISSION

**United Way Greater Toronto** works to meet urgent human needs and improve social conditions by mobilizing the community’s volunteer and financial resources in a common cause of caring.

# ROLE OF THE AMBASSADOR

Ambassadors are key to the success of every campaign. You are the frontline volunteers who approach your peers in the workplace to raise awareness about United Way's vital role in the community.

You will provide your colleagues with an opportunity to make an informed choice about charitable giving by doing these three simple things:

## 1 Inform

- Explain to your colleagues the benefits United Way brings to our community.
- Describe how a donation to United Way provides flexible, stable funding that supports a diverse network of social service agencies across the community.
- Promote how their contribution will make a difference.
- Promote your campaign and activities.

## 2 Ask

- Ask your colleagues if they would like to support the work of United Way by making a donation.
- Collect completed pledge forms.
- Follow up by answering questions and visiting colleagues who were absent or undecided.

## 3 Thank

- Thank your colleagues for their time and participation.

### **Thank you for volunteering your time to canvass your colleagues.**

By asking for donations to United Way, you will help people who need it most, connecting them to the resources and supports they need to thrive.

The next page will provide you information about United Way's work in our community.

# WHAT DOES LOCAL LOVE LOOK LIKE?

## WHAT WE DO

We fight to build a community where poverty has no power. Where 100% of people experiencing poverty—now or in the future—can break free, triumph and unleash their full potential.



## WHY

We love where we live, but poverty and inequality are hurting our community.

**1 in 5** people in Toronto live in poverty. In York Region, it's 1 in 7

**14%** of Peel households suffer from food insecurity

**Income inequality is growing across the GTA, making us a region of islands segregated by wealth.**

**43%** workers in the Greater Toronto and Hamilton Area between the ages of 25-64 were working in some degree of precarious employment in 2015

**40%** of seniors living alone in Peel Region are living in poverty

## HOW



### 1. ENSURING ACCESS

**Ensuring access to a broad range of programs and services close to home**

**\$40M+** invested in communities across Peel, Toronto & York Region, empowering individuals and entire neighbourhoods by ensuring access to programs and services



**RAMA AND FARES** accessed crucial settlement and language supports after fleeing war-torn Syria. The warm welcome they needed to start off a promising new life in Canada.



### 2. CREATING CONNECTIONS

**Fostering relationships to help people work together to develop solutions to issues that affect them**

**416** programs and services strengthen and unite neighbourhoods, helping them become more vibrant and connected

**CHRISTIANNE** created life-changing connections when she started a community choir—proof that the universal language of music can unite an entire neighbourhood.



### 3. PROVIDING OPPORTUNITIES

**Providing support and tools to bridge the opportunity gap and improve people's social and economic futures**

**76%** of youth who completed Career Navigator™ were employed immediately after finishing

**SHAYAN** found the right job opportunity after struggling to secure employment as a newcomer. Thanks to United Way's netWORKS program, his future is looking bright.



### 4. EMPOWERING YOU

**Providing support and tools to bridge the opportunity gap and improve people's social and economic futures**

**700+** workplaces supporting their community through a United Way workplace campaign

**20,000+** volunteers across the region, sharing their local love and impacting local lives



**TO LEARN MORE CHECK OUT OUR WEBSITE [UNITEDWAYGT.ORG](http://UNITEDWAYGT.ORG)**

# PROTECTING DONOR RIGHTS AND PRIVACY

## What you need to know as a workplace volunteer

Every year thousands of people from across Peel, Toronto & York Region join United Way's mission to improve lives and build a better future. We deeply value the trust placed in us by our donors and the communities we serve. We work hard to ensure that trust is well-founded.

We adhere to strict policies that guide how we fundraise and how we protect the privacy of individuals and organizations and we thank you in advance for your support and cooperation in adhering to United Way Greater Toronto's [fundraising](#) and [privacy](#) practices (also available on [unitedwaygt.org](#)).

How you handle employee campaign information will be determined by your organization's current practices and policies. Your organization may already have clear rules about confidential information related to the campaign. If you have a question or concern about privacy, please contact your Employee Campaign Chair (ECC).

## Volunteer practices for donor solicitations

Protecting donor rights and privacy has always been a key priority for United Way. All individuals making solicitations on our behalf must adhere to the following practices in accordance with our Fundraising policy:

- Disclose that they are volunteers with United Way when making solicitations on United Way's behalf.
- Make every effort to respect donors/prospective donors when making solicitations and honour their requests for information and/or limit or discontinue solicitations when unwanted.
- Ensure that fundraising solicitations made on United Way's behalf are truthful and accurately describe United Way's activities and intended use of funds.
- Act with fairness, integrity and in accordance with all applicable laws.
- Immediately disclose to United Way any apparent or actual conflict of interest.
- Do not accept donations that are inconsistent with United Way's mission.
- Disclose how United Way benefits from the sale of products or services in any third-party fundraising arrangements. For example, if your workplace campaign is hosting an employee book sale to raise funds for the campaign, you must clearly articulate the amount of proceeds that go to United Way (i.e., for every \$20 book sold, \$5 will go to United Way).

You can learn more about our commitment to donors, our [Code of Conduct and Ethics](#) and other policies and practices that guide our work on our website at [unitedwaygt.org](#)

# THREE STEPS TO SUCCESSFUL CANVASSING

The most effective method of canvassing is done face-to-face and peer-to-peer. In-person canvassing can be done one-on-one or with a group.

## There are three steps to successful canvassing:

### 1 Prepare

### 2 Canvass

### 3 Follow up

## 1 Prepare

### Learn about United Way's work in our community

- Attend Ambassador training at your workplace.
- Visit [unitedwaygt.org](http://unitedwaygt.org) to find out how donations make a difference, learn about community issues and read stories of people who received help from a United Way agency or initiative.
- Watch a speaker video or listen to a United Way speaker if you have the opportunity.
- Participate in campaign events (kick-off, wrap-up, special events).

### Learn about your workplace campaign

- Use the space on page 16 to write down information about your campaign.

### Make your own gift

- Consider your own personal reasons for giving and make your gift first. You will find it easier to ask others for their contribution if you have already made your donation.

# THREE STEPS TO SUCCESSFUL CANVASSING

## Develop a canvassing plan

- Review your canvassing list.
- Identify the people on your list who you know well. This will be a good place to start and will help you build confidence with your canvassing.

## Arrange brief meetings

- Call ahead or send an email to arrange a brief meeting.
- Try not to interrupt someone at an inconvenient time. Remember, if you make the effort to be as considerate as possible, there are very few people who will deny you a few minutes of their time.
- If you encounter a problem, remind the individual that you are a volunteer on behalf of the community. If you are still denied a meeting, advise your Ambassador Coordinator or your ECC.

## 2 Canvass

### Set the tone

- Thank your colleague for agreeing to see you.
- Start on a friendly note by discussing something that interests both of you.
- Explain that the purpose of your visit is to talk about United Way, your workplace campaign, and to ask for a donation.
- State that: *"If you've contributed to United Way before, thank you. Let me take a few minutes to tell you about the impact of your gift."*
- Explain your own personal reasons for supporting United Way (i.e., have you or someone you know used a United Way agency?). Talk about a service area that you feel strongly about or discuss a certain agency that you have researched or visited.
- Outline the key facts about your organization's campaign (i.e., past achievement, your campaign goal, average giving amount, participation, etc.).

# THREE STEPS TO SUCCESSFUL CANVASSING

**State your case**—customize your ask by leveraging one or more of the following:

## **Provide information about United Way’s work in the community**

- Explain the impact of the work that United Way is doing in our community.
- \$88-million of all money raised was re-invested directly in our region, which included support for:
  - ✓ 220 community and grant-funded agencies.
  - ✓ A donation given directly to United Way is used to support a diverse network of social service agencies making a difference every single day, in every corner of our community. Donating directly to United Way is the best way to have an impact. By giving directly to United Way you help the people who need it most, through services that provide the opportunities to build a better life. Visit our [website](#) more detailed information about United Way’s work in our community.

## **Promote benefits**

- Promote earlybird prizes or other draws and incentives to encourage potential donors to decide sooner, rather than later.
- Talk about how their donation will leverage your organization's corporate match (if applicable).
- Explain the Tax Benefits of Giving on page 9.

## **Ask your colleagues to support the community by donating directly to United Way**

- Give each employee a United Way Donor Information Brochure and a pledge form (if applicable). See examples of the Impact of Your Donations and How Much Should I Give? on page 8.
- Refer to a specific dollar amount and what it can do: for example, the cost of a coffee and pastry per week (\$5) provides a healthy lunch for a parent and their child for five weeks.
- Ask every potential donor: “Will you help me make our community a better place to live and work for everyone?”
- If someone is unable to respond immediately, be sure to establish a date for follow-up.

# THREE STEPS TO SUCCESSFUL CANVASSING

## Answer questions

- Let each person know that you would be happy to answer any questions they might have, now or at a later date.
- Listen carefully to any concerns. You will probably be able to respond to most concerns by referring to the Frequently Asked Questions section on pages 10-14.
- If you are unable to answer a question, make a note of it and tell your colleague that you will get back to them. Contact your Ambassador Coordinator or ECC to obtain a response.
- For information on United Way's pledge form, refer to the Finance Guide available on the toolkit at [unitedwaygt.org](http://unitedwaygt.org)

## Invite your colleagues to participate in campaign events

- Share the dates and times of all campaign events and encourage your colleagues to support the campaign by attending.
- Don't forget to participate and have fun!

## Say thank you

- It is important to thank everyone—even those who choose not to donate. Thank people for their time as well as their participation.
- Remember that the impression you leave is the one people will remember when they think of United Way and your workplace campaign.

## 3 Follow up

- With answers to people's questions.
- With anyone who was away or out of the office.
- With people who have not returned a pledge form.
- To thank everyone on your list.

Once you have canvassed and followed up with the people on your assigned list, report results and any feedback to your Ambassador Coordinator or ECC.

In some campaigns (or in specific areas and departments) there may be a need to recanvass after the initial approach has been made. Your Ambassador Coordinator or ECC will provide guidance to you on this strategy.

- ## TIPS
- The number one reason people don't give is because they were never asked.
  - Be sure to ask everyone assigned to you.
  - Be yourself. Your enthusiasm and commitment will motivate others to give.
  - Don't take things personally. If someone says "no", try to determine why and address their objection.
  - Be fearless! You are not asking for yourself—you are asking for the community.

# HOW MUCH SHOULD I GIVE?

At United Way Greater Toronto, we believe that charitable giving is a personal decision. During the course of the campaign, you will likely be asked "*How much should I give?*" Here are a few options you may want to consider when answering this question:

- Averages can be used to help people decide how much to give. The average annual donation to United Way in 2017 was \$717. Ask your Ambassador Coordinator or Employee Campaign Chair the average gift amount for your organization.
- Some organizations build suggested gift amounts into the campaign theme and compare donations per pay to everyday purchases. For instance, ask employees to consider giving the cost of a coffee per day to United Way. Feel free to use comparisons that are relevant to your employees, i.e., cost of a muffin/donut, cost of a soft drink, cost of a movie, one day's wages, one percent of your salary, etc.
- Some individuals may be interested in the tax benefits of charitable giving shown on page 9.
- Tell people about the impact their gift can make. See the examples below.

## Your dollars count for so much

**By giving to United Way, you can be assured your dollars are having an impact on the lives of many. Here are just some examples of the impact donors make:**

**\$70** provides nutritious snack for 100 kids at an after-school program.

**\$100** provides a senior living with Alzheimer's with a weekly visit for three months.

**\$250** provides a healthy lunch for a parent and their child for five weeks.

**\$365** provides a woman who has experienced violence with 16 weeks of group therapy.

**\$400** provides one week of work experience wages for a young person in an employment program.

**\$800** helps bring together 100 neighbours to identify common challenges and solutions, making their community stronger and safer.

**\$1,200** provides important household items to six families, helping them make a life-changing move to secure housing.

**\$1,400** provides a newcomer with eight months of English classes and childcare, helping them develop their skills and build important social connections.

# TAX BENEFITS

## Tax benefits make giving to United Way even more attractive.

An individual who makes a gift to United Way receives a federal tax credit against income taxes. The annual federal tax credit is equal to 15 percent of the first \$200 donated by an individual and 29 percent of the amount exceeding \$200. When combined with the provincial taxes the total tax credit could be 39.4%.

Gift amount*	Total tax savings	Actual cost to you
<b>\$100</b>	\$20	\$80
<b>\$200</b>	\$40	\$160
<b>\$500</b>	\$160	\$340
<b>\$1,000</b>	\$361	\$639
<b>\$5,000</b>	\$1,968	\$3,032

\* Taxable income less than \$202,800

## Donating publicly traded securities

The Capital Gains Tax was removed from publicly traded shares that have been donated. This means that the donor receives a tax receipt for the full value of the shares but is not taxed on any gain. A minimum of \$1,200 of the total gift must remain with United Way Greater Toronto, United Way service area or other United Way in Canada.

### The benefits are clear

If you sell a security, you pay tax on 50 percent of the capital gain. However, when you donate a Gift of Security to United Way Greater Toronto the taxable capital gain is completely eliminated.

You will also receive a tax receipt for the full market value of the security in the amount of the closing trading price on the day United Way Greater Toronto received the security.

**This multiplies the impact of the tax benefit of your charitable giving.**

### Example: Tax benefit of donating publicly traded gifts of securities to United Way Greater Toronto

	1. Sell securities and donate after-tax proceeds	2. Donate securities through UWGT
Current Market Value	\$10,000	\$10,000
Cost of Security	\$5,000	\$5,000
Capital gain	\$5,000	\$5,000
Taxable capital gain (50%)	\$2,500	\$0
Tax due on gain at Marginal Rate (e.g., 43%)*	\$1,085	\$0
Tax receipt amount	\$8,915	\$10,000
Total tax credit*	\$3,869	\$4,340
<b>Net tax savings</b>	<b>\$2,784</b>	<b>\$4,340</b>

\* Examples use Ontario Federal and Provincial combined tax rate

**Making a Gift of Securities  
is as easy as calling 416-777-2001**

# FREQUENTLY ASKED QUESTIONS

## Q.1 HOW MUCH DOES UNITED WAY SPEND ON FUNDRAISING AND ADMINISTRATION?

United Way Greater Toronto, working in communities in Peel, Toronto and York Region, strives to ensure that of every dollar raised, as much as possible goes to the community. Last year, United Way's fundraising and administration costs were at 16.9 % well below the 35% threshold recognized by the Canada Revenue Agency (CRA).

More information on Cost Revenue Ratios is available on the Imagine Canada website.

## Q.2 WHAT DOES UNITED WAY DO TO KEEP ITS COSTS LOW?

- United Way keeps costs low by leveraging the tremendous efforts of more than 20,000 volunteers across the community and with the help of Sponsored Employees who are seconded from workplaces to United Way for the annual campaign.
- Many goods and services provided to United Way are either generously donated or offered at a reduced rate. These services sometimes include free advertising space from a number of newspapers, magazines, radio stations, TV stations and outdoor media, legal services or other goods and services, such as financial audits and office supplies.
- Through a Gift-in-Kind program, United Way distributes donated items worth more than \$1 million annually to our community partners and their clients. These include donations like computer equipment, surplus goods and office furniture.
- United Way recruits various professionals, including lawyers, human resources specialists and consultants to volunteer with agencies, giving these community organizations access to important services that many could otherwise not afford.
- Special event costs are offset by generous sponsorships and ticket sales.

## Q.3 WHAT MAKES AN ORGANIZATION ELIGIBLE FOR UNITED WAY FUNDING?

For United Way funding, an organization must:

- Be a non-profit, registered charitable organization that does not exist solely for the purpose of furthering a particular political or religious objective.
- Be registered as or trustee by a charitable organization under the Canada Income Tax Act.
- Provide programs and services of a social or community related nature.
- Meet a vital, local community need that aligns with United Way's Community Impact strategies
- Be operated by a volunteer Board of Directors that reflects the community it serves. This board must be responsible for the development, delivery and evaluation of services and the efficient and effective management of the agency's programs and budget.
- Effectively use volunteers in the delivery of service.
- Be supportive of United Way, our operating policies and campaign efforts.

# FREQUENTLY ASKED QUESTIONS

## Q.4 HOW ARE AGENCIES ASSESSED?

United Way funded agencies go through a rigorous assessment process. They are required to submit written reports that demonstrate their progress based on the following criteria:

- **Program effectiveness**—does the agency meet its mandate and demonstrate positive impact in the community?
- **Accessibility**—do staff and volunteers reflect the community being served and address any barriers to accessibility?
- **Governance and strategy**—does the agency have the appropriate legal oversight and accountability, strategic planning, board structure and administration, monitoring and evaluation in place?
- **Financial management**—does the agency maintain proper financial statements, sound budgeting, risk assessment, asset protection, fundraising, and sustainability processes?
- **Human resources**—does the agency demonstrate effective and efficient use of staff resources?

## Q.5 WHAT ARE UNITED WAY'S MAIN STRATEGIES FOR FIGHTING POVERTY IN ALL ITS FORMS?

United Way's mission is to fight poverty in all its forms and our community investments fuel crucial efforts that meet local needs and create opportunity and long-term sustainable change across our region.

Our community impact approach is based on six components:

1. **Research**—to better understand the demographics and trends that impact life in Greater Toronto.
2. **Strategies**—use the evidence to develop long-term strategies.
3. **Partnerships**—with community agencies, private sector, labour and all levels of government.
4. **Investment**—target resources where we can have the greatest impact meeting needs and strengthening the community services sector.
5. **Evaluation**—identify the changes we want to see, measure ourselves against those outcomes and make any corrections necessary.
6. **Advocacy**—improve the public's understanding of these issues, and influence decision-makers

# FREQUENTLY ASKED QUESTIONS

And we're committed to strengthening our communities and fighting poverty through three key strategies:

## 1—Building Strong Neighbourhoods Strategy (BSNS)

Our vision for Greater Toronto is to create stronger neighbourhoods to improve the quality of life for residents in Peel, Toronto and York Region. Central to our work is that residents are reflected in the decisions and planning that impact their neighbourhoods.

We're proud of everything we've been able to accomplish over the last decade working in priority neighbourhoods. We've helped hundreds of local residents build their capacity for leading change, built Community Hubs and brought new services to areas that needed them most. Our work also leveraged other funding and helped to ensure targeted funding for a variety of local projects.

Our neighbourhoods strategy is a place-based approach for addressing issues like poverty, social isolation and lack of accessible community infrastructure in Toronto's inner suburban neighbourhoods.

In our next phase of BSNS, we're strengthening the building blocks of community change and helping neighbourhoods to go deeper in addressing some of those critical local issues. We will be focused on skills (supporting residents to have the tools and knowledge to develop solutions); networks (engaging new residents and other stakeholders in the partnerships in and outside the neighbourhood to drive change), and assets (ensuring that spaces and services in the neighbourhood are robust and responsive).

And we're also driving systems change by focusing on the issue of economic opportunity in several neighbourhoods.

## 2—Youth Success Strategy (YSS)

This strategy is designed specifically to connect young people who face barriers—like poverty and under-education—to meaningful career opportunities.

We're working to enhance the employability, lifelong earning potential and economic security of young people (17 – 29) facing multiple barriers by providing better access, opportunities and connections, and we're doing so in several ways:

**Career Navigator** is a signature initiative that provides youth facing multiple barriers with access to interconnected education, training, job placement, soft-skills and wrap-around support services. Through partnership with agencies and employers, United Way's Career Navigator is now helping youth gain industry-recognized credentials needed for in-demand employment opportunities in four sectors.

**netWORKS** collaborates with agencies and employers to offer career-oriented networking and mentoring connections through training, group and individual sessions, and in-depth, structured one-on-one relationships.

**Grants** support over 20 agencies in a variety of high-impact programs, creating opportunities that ultimately level the playing field for youth facing multiple barriers.

# FREQUENTLY ASKED QUESTIONS

## 3—Community Services Sector (CSS) strategy

This strategy continues to strengthen a foundation of local services in every corner of the region. CSS supports a diverse, dynamic portfolio of community partners and enable our funding to respond to new and emerging needs. We envision a region across Peel, Toronto and York Region that is united by a strong community services sector, where every person in every community has the services and supports they need close to home.

We have identified the following results:

- Strengthened community agencies that are responsive, sustainable and effective.
- A strong network of community services to help people fight poverty in all its forms.
- A strong network of community sector-serving agencies and programs that are able to raise public awareness, influence social policy issues and create a responsive sector, including a group of Anchor Agencies. These Anchors represent multi-service agencies that will work closely with United Way in the coming years to provide local services, contribute to United Way's research and advocacy agenda, and take on a more active role in strengthening the sector through a new Anchor Forum—a gateway to bringing communities and donors into the process of change.
- New Program Funding that targets populations with pressing needs. This includes 29 new agencies and 46 new programs that are helping to make services accessible for those who need them most.

## Q.6 HOW DOES A PERSON IN NEED FIND THE BEST PLACE TO GET HELP?

- [211toronto.ca](https://211toronto.ca), by dialing 211 or [unitedwaygt.org](https://unitedwaygt.org)
- A list of all of United Way's funded agencies with contact information can be found at [unitedwaygt.org](https://unitedwaygt.org)

## Q.7 IN ADDITION TO MY DONATION, HOW CAN I ENGAGE WITH UNITED WAY?

Become part of United Way's Uprising of Care:

- Our Uprising of Care is the people from across our region who are joining us to build a community where poverty has no power. The Uprising of Care isn't just about a donation—it's the act and the people behind the give.
- We've set the ambitious goal of engaging 1-million people in our Uprising of Care by 2025—and we asked people across our region to join us.

And joining our Uprising of Care can take many shapes:

- **Get informed**—follow us on social media, read our blog, sign up for our emails.
- **Get experienced**—take an agency tour, participate in a Day of Caring, join a United Way event.
- **Get educated**—train to volunteer on a fundraising campaign at your workplace, join our subject matter expert meetings.
- **Participate**—volunteer, become a netWORKS mentor, join our board, host an event, volunteer as a speaker.
- **GenNext™ Ambassador**— in the workplace, or sitting on the GenNext™ Cabinet.

# FREQUENTLY ASKED QUESTIONS

## **Q.8 IN ADDITION TO RUNNING A WORKPLACE CAMPAIGN, HOW CAN ORGANIZATIONS SUPPORT UNITED WAY?**

Organizations can become engaged in United Way's work beyond running a workplace campaign by making a corporate donation; participating in United Way events; seconding or sponsoring an individual to the Sponsored Employee Program; special event sponsorships; Gift-in-Kind donations; and professional service contributions.

## **Q.9 WHY DO SOME AGENCIES HAVE THEIR OWN FUNDRAISING DRIVES?**

United Way does not fund the entire budget of any of our agencies. All agencies are encouraged to seek out a variety of funding sources. For major expenses and initiatives, such as large-scale renovation, agencies often conduct their own fundraising drives.

## **Q.10 WHAT IS UNITED WAY'S PRIVACY POLICY?**

United Way is committed to protecting the privacy of our donors and other individuals from whom we collect personal information. We embrace the principles of the Canadian Standards Association Model Code for the Protection of Personal Information to ensure that all personal information is properly collected, used only for the purposes for which it is collected and is disposed of in a safe and timely manner when no longer required.

Privacy is a concern for many individuals. Maintaining the highest standard of responsibility to safeguard our donors' privacy is key to upholding the public's trust. This is why United Way has decided to accept as much as possible the tenets of the privacy legislation.

The primary principles reflecting legislation and embodied in our privacy policy are:

- We are accountable for your personal information.
- We obtain your consent to collect, use or disclose your personal information.
- We collect, use and disclose personal information only for certain purposes that we identify to you.
- We keep your personal information accurate and up-to-date to the best of our knowledge.
- We do not sell your personal information. We only share your information with other organizations with your permission.
- We will keep your personal information only as long as it is necessary to satisfy the purposes for which it was obtained, or as required by law.
- We will protect your personal information by safeguards that are appropriate to the sensitivity of that information.
- We will be open about our privacy practices.

You may ask us if we hold any personal information about you. You may view that information and ensure that it is accurate, as required by law. If you are not satisfied with our handling of your personal information, our Privacy Officer will respond to your concerns or complaints. You may register a privacy-related complaint by contacting United Way's Privacy Officer at 416-777-2001 or [privacy@uwgt.org](mailto:privacy@uwgt.org).

# SAMPLE EMAIL MESSAGES

## ▶ Arrange a canvassing meeting

Hi! Tomorrow morning, I'll be visiting your desk to personally invite you to take part in [organization's name]'s 2018 United Way campaign and tell you about some of the exciting things we have planned for the week of [date].

Did you know:

- Last year, we raised [\$120,000] from personal contributions
- [\$8,000] was raised through special events
- [98%] of staff participated in the campaign

Our goal this year is to raise [\$130,000] with [100%] participation. I am confident we can achieve this goal with your help.

If you are interested in learning more about how United Way is making a difference in our community, please visit [unitedwaygt.org](http://unitedwaygt.org). This website offers personal stories, information on vital services offered by United Way agencies and long-term strategies to build a stronger and healthier community for everyone.

I look forward to speaking with you tomorrow.

Your United Way Ambassador

[name]

## ▶ Thank you (ideally sent on the same day as you canvass someone)

Dear [name]

On behalf of [organization's name]'s United Way campaign team, thank you for your time today.

A donation made directly to United Way Greater Toronto represents an important contribution to our organization's corporate social responsibility efforts. But more importantly, it will help United Way improve people's lives in our community.

When we come together, we can make a difference. I look forward to seeing you at upcoming campaign events.

Your United Way Ambassador

[name]

# 2018 CAMPAIGN INFORMATION

Financial goal:

Participation goal:

Canvassing will start on:

Canvassing should be completed by:

Canvassing will be done in the following format:

- 1:1, peer-to-peer canvassing
- Group canvassing, with 1:1 follow-up

Incentives (i.e., earlybird draws, 10% increase, first time donor):

Return pledge forms to:

For assistance, call:

United Way Greater Toronto's goal:

## Event schedule

Event	Date	Time	Location	Features
Kick-off				
Special Event				
Special Event				
Wrap-up				

## 2017 Background information

Total \$ raised:

# of donors:

Participation % rate:

Average \$ gift:

Leadership \$ raised:

# of Leadership donors:





# OUR MISSION

**United Way Greater Toronto** works to meet urgent human needs and improve social conditions by mobilizing the community's volunteer and financial resources in a common cause of caring.

# OUR COMMITMENT TO YOU

Each year, United Way's efforts to build a better community are supported by thousands of people across the region. We deeply value the trust you place in us. We work to ensure your gift to United Way is making a difference in our community. Your investment supports local programs and initiatives that help people and families—both today and in the future.



**Corporate Office:**  
26 Wellington St E 12th Floor  
Toronto ON M5E 1S2  
Tel 416 777 2001 Fax 416 777 0962  
TTY 1 866 620 2993

**Peel Region Office:**  
90 Burnhamthorpe Rd. W.  
Suite 408, PO Box 58  
Mississauga ON L5B 3C3  
Tel 905 602 3650 Fax 905 602 3651

**York Region Office:**  
80F Centurian Drive Suite 200  
Markham ON L3R 8C1  
Tel 905 474 9974 Fax 905 474 0051



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