

UNITED WAY
**MAJOR
DONOR
CIRCLE**

2021 Honour Roll

Recognizing those who gave generously
when our communities needed it most



United Way
Greater Toronto

WORKING WITH
COMMUNITIES IN
PEEL, TORONTO &
YORK REGION



Daniele Zanotti

At a time when so much threatens to divide us, thanks to everyone on our 2021 Honour Roll for choosing to stand with community, united.

Each and every one of you know that for the GTA to be great, it has to be great for all. You know that the best way to address deepening inequalities, decades in the making, is by investing in the places, people and populations most impacted by poverty and challenging the forces that create it—precarious work, the lack of affordable housing, racism and discrimination. And you know this slow, steady work can only be done together.

Your generosity has been powering rapid response to community crises and helping United Way and its agencies work with people across Peel, Toronto and York Region to build better, stronger communities. Together, we've flowed emergency funds to neighbourhoods to address rapidly changing—and growing—need. That means food baskets delivered. People housed. Newcomers and refugees supported. Young people connected to meaningful jobs.

And we haven't lost sight of the big picture. With your support, we've published groundbreaking research, including our *Vertical Legacy* report, which offered concrete steps to help ensure our neighbours have decent, secure and affordable housing. We also continue to make the case for progressive policies that can legislate real and lasting change—paid emergency leave, solutions to the housing crisis and more.

Side by side, we'll continue to put funds where community partners say they need them most, filling the gaps where others can't. Side by side, we'll bring businesses, governments, residents and donors together to change the systems that enable poverty.

Nimble, agile, responsive, collaborative and committed to reconciliation and equity—this is a truly united way forward, one made possible by you. Thank you for always standing by our side in, for and with community.

Always, and only, thank you.

Daniele Zanotti
President & CEO
United Way Greater Toronto





Paul J. Bradley

If the last couple of years have taught me anything, it's how important it is to "think global, act local." This awful pandemic has shown me exactly how essential healthy, connected communities are—and why organizations like United Way are so important.

I'm a long-time supporter of United Way, and when the COVID-19 crisis hit, my partner and I reached out to see what we could do. United Way connected us to Meals on Wheels, and we started delivering meals through Dixon Hall. I encountered people who had suddenly found themselves shut inside and isolated from their communities, and I was often one of the few people they saw in person all week. The simple act of delivering a meal and sharing a few minutes of humanity with these folks meant the world to them—and to me.

This experience changed me in ways I never expected. My conviction in what United Way stands for—building thriving local communities—has increased exponentially. I quickly realized that I was a small fibre in a large network of supporters across the GTA that made so much possible. None of us can do it alone—it's all about rolling up our sleeves and pitching in, however we can.

Which brings us to today. The worst of the COVID-19 crisis is hopefully behind us, but we now face a higher cost of living, an ongoing housing crisis, geopolitical worries and more. We are all feeling it—spiritually, emotionally and financially. While some of us with more resources don't have many opportunities to really understand how hard these crises are hitting our community, the reality is that our friends and neighbours across the GTA face deepening uncertainties in life. That's why our support is more important than ever.

Thank you to each of you listed in the following pages. At a time when the news that surrounds us can leave us feeling frustrated and somewhat unsteady, you have come together to make a difference—to show that you care about, and are connected to, our neighbours across the region.

Sincerely,

Paul J. Bradley

Operating Partner, Northleaf Capital

Chair, Major Individual Giving Cabinet

Leadership

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“We are firm believers in United Way’s mission to end poverty in our region, and we know these efforts take time. That’s why we are proud to have supported this work for 30 years. Sustained, significant giving ensures that United Way can continue to be there no matter what crises our community faces.”

— Eric Tripp and Maria Smith

UNITED WAY
MILLION
DOLLAR
ROUNDTABLE

Thank you to our Million Dollar Roundtable members. Each of you has made a remarkable commitment to your community with your tremendous generosity. By cumulatively giving \$1 million or more to United Way Greater Toronto over the years, you've powered groundbreaking initiatives and much-needed services in every corner of Peel, Toronto and York Region.

You've ensured our network of agencies can do its work, year in and year out, helping to build a better, stronger region for everyone who lives here. During these tumultuous times, this network—powered by your unwavering support—is meeting immediate need and addressing the roots of poverty.

We are incredibly grateful to count you as members of our United Way family. Thank you for all that you have made possible.

-
- Throughout the following pages, members of the Million Dollar Roundtable will be recognized by a blue square next to their name. Please join us in celebrating these incredible individuals for all they do for our community.

UNITED WAY
**MAJOR
DONOR
CIRCLE**

Our Major Donor Circle members gave \$10,000 or more to United Way Greater Toronto from January 1 to December 31, 2021. Their generosity fuels United Way's work tackling local poverty and the forces that create it—rising inflation, precarious work, the lack of affordable housing, racism and discrimination—across the GTA. We are proud to celebrate the extraordinary local love these individuals and foundations show for Peel, Toronto and York Region.

Million Dollar Circle

(\$1,000,000+)

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(\$500,000-\$999,999)

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- Hap & Barbara Stephen
- The Waugh Family

and four donors who wish to remain anonymous

-
- Member of Million Dollar Roundtable who has cumulatively given \$1 million or more to United Way Greater Toronto, a tremendous show of commitment to our community
-

- Member of Women United who has given generously in support of women in the GTA experiencing poverty and related issues

The more you know

When Alison James was a university student, she volunteered at a United Way-supported women's shelter and learned first-hand how much need exists in our communities.

"At the outset of my career, I didn't give financially, but I could volunteer my time," Alison says. "I had a couple of very impactful experiences at the shelter, and it made me think about how fortunate I was. I made a commitment to myself way back then that, when I was able to, I would financially support United Way as well."

It's a promise she's kept. She generously donates throughout the year, and has slowly but surely increased the time she spends supporting United Way. She was a senior volunteer on a CIBC employee giving campaign, and acted as an advocate for United Way at work, where she has engaged both her direct team and leading women across CIBC through agency tours and events, including guest speakers.

"I always want to make sure people that I work with and people that I interact with really understand what United Way does," she says. "And it's made a difference—some of the people coming out of those tours have built long-term relationships with United Way, others have run fundraising drives on their own. Getting to show people what they actually do is really impactful."

And the more Alison contributes to United Way, the more invested she becomes. She even brings this important message home—literally. She wants to teach her son that if you can help your community, you should, so she looks for opportunities where he can contribute to United Way, too. Most recently, that means putting together backpacks filled with back-to-school essentials—and a toy or two.

"He always says, 'But mom, they also would want something fun,'" she says. "It's been a good opportunity to open his eyes to other people's experiences, and also to feel good about helping."

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Catalyzing change in GTA communities

To understand Bob Barrett's dedication to philanthropy, you have to look at his father's commitment to the same. In 1992, Bob's father Wilmer established the Wilmer D. Barrett Chair in Polymer Science and Engineering at the University of Massachusetts Amherst, an investment that was intended to foster innovation at the institution as well as to recruit and retain the best professors. Later, when he was deciding what to do with his estate, he left everything to a church, a university and a hospital.

Watching his father prioritize giving in this way had a deep impact on Bob.

"I am deeply inspired by my father's lifelong teaching of ingenuity, entrepreneurship and giving back," he says.

That's why, in 2013, Bob established the Barrett Family Foundation with his spouse Francine Rouleau-Barrett and daughters Kim Barrett McKenna and Rebecca Barrett. (Son-in-law John McKenna and community philanthropist Mark Cullen also sit on the board, and Alister Mathieson serves as executive director.) The goal was to support projects and charities that couldn't exist without their financial support, and for a long time, that meant making generous, multi-year investments in national and international organizations, as well as educational institutions. But recently, the Foundation turned its attention to the GTA—to apply the same thoughtful, impactful approach they're known for to local giving, too.

The family understood that Indigenous, Black and racialized populations in this region are increasingly being left behind. For its part, the

Foundation is making a three-year \$2.6 million investment in United Way Greater Toronto, starting in 2021/2022, to allow United Way to scale up its support for organizations and programs that serve these communities. This transformative gift catalyzes United Way's work towards building an equitable society for the most underserved communities across Peel, Toronto and York Region.

Bob says the decision to partner with United Way came down to trust. The Foundation was looking for an organization with an unimpeachable history of rigour, oversight and expertise, and United Way fit the bill in every way.

"We decided to work with United Way as a trusted leader and partner in our community committed to addressing barriers that have held back some individuals for too long," he says.

The impact of this investment will be profound. The Foundation's gift is leading-edge because it provides flexible funding for culturally specific programs and services aimed at Indigenous, Black and other racialized communities, but even more importantly, it also invests in the leadership and infrastructure of organizations that are led by those populations. This means the Foundation's gift doesn't just support individuals, it also strengthens capacity for both the agency and the sector.

"It was important to us to focus our investment on where it could have the greatest impact," Bob says. "United Way will use these funds to support Indigenous, Black and other racialized communities, which often experience systemic inequities, racism and discrimination. This gift will help bring about long-term change."



“We decided to work with United Way as a trusted leader and partner in our community committed to addressing barriers that have held back some individuals for too long.”

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Remembering _____ John Honderich





IN MEMORIAM

JOHN HONDERICH

There are very few individuals who are so intimately connected to this place we love—or who have taken so wholeheartedly a hand in improving its fortunes and addressing its failures—as former *Toronto Star* editor and publisher John Honderich.

Passing away last February at the age of 75, he departed all too soon, leaving a life rich in contribution—a legacy to which we all can aspire.

John was larger than life. A commanding presence and a standout in bright bow ties, he was known for taking big bets in business and bringing bold, creative ideas to all challenges.

His deep love for Toronto did not inure him to the social issues that impact so many. Instead, weaned on the Atkinson principles that animated the news gathering and storytelling of the *Toronto Star* since its early days, he brought his privilege and passion to a lifelong pursuit of social justice.

And we are so fortunate that he chose to share that with United

Way. Over the years, he was a bedrock of savvy and support, taking on a range of roles. He was a hyper-engaged board member, digging in deep on a variety of committees from finance to policy, and a fundraiser extraordinaire unafraid of leading the charge to collapse the distance between corporate boardrooms and community. He was a generous donor and advisor who stewarded us through two mergers and championed countless new initiatives, including the first of our community hubs in underserved areas and the Inclusive Local Economic Opportunity initiative, an innovative model for neighbourhood change, now unfolding in Scarborough's Greater Golden Mile.

He was a true city builder in every sense.

We have lost his outsized local love just when we need it more than ever. But we carry him with us, that nudge at our shoulder as we continue our work, that voice in our ear, urging us to make this place everything it can be for everyone who calls it home: “Toronto is on the cusp, my friend. Onward.”

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“Relying on experts is an important part of why I’ve been fortunate and successful in my life, and that’s why my family supports United Way. We created the Goldberg Family Challenge Match in 2021 as an investment in what United Way does, all of which is diverse yet all of which is so needed.”

— Rick Goldberg

**GAIL DRUMMOND
AND BOB DORRANCE**



Challenge accepted

For Gail Drummond and Bob Dorrance, it all comes down to community.

“We both strongly feel that it’s important to live in communities where everybody can collectively grow together,” says Bob, who, alongside Gail, feels a responsibility to make the place they call home—Toronto—somewhere that supports and uplifts everyone who lives there. Their shared philosophy on giving back is a version of “A rising tide lifts all ships”—but with, Bob notes, an acknowledgment that “rising tides don’t lift all ships at the same pace.”

The couple’s focus on community is one of the reasons they’ve been involved with United Way for over twenty years. “You can find charities that are working to solve a health issue or an education issue or an arts issue,” says Bob, “but United Way is working on community issues



with a strong strategic vision.” As someone who knows a thing or two about strategy himself—Bob led TD Securities for over twenty years—he admires United Way’s ability to “connect dots” across communities. “It finds opportunities for involvement, and provides a solution,” says Bob, who retired as President and CEO in 2021 and now serves as TD Securities’ Chairman.

“You can find charities that are working to solve a health issue or an education issue or an arts issue ... but United Way is working on community issues with a strong strategic vision.”

While he’s hosted an annual fundraising event on the TD trading floor for years, two years ago Bob got what he calls “a front row” seat, serving on the 2020 cabinet as the bank stepped up in a significant way to support United Way. He was struck by the impact of the pandemic across the Greater Toronto Area—and the way United Way was able to move quickly to support the people and organizations who needed help the most.

It’s why he and Gail felt that the time was right to make a significant gift to United Way’s 2021 Community Recovery Campaign. “We thought, ‘If we’re going to do something like this, what better time to do it than now?’” Their gift matched all new Major Individual Giving gifts of \$10,000 or more.

“Having a matching gift fires people up to increase and become major givers. There’s an aspect of a challenge that can provide that spark,” says Bob. It’s not meant to be competitive, but if that spurs people to give, well, game on. “We did it because we wanted to match as many donations as possible,” he adds with a laugh. “We’re happy it cost us some money.”

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IN MEMORIAM
SHIRLEY GRANOVSKY

Looking out for the next generation

Shirley Granovsky always believed in helping her community. At every point in her life, she did what she could to practice the philanthropic view she cultivated alongside her husband Philip. To her, giving was an honour and an obligation. “It’s just so important to do what you can to support your community,” she said.

For Shirley, that meant investing in the future of the GTA’s youth. In a remarkable act of generosity, she made a transformational gift of \$1 million to United Way in 2015 to ensure more young people had the support and education they needed to go out into the world and make their mark. She was able to see the impact of her gift first-hand, joining a graduation ceremony for students completing a United Way-supported skills training program, an experience she called “wonderful.”

She was involved in many charitable organizations such as United Jewish Appeal (UJA), Kehilla, Ve’ahavta, Associated Hebrew Schools, Baycrest, the Toronto Jewish Film Festival and more. Kind of heart and generous in spirit, Shirley passed on joy and sparkle to all she encountered. She will be greatly missed by her family and the many whose lives she touched.

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School of thought

Puneet Kohli has been thinking about income inequality for a long time.

“In grade seven, I had two pairs of pants and two pairs of shirts, and I had to rotate them to make it look like I had a set for every day of the week,” he says. “It’s not that we were poor—I was still able to eat, I had a roof over my head. But I could tell that other people had more.”

Even more importantly, he noticed that the difference between the haves and the have-nots didn’t have anything to do with how hard

people worked. He was surrounded by adults who worked very hard—they just didn't make the same amount of money as some of his classmates' parents, and this limited their access to the opportunities, networks and resources that could improve their lives.

"That stuck with me," Puneet says.

Now a parent of four kids himself, he's even more invested in building a more equal society—one where all children in the GTA have access to the same opportunities. That's why he supports United Way.

He learned about the organization through work; Puneet is an Assistant Vice President at the Healthcare of Ontario Pension Plan (HOOPP) and a few years ago, his then-CEO, Jim Keohane, encouraged him to get involved in the company's annual fundraising campaigns in support of United Way. Jim arranged for some of his senior staff, including Puneet, to visit the Dorset Park Community Hub, a United Way agency in Scarborough that provides the community with a wide range of services, including employment services, home care for seniors, a food bank, youth programming and settlement services for newcomers to Canada. It was an opportunity for him to see the "work and impact first-hand," Puneet says. "It then became an easy choice for me to give to United Way."

For the past seven years, he has been supporting United Way at the Leadership level, and last year, he decided to level up his giving by becoming a major donor. And he hasn't just been donating money; he's also been donating time. In 2017, he co-chaired one of the most successful HOOPP

"... I really saw that a lot of society's failings, whether that's income inequality or racism, stem from ignorance. If you just have a good baseline education, that alleviates so much."

campaigns ever. "Though I am rooting for the next campaign to beat ours for the sake of both United Way and the people it helps," he says.

It's all part of his mission to give kids in the GTA what they need to build better lives—including, most importantly, education.

"My parents definitely instilled in me the belief that you have to do well at school in order to get a good job and have a good life," he says. "Then, when I became an adult and began seeing not only what's happening within Canada, but also across the world, I really saw that a lot of society's failings, whether that's income inequality or racism, stem from ignorance. If you just have a good baseline education, that alleviates so much."

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MONIQUE JILESEN



Growing support

It all started with a workplace giving campaign.

The year was 1999 and Monique Jilesen was an articling student at a top Toronto law firm, which was running a giving campaign for United Way. Monique knew right away that she wanted to contribute.

“First and foremost, I wanted to give back to the community in which I live,” she says. “I also have confidence in the work that United Way does, the research that they’ve done, and the support that they give to their community partners. I know that the money that I’m donating goes to the people who need it the most.”

Monique is particularly passionate about giving to women and children in the GTA who are experiencing poverty. She has a personal connection to this cause—the daughter of a single mother who’s now a mother herself, she understands the intense demands of motherhood, and can imagine how much harder it would be without adequate resources and support.

“I was lucky as a child because my mother had her family’s support. Because my grandparents were there for us, I was surrounded by all of the material things I needed,” she says. “And as an adult, I had all the support you can imagine raising my children. I know it would have been so much harder if I didn’t have that help. So, that’s why I see this as an area of deep need.”

Over the past 23 years, Monique has unwaveringly and increasingly supported United Way, steadily focusing more and more of her giving (and time) on programs serving women and children.

“To think that there are children who don’t have what they need to survive and thrive in this country is really unacceptable,” she says.

That’s why her financial support has been directed to United Way’s Women United group since 2015.

She has long been a major donor, but during the pandemic, she saw how women and children were facing disproportionate harm and was inspired to increase her annual giving, something she has sustained this year, too. In addition to joining the Major Individual Giving Cabinet for the coming

“To think that there are children who don’t have what they need to survive and thrive in this country is really unacceptable.”

year, Monique has also held senior volunteer roles, co-hosted Women United events and even made time last fall to shop for and assemble 24 “gorgeously girly” school backpacks with her two teenage daughters.

And, she’s also championed United Way at her firm, both through events, which she has participated in and organized, as well as in conversations with colleagues where she emphasizes how effective and easy it is to support United Way.

“Everyone I know wants to share and support others. It really is just a question of where a person’s individual priorities or interests lie,” she says. “So while I can be shy, I do speak with my colleagues about why I give to United Way. A long time ago, someone told me that they saw United Way as a ‘giving concierge’ for what’s most important in the community and I like to think of it that way, too. So, I try to pass that idea on.”

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NORIE CAMPBELL



Powered by community

Growing up on a farm in Southwestern Ontario, Norie Campbell learned a lot about community. Her neighbours were a tight-knit bunch who took pride in being there for one another whenever they could, and her extended family and friends lived close by, too. She learned that when people come together, they can accomplish so much more than they can alone.

When she moved to the Greater Toronto Area in the early '90s, "the city and region felt so huge and impersonal," she says. "I wanted to build those same connections I had growing up—and becoming involved with United Way helped me do that."

Over the years, Norie has generously donated both funds and time to United Way. She has been involved with Women United for many years, and in 2020 joined the Campaign Cabinet. Last year, she was Major Individual Giving Cabinet Chair, a role that had become even more urgent during the pandemic, when the need for support and services across the GTA rose sharply. She also increased her annual giving substantially last year and committed to leaving a gift for United Way in her will, which will help future-proof the work United Way does in high-need communities across the region.

She traces her commitment back to community. "One of the moments I remember most from the year was the power of the story from Nelly Gong, when she shared why she champions United Way," Norie says. Last fall, Nelly shared her story with Women United—in 2000, she was a newcomer to Canada with a four-year-old son and another baby on the way. She was also undergoing treatment for chronic leukemia. Her family was far away and she hadn't yet made deep connections in

her community, so when she began experiencing domestic violence, there was no one to call. Peel Regional Police referred her to Embrace, then called Interim Place, a shelter for women and their children experiencing violence. From there, she was connected to Armagh House, a second stage, transitional supportive housing program. As she told the Women United members who attended the meeting, the "caring, counselling and coaching" she received at these organizations helped her

"I wanted to build those same connections I had growing up—and becoming involved with United Way helped me do that."

to rebuild her life. After hearing Nelly's story, Norie felt inspired. "I was struck by the power of resilience and, even more, the power of the human spirit to come through that experience and choose at the other end to give back to others through United Way," she says. "And to bravely share her story! She hoped it would help others who might find themselves in similarly hard times—and motivate those of us who can to give generously to United Way."

That's exactly what happened. Inspired by Nelly's story, Norie began working even harder to rally fellow volunteers. In fact, her ability to motivate members helped United Way meet its donation goals during a very difficult time, ensuring people from underserved communities got the help they needed.

The Betty Howson Family Fund

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The Marcia & Arthur Zalev Fund

Dreaming big



When Farah Qasemi thinks about the kind of world she wants to live in, she thinks about connection.

“If the pandemic taught us anything, it’s that we as individuals are only as happy, successful, healthy and thriving as our communities are,” she says. “So, to me, none of us—no person, organization or country—can live in a bubble. COVID was a big wake-up call in that regard, and the big economic downturns of the last few decades have taught us that, too.”

That’s why, not long after she moved to Toronto to work on Bay Street, she decided to get involved with United Way. She chose the organization not just because it’s reputable and easy to work with, but also because it’s efficient.

“If you think about it strategically, a partnership with United Way has the highest impact because of the direct and multifaceted effect it has in the communities that we live in,” she says.

In the first decade of her career, Farah couldn’t give as much as she wanted to. Her earning power was lower then, and she was still recovering financially from moving to Canada as an international student. But she knew she wanted to make an impact, so she set a goal to give at the Leadership level and maximize her involvement by also volunteering her time. She sat on United Way’s GenNext Cabinet in her early 30s and acted as Co-chair in her final year, before moving to the

United Kingdom temporarily for work. During that time, she also realized she could aim higher.

“When I attended my first United Way Campaign Cabinet meeting in the capacity of the GenNext Cabinet Co-chair, I would see all of these influential leaders in the room. These were trailblazers I’d read about in the Business section of the *Globe and Mail* and the *Financial Post*. They were taking time out of their busy schedules to not just give themselves—but also to inspire executives in their organizations, communities and networks to contribute more,” Farah, who’s now a Financial Services Partner at EY, says. “I kept thinking, ‘That is where I want to end up when I grow up.’ So, in a way I wasn’t aiming for a CEO job as a sign of ‘making it,’ rather to me giving at a major donor level became the ultimate aspiration.”

Last year, she finally felt that she was ready to level up—so, she immediately committed to giving more, as well as sitting on the Major Individual Giving Cabinet and joining Women United. And she’s not done yet.

“I’m very happy that I’m finally there. But I don’t think my work here is done. I want to do more, and to lead by example, especially for others who are now where I was 20 years ago. Because I really do believe that giving back to your community, contributing to its health and happiness in a meaningful way, above and beyond just giving, is a must in this day and age, and not just a nice-to-do or an afterthought.”

Promises for Tomorrow

Promises for Tomorrow donors have made a commitment to support United Way with a future gift through their estate. The thoughtfulness and care they show today will have a significant and lasting impact that will benefit community for years to come.

Gifts made by Bequests

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IN MEMORIAM
JULIA KOSCHITZKY

Leading through kindness

Julia Koschitzky was a kind and humble leader who dedicated her time and talents to keeping our community strong, connected and supported.

Julia believed deeply in taking a hands-on approach when it came to supporting the causes she cared about. She held many leadership positions within United Jewish Appeal (UJA) and played a central role in Operation Exodus, the rescue and resettlement of thousands of Jews from Russia to Israel in the 1990s. Alongside her husband, she established the Julia and Henry Koschitzky Centre for Jewish Education to make day schools more affordable, providing tuition assistance and programs for children and young adults. In addition to these achievements, Julia had an incredible impact on communities across the GTA through her generous support of United Way.

Julia embodied a true love of humanity, improving and touching the lives of many. Her legacy will serve as an ongoing motivation for action and a guiding light for many years to come.

May her memory be a blessing.

About United Way: As the largest non-government funder of community services in the GTA, United Way Greater Toronto reinforces a crucial community safety net to support people living in poverty. United Way's network of agencies and initiatives in neighbourhoods across Peel, Toronto and York Region works to ensure that everyone has access to the programs and services they need to thrive. Mobilizing community support, United Way's work is rooted in groundbreaking research, strategic leadership, local advocacy and cross-sectoral partnerships committed to building a more equitable region and lasting solutions to the GTA's greatest challenges.



**WORKING WITH
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YORK REGION**

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