

Join us as a Leadership Donor, and let's build a community where everyone can thrive

Meeting the basic needs of our community

We will work with our agencies to provide healthy affordable food, a safe place to call home, a good job and mental health supports for people experiencing poverty.

Making sure that everyone recovers from the pandemic

Together with government, corporate and community partners, we will work to create economic opportunities in neighbourhoods that have been left behind.

Changing the systems that keep our community divided

Discrimination still undermines our community and our potential. We will invest further into the infrastructure of agencies serving equity-deserving communities, including Indigenous- and Black-led organizations.

As a Leadership donor, you will have dedicated United Way staff to assist you, special updates and opportunities to learn more about the impact of your support, and will be included in our annual online Leadership Honour Roll.

WAYS TO GIVE:

- **Make a one-time or monthly gift** at unitedwaygt.org/donate
- **Give through payroll deduction** if your workplace runs a United Way or employee giving campaign
- **Donate stocks, bonds or mutual funds** and take advantage of tax benefits
- **Leave a legacy gift** in your will as another simple and impactful way to show your local love for our community

Connect with your United Way staff partner today or contact us at Leadership@uwgt.org.

DOUBLE YOUR IMPACT by becoming a Leadership donor

Make your first gift of \$1,200 or more to United Way Greater Toronto and it will be matched, dollar for dollar, thanks to the **Darryl & Cassandra White Gift Match**.* That means your gift will have twice the impact.

*The Darryl & Cassandra White Gift Match only applies to gifts of \$1,200 to \$9,999 to United Way Greater Toronto; not to gifts designated to other registered charities. The Gift will match up to \$1 million in total donations.



WORKING WITH COMMUNITIES IN PEEL, TORONTO & YORK REGION



unitedwaygt.org

2022
COMMUNITY
CAMPAIGN

United.



LEADERSHIP GIVING



WORKING WITH COMMUNITIES IN PEEL, TORONTO & YORK REGION

Leadership Giving plays a vital role in fueling the power of community

It helps to ensure that everyone has access to programs and services, in times of stability and in crisis. By making a donation of \$1,200 or more directly to United Way Greater Toronto, you stand with community to address the challenges of today and build a better, stronger tomorrow, for everyone who lives here.

United with community

We love where we live, but poverty is hurting our community. There are more people living in poverty in the GTA than anywhere else in Canada.

United in purpose

We believe that every person in every community deserves the opportunities, access and connections they need to build a good life—regardless of their income, the neighbourhood they live in, or their social identity.

United in action

The pandemic has strained the resources of our community. The only way we move forward and get closer to the kind of region we know we can be is by working together—united.



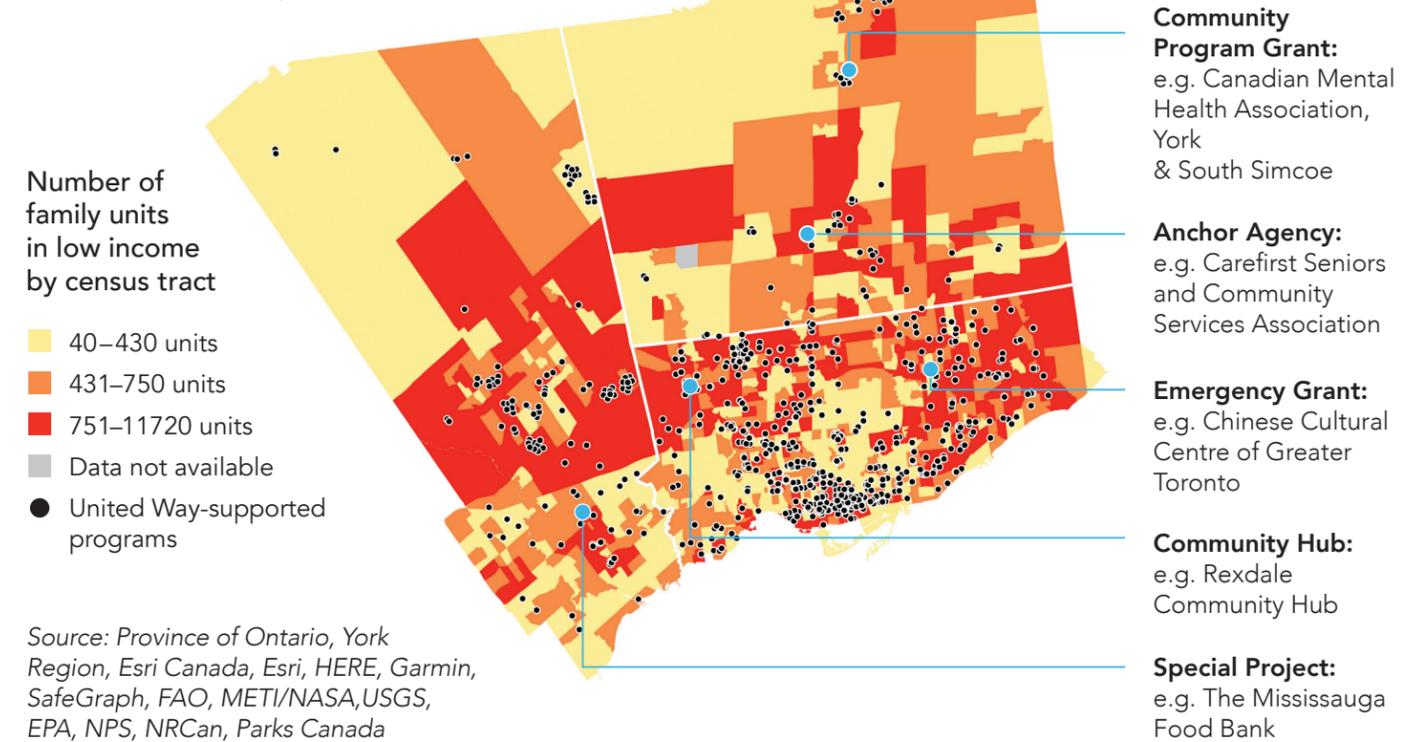
Your dollars at work

Your support has a tremendous impact in our community. A gift of:

- **\$1,200** will provide counselling to a woman who has survived domestic abuse and her children for the length of their stay at a shelter.
- **\$2,000** provides 25 people with two sessions of one-on-one career exploration support, which includes: individual assessment of skills, career counselling, and navigation support.
- **\$5,000** provides 50 seniors culturally appropriate hot meals once a week for 12 weeks.

United in the fight against poverty

The United Way network serves 13 municipalities across Peel, Toronto and York Region. We invest approximately \$6 million each month in over 300 community agencies, alongside our partnerships with local governments and other key decision makers, to meet immediate needs and drive lasting solutions to poverty.



23% Nearly a quarter of Canadians are eating "less than they should."

75% 75% of Canadians say inflation is affecting their ability to meet basic needs.

40% 40% of Canadian young adults said they were at a "mental health breaking point."

We are committed to:

- Providing ongoing flexible funding to our network of agencies across the GTA
- Tackling local poverty at the neighbourhood level through our community coordination work
- Leveraging research and policy insights to ensure strategic action
- Partnering with local government and agencies to meet local needs