



WORKING WITH
COMMUNITIES IN
PEEL, TORONTO &
YORK REGION

A UNITED WAY FORWARD:

2035 STRATEGIC PLAN

THE SITUATION

The Greater Toronto Area is full of potential — but it's becoming harder for people to build good, stable lives.

Housing is increasingly out of reach. Inequality is rising. Community services are stretched.

At the same time, the region is growing fast. More people are moving here, but too many are being pushed out of the places they've called home. Poverty is rising.

Communities are stepping up — but they're stretched. Our social safety net isn't keeping up.

At United Way, our mission is to meet urgent human needs and improve social conditions by mobilizing the community's volunteer and financial resources in a common cause of caring. That mission is more urgent than ever — and it's changing how we work, how we invest and how we lead.



THE VISION

By 2035, we will build vibrant, equitable communities across Peel, Toronto and York Region.



We will respond to immediate needs.



We will go after the systemic barriers that hold people back — and take them down.



We will lead. We will convene. We will mobilize the ideas and actions needed to drive change.

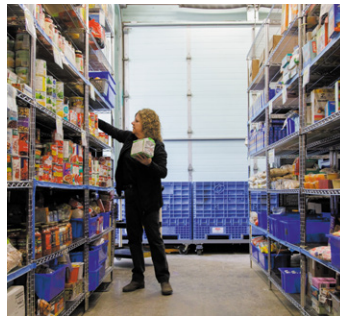
UNITED, WE WILL DELIVER. ANY WAY WE CAN.

THE SHIFT

We've been in this work for almost 70 years but this is not business as usual.



We're taking a more focused, long-term approach — rooted in place, built alongside the people who call this region home.



We're building unique solutions that respond to today's challenges — helping agencies stay in place and securing new space where it's disappearing fast.



We're building more Hubs across the GTA: permanent, multi-service spaces where people can get help, find connection and build stability close to home.



We're raising bigger dollars, bringing forward bigger solutions and driving towards transformative impact.

This is United Way bringing together residents, frontline agencies, funders and all levels of government to the same table — at the same time — to confront the problem and build real solutions.

This is United Way as community builder, broker and backbone.

RECONCILIATION AND EQUITY

We believe building a better future starts by breaking down the barriers that hold people back.



We will focus where the gaps are widest — by targeting funding and supporting equity in leadership — to reach populations historically excluded from opportunity.



We will back solutions led by communities that have historically been excluded or pushed out.



We will work alongside Indigenous partners in the spirit of truth, respect, reconciliation and shared responsibility.

These commitments will shape where we invest, who we fund and how we share decision-making.

THE FUTURE: THREE AREAS OF FOCUS



Neighbourhood solutions

Work with local leaders to fund place-based, data driven solutions in neighbourhoods across the GTA.

Bring everyone to the table — residents, agencies, funders, government — to solve tough challenges together.

Secure space so community services can grow and stay.



Network of agencies

Investing in the frontline agencies people count on every day.

Strengthening coordination across the sector and improving access.

Building capacity so agencies develop the skills, knowledge and network they need to optimize their contribution — and lead.



Fundraising & philanthropy

We are expanding who gives, how they give and the impact they can see in their communities. Donors will see their support shaping smarter policy, strengthening frontline services, building new Community Hubs and securing space where it's needed most.

BY 2035, UNITED WE WILL DELIVER

Across Peel, Toronto and York Region — extending our reach and connecting 1.8 million people each year to local supports.



\$1.5 BILLION

fueling sustainable community infrastructure, housing stability, mental health supports, safety from violence and economic opportunity across the GTA.



300+

agencies strengthened over 10 years, through sustained funding, space, capacity building and sector coordination — delivering vital services across the GTA.



10

new Community Hubs across the GTA — including the first-ever Hubs in Peel and York — bringing services closer to home.

A STRONGER, MORE COORDINATED NETWORK, DELIVERING 700 PROGRAMS WITH LONG-TERM, MULTI-YEAR SUPPORT.

JOIN US



AGENCIES & PARTNERS

Help shape what's next.



LABOUR

Organize for good jobs, equity and opportunity for all.



DONORS

Invest in what matters, for the long term.



RESIDENTS

Share your voice. Stay connected. Be part of what's possible.

BUILDING A GTA FOR ALL TAKES ALL OF US — AND WORKING TOGETHER, WE CREATE POSITIVE CHANGE.



Read more in our Annual Report:

