

First time Donors:

Email #1

Our community can't recover without you.

People across Guelph Wellington Dufferin, including our own friends and neighbours, have been deeply affected by COVID-19. Individuals and families who were already experiencing poverty and related issues continue to face overwhelming challenges.

People are struggling to put food on the table.

Paying rent is a daily worry for many.

By making a gift to United Way today, you can help people in our community access the support they need not just to survive, but to thrive.

DONATE TODAY. When you show your local love by making a gift today, you'll be joining our community recovery effort, helping hundreds of families get back on their feet.

Here's how:

- \$100 provides two counselling sessions to a woman experiencing sexual or domestic abuse
- \$500 buys a week of healthy fresh food for the North End Harvest Market to distribute to many families across the city
- \$1,000 (or just \$41 per paycheque) helps 37 parents struggling with mental health and addictions get connected to the treatment they need.

Will you ensure that no one gets left behind by making a gift today?

Please DONATE TODAY.

<insert donation link or who to contact for a pledge form etc.>

Email #2

Our community can't recover without you

Guelph Wellington Dufferin, including your own friends and neighbours, has been deeply affected by Covid-19. People and families who are experiencing poverty and related #UNIGNORABLE issues continue to face overwhelming challenges. Unemployment is up, people are still struggling to put food on the table. Paying rent is a daily worry for many. The social services sector is stretched beyond its limits to meet increasing need.

We Need Your Help.

If you are able, please give a little more this year – please show your Local Love.

<insert donation link or who to contact for a pledge form etc.>

Leader Donors

Leadership Email #1

[Name], our community needs you.

The past few months have tested all of us in ways we could have never imagined. But for our friends and neighbours who were already experiencing poverty and related issues—struggling to make ends meet or put food on the table—it has been an exceptionally difficult and, sometimes, heartbreaking time.

That's why we're asking you to help our community recover and rebuild by making a Leadership gift of \$1000+ right now.

DONATE TODAY. As we begin to recover from this crisis, people and families across the Guelph Wellington Dufferin are going to need your help more than ever. That's because demand for social services has skyrocketed. In fact, almost 40 per cent of non-profits in Ontario have seen increased demand for their services. The need for vital supports has risen sharply.

Show your local love by becoming a United Way Leadership donor today. As a Leader, you'll have an even bigger impact in our community, helping to ensure no need goes unmet.

Can we count on you to ensure we don't leave anyone behind? Please DONATE TODAY and show your #LocalLove

<insert donation link or who to contact for a pledge form etc.>

Leadership Email #2

[Name], our community can't recover without Leaders like you.

The past few months have tested all of us in ways we could have never imagined. But for our friends and neighbours who were already experiencing poverty and related issues—struggling to make ends meet or put food on the table—it has been an exceptionally difficult and, sometimes, heartbreaking time.

That's why we're asking you to help our community recover and rebuild by making a Leadership gift of \$1000+ right now.

When you show your local love by making a Leadership gift of \$1000+ to United Way, you'll be joining our community recovery effort, helping hundreds of people and families in Guelph, Wellington & Dufferin get back on their feet.

Here's how:

\$1000 provides 12 people with the bedding, cleaning supplies and toiletries they need to set up new homes.

\$2,000 provides 142 hours of childminding services for parents to attend counselling.

\$2,400 helps 10 individuals get the supports they need to stay housed for three months.

DONATE TODAY. As we begin to recover from this crisis, people and families across the Guelph Wellington Dufferin are going to need your help more than ever. That's because demand for social services has skyrocketed. In fact, almost 40 per cent of non-profits in Ontario have seen increased demand for their services. The need for vital supports has risen sharply.

Show your local love by becoming a United Way Leadership donor today. As a Leader, you'll have an even bigger impact in our community, helping to ensure no need goes unmet. Can we count on you to ensure we don't leave anyone behind? Please DONATE TODAY and show your #LocalLove

<insert donation link or who to contact for a pledge form etc.>

Leadership Email #3

Our community can't recover without Leaders like you

Leaders like you who give \$1000 to your community, have already done so much to fuel meaningful change across Guelph Wellington Dufferin. Thank You. As we recover and rebuild from this crisis, we're going to need your support once again to help our friends and neighbours who have been deeply affected by Covid 19.

Please donate today.

<insert donation link or who to contact for a pledge form etc.>

Thank You Email

Dear Colleague,

Thank you for supporting this year's United Way campaign! By showing your Local Love, you're helping to keep our community strong and supported, today and for the months ahead as our community recovers.

Many thanks for your generosity and thoughtfulness.

With gratitude,