

OUR IMPACT & INVESTMENT STRATEGY



United Way's purpose is creating lasting positive change. We are uniquely able to focus and unite people and resources to improve lives and build community - by creating support, connection, and opportunity - at a time when they are so very needed by the whole community.

That's why we're focusing on solutions and supports to address current, deepened community challenges, and to create connection and opportunity as we recover.

We need to move forward quickly and leverage United Way's unique role as a connector. As we work toward a radical recovery in Guelph, Wellington, and Dufferin, we're emphasizing trust and collaboration with agencies and other funders. We're building awareness and engagement, and clear lines of sight with supporters. And we hope we can work together.

In partnership with our networks, we are working to build impact in 5 areas:

Resilience in children and youth through emotional wellbeing, because we know that helping to prevent and mitigate adverse childhood experiences is both urgent and foundational to lifelong potential;

Belonging, inclusion, and connection to supports in community, because we know that isolation, mental health, and informal and formal supports are critical issues coming out of the pandemic;

Dedicated investment for equity-seeking and rights-seeking groups, because we know that real, tangible barriers to resources and belonging in our communities persist;

Aligned collaborative supports for food, housing, and financial security, because we know individuals and families need comprehensive opportunities to stabilize, recover, and build their futures; and

Focused investment and presence in rural communities, responsive to their unique needs.

Focus: Financial, housing & food security
Method: Collective impact
Investment: \$600,000

Focus: Building resilience through emotional wellbeing
Method: Service network
Investment: \$300,000

Focus: Supporting Diversity, Equity & Inclusion
Method: Dedicated funding for equity- and rights-seeking groups
Investment: \$375,000

Focus: Belonging & connection to supports in community
Method: Program funding
Investment: \$350,000

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Method: Program funding
Investment: \$350,000



Note: All amounts are approximate and will adjust with conditions.