

**WE CAN  
BETTER.**



**United Way**  
Guelph Wellington  
Dufferin

## 2023 United Way Campaign Email Plan

### Email 1:

#### *The Impact of United Way*

With the support of our community partners, United Way strives to create a lasting positive community impact that addresses the social needs of individuals and groups that are vulnerable to social and systemic barriers. At United Way we believe better is possible. We are uniquely able to focus and unite people and resources to improve lives and build community, by creating support, connection, and opportunity. We are ready for better, are you?

Here's how we are working to make better possible:

- We're focused on addressing the root causes of poverty and shifting our solutions to create systemic change, ensuring families and individuals have the financial, social, and personal assets they need to improve their quality of life.
- We are putting people at the center of our work – building awareness and engagement, prioritizing learning, and listening to reduce stigma and mobilize change.
- Through our role as a community convenor, we are committed to working alongside our community partners in new and different ways to ensure more collaborative processes, increased efficiencies, and large-scale systems change.

Video: [Community Resource Centre - YouTube](#)



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## Email 2:

### *Equity, Diversity & Inclusion*

United Way is rooted in building strong and inclusive communities. We strive to create opportunities for everyone to reach their full potential. However, many of the issues United Way works to address have a disproportionate impact on black, Indigenous, racialized, 2SLGBTQIA+, people with disabilities and other marginalized communities. We acknowledge that due to systemic factors, some members of our community experience barriers to accessing programs/services and funding to support those programs.

To build a thriving community we must ensure that everyone has access to the supports they need. We are committed to confronting the inequities that marginalized groups experience and are committed to using our voice to support communities where everyone feels like they belong and are valued for their unique differences.

United Way partners with local organizations, supporting them through leadership to deliver vital programs and services that include:

- **Programs to support the 2SLGBTQ+ community**, improving their mental health and creating a greater sense of belonging.
- **Women in crisis** who have experienced sexual violence.
- **Financial assistance with mobility devices** to ensure people with disabilities can maintain their independence, regardless of their income.
- **Peer-led learning programs** for newcomers and immigrants
- **Indigenous-led programs** to support connection and healing from the ongoing impacts of colonialization.

Video: [SOAHAC - YouTube](#)



## Email 3:

### *From Poverty to Possibility*



United Way believes 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. We're focused on addressing the root causes of poverty and shifting our solutions to create systemic change, ensure families and individuals have the financial, social and personal assets they need to improve their quality of life.

When people are financially stable, they aren't worried about their next meal, how they're going to pay their rent, or whether they'll be able to afford a coat for their kids. They can focus on enjoying life, being a great parent or partner and giving back to the community. We're building strong, supportive, and inclusive communities that are vital for all of us to thrive.

- In 2022, we convened community partners to develop a collective plan to support community members move from Poverty to Possibility.
- We partnered with the Guelph Community Foundation and the Guelph & Wellington Task Force for Poverty Elimination to launch The Home for Good campaign. A bold call to action to solve homelessness in our community. Together, through the generosity of our community, we will support 72 permanent supportive housing units in Guelph, which will not only provide housing but also life changing social and health supports.
- This innovative and exciting strategy was formed to assist with the direct assistance of food and household goods, supportive housing and housing supports, as well as collaborative strategies for shared systems and infrastructure, with the ultimate goals of reducing barriers, increasing access, and building stability for those experiencing poverty.

Video: [Hope House - YouTube](#)



## Email 4:

### *Rural Communities*



In Wellington & Dufferin County, local residents experience complex issues that can prevent them from building a good life, exacerbated by things like lack of transportation, access to stable internet, cost of goods, severe isolation, and a lower sense of belonging.

At United Way we recognize that the needs and issues impacting the communities we support can look different in rural areas than urban, and across distinct communities. Applying a local lens to funding in Wellington County and Dufferin County provides those closest to the issues the opportunity to tackle them in ways only they know how.

United Way partners with local, front-line agencies to deliver vital programs and services that include:

- **Local food banks**, which provide additional services like grocery delivery to overcome transportation barriers.
- **Mentoring programs for youth** to reduce isolation and improve relationships with others.
- **Support programs for women** who have experienced any form of domestic and/or sexual violence or human trafficking, recognizing increased barriers of a lack of transportation, increased isolation, and stigma.
- **Wellness hubs for youth** that provide centralized services to support mental health and wellbeing, with accommodations for transportation.
- **Transportation programs** to support seniors and adults with physical disabilities maintain their independence at home.

Video: [DCAFs - YouTube](#)



## Email 5:

### *Impact of A Dollar*



Here are some examples of what your generous donations to United Way are doing to make a difference in our community:

- A \$25 dollar donation provides a child living in Wellington County with a backpack and school supplies for the fall.
- A \$100 dollar donation ensures four non-English speaking clients have access to translation services for doctor's appointments.
- A \$365 dollar donation will cover the cost of needed devices to allow an adult or senior with a disability to be independent in their own home.
- A \$500 dollar donation provides 6 months of transportation to & from a 2SLGBTQIA+ support group for a youth in rural Dufferin County.
- A \$1,200 donation will provide 1 week of healthy, nutritious food for the North End Harvest Market, which serves over 100 families.

Together, we can build a community that is rich in compassion and empathy, understanding and hope. Because, **better is possible.**

[Video: Equity, Diversity & Inclusion - YouTube](#)



**Email 6:**

***Healthy People, Thriving Communities***

A strong community is a supportive, compassionate, and inclusive community, where all of us can thrive. But in many neighbourhoods across Guelph, Wellington & Dufferin, residents are dealing with complex issues that prevent them from building a good life.

We can be better. Each contribution and action will make a difference and fuel community change. Let's help each other live better lives. Because what's better for you is better for everyone.

United Way partners with local, front-line agencies to deliver vital programs and services that focus on belonging, inclusion, and connection to supports in community. These include:

- **Walk-in counselling programs & mental health distress lines** that offer immediate emotional support and coping strategies, no matter your income level.
- **Day programs for seniors** to help reduce feelings of isolation and provide support to caregivers.
- **System navigation support** to help those struggling find the help they need.
- **Resident-led, community & neighbourhood- building initiatives** to build a sense of belonging and increase connections.

[Video: Belonging, Inclusion & Wellbeing – YouTube](#)



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## Email 7:

### *All That Kids Can Be*

Growing up isn't always easy, it can be difficult, messy, and beautiful all wrapped together. Experiences in childhood shape who we are and set the stage for who we become. Challenges can begin before a child even steps into school for the first time.

Adverse Childhood Experiences (ACEs) are potentially traumatic or stressful experiences that may happen in a person's life before the age of 18. Experiences like abuse, neglect, discrimination, living in poverty, exposure to community violence and systemic racism.

Through our unique network and together with our community partners we can ensure children, youth and their families are aware of services, referred directly to programs and have increased access to a network of appropriate and impactful supports. We're ensuring children and youth have the opportunity to recognize their limitless potential, by giving them more tools to build emotional wellbeing and resiliency. This includes:

- **Mentoring programs** to improve relationships with others and social skills.
- **Literacy programs** to increase skills, self-esteem and build a sense of belonging.
- **Education programs** to assist youth achieve their high school diploma.
- **Leadership development programs** to build social skills, employability and create positive friendships and relationships.
- **Anti-bullying programs** to build social inclusion and parental supports.
- **Court support services** for victims of abuse or crime to build resiliency and reduce trauma.

Video: [United Way ACEs Network - YouTube](#)



Email 8:

*The Everyday Hero Campaign*



**BE AN  
EVERYDAY HERO.**

Not all heroes wear capes.

For \$1/day, you can create lasting positive change for thousands of people in our community.

Join our league of local heroes and make better possible.

Donate Today.  
#betterispossible  
unitedwaygwd.com



Not all heroes wear capes. Everyday heroes are driving forces in our community, that actively and passionately inspire lasting positive change.

Join our league of local heroes and make better possible. For a \$1 a day, you can create lasting positive change for thousands of people in our community. Be an Everyday Hero.

A United Way Everyday Hero makes all of this and more possible:

- \$365 enables a community member living with a disability to participate in an in-home learning program, where they can learn a particular skill set (eg. Cooking, Taking the Bus, Grocery Shopping, Fire Safety, etc.) with a Life Skills Educator in their very own home.
- \$365 provides 7 hours of one-to-one mentoring support for a black youth struggling with the impact of racialized trauma.
- \$365 provides a woman fleeing an abusive home with practical supports, like food and toiletries, for her and her family.



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## Email 9:

### *Lead The Way*

Being a Leadership donor has nothing to do with how much money you make. At United Way a leader cares, wants to make a difference and understands what a tremendous difference a donation at this level (\$1,200 or more) can make. As one of United Way's Leadership donors, you are inspiring change for thousands of people in our community.

Making a Leadership gift is easy:

- If your company runs a workplace campaign, participate in the payroll deduction plan at the \$24 per week level.
- Authorize monthly donations from your credit card or chequing account at the \$100 per month level.
- Give a one-time donation by cash, cheque or credit card. You can donate by mail, phone or online.

Without United Way and our partners, our community would look much different than it does today.

Video: [United Way Leadership Giving - YouTube](#)



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**Email 10:**

***The Impact of United Way***

With the support of our community partners, United Way strives to create lasting positive community impact that addresses the social needs of individuals and groups that are vulnerable to social and systemic barriers.

At United Way we believe better is possible. We are uniquely able to focus and unite people and resources to improve lives and build community, by creating support, connection, and opportunity. We are ready for better, are you?

- Without United Way and our partners, our community would look much different than it does today. Over the past 5 years (2018 -2022) United Way has invested over **\$10 million** into the community through our annual community investments. That's \$10 million raised by our local community and invested in our local community to support important and life changing supports like food pantries, emergency shelter, mental health crisis lines, mentoring and after school programs for youth, seniors' programs – the list is long.
- Every contribution or action, no matter the size, makes a difference and fuels community change. Together, we will champion a shared responsibility for social good and help all who live in Guelph, Wellington and Dufferin not only recover but thrive.

Video: [From Poverty to Possibility - YouTube](#)

