

Dear Friend,

At United Way, we are often faced with a problem: to answer the question, “What is United Way? With an unwavering confidence, I am here to tell you exactly what we are: Together, we are possibility!

We create possibility for everyone by digging deep and going the extra mile. We are the invisible web of hope. And each and every person we help, together, is living proof that with grit, courage and determination, we can win the day.

We support our community by creating lasting change by focusing on the building blocks that are essential for our community to thrive. Each of our focus areas are deeply connected and work together to achieve one long-term objective: sustainable poverty reduction in Leeds & Grenville.

When you give to the United Way, you are supporting more than one individual cause. You are supporting a big picture perspective that takes the needs of an entire community into account. Our most vulnerable residents are dealing with complex and interconnected issues. You can support these individuals by helping to fund a range of local programs and services that create a circle of care, providing both immediate and long-term support.

United Way determines where funds will be invested by conducting research to find needs and opportunities in the community. With this understanding, we are able to make sure funds are distributed to the most urgent issues that exist for people in Leeds & Grenville.

United Way and its supporters focus on three areas that provide the best opportunities to create lasting change in our community:

From Poverty to Possibility

We help people to get back on their feet by making sure they have access to the most basic needs in life – food security, emergency shelter, and transitional housing supports.

All that Kids Can Be

We help ensure that children get a good start in life so they are ready to learn when they start school, stay engaged, and develop confidence. We are educating parents to support their children and supporting mental health programs for youth.

Building Strong Communities

We provide support to those who have been abused or people facing challenges related to mental health and disabilities. We also work to increase public awareness of mental health and mental illness.



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Together, we are possibility.

The experienced volunteers and professional staff for each funded agency design and monitor their programs very carefully to assure that people with the greatest needs are being served. They work in the community to monitor needs, identify and fill gaps, and track program results ensuring the campaign proceeds are spent wisely.

We've always measured our progress by tracking how many people we help and how many services we provide. Now we're also evaluating what difference we are making in sustainable poverty reduction strategies.

Our goal this year, like every year, is to CHANGE LIVES – To prove that there is possibility from poverty.

To realize this possibility, it's going to take hard work and contributions – from ourselves, our families, friends, neighbours... from everyone. So, not only are we minding the immediate needs of the local community, we are looking after the community for the long term.

Every number is a life. Poverty is personal. And it affects all of us. Just take a look at the list of our agency partners to see how many people we come in contact with on a daily basis. United Way helps everyday people, every day.

Your gift to United Way is an investment in the quality of life in the community where we live, work, raise our families, and retire. Your investment goes far, but not far away. All donations stay right here to help address key social issues that have been identified by our community.

You can feel assured that your money is well spent and will reach people in need right here in our community. You can feel especially good because you are part of a community-wide effort to make life better for all and to find long-term solutions to community problems.

We are a community that pulls people from poverty to possibility, that helps kids be all they can be, and that builds strong neighbourhoods. We change lives.

Behind every changed life is someone who made it happen. That someone could be you. Together, we can make a difference.

Together, we are possibility.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Melissa Hillier".

Melissa Hillier
Executive Director

PS Please take a moment right now to make your donation of \$25, \$50, \$100, or more. You can make your donation in person, by mail, over the phone, or online. When we work together, we can accomplish great things.