

## 2024 United Way Key Messages to help you inspire participation

**What do we do?** United Way Niagara supports the most vulnerable people in our community by investing in life-changing programs that address Niagara's largest social issues. United Way Niagara provides stable, multi-year funding to agencies, and connects people with resources working towards long-term solutions.

**Our investments positively transform the lives of thousands of people across Niagara.**

**Imagine a Niagara where everyone is taken care of.** A Niagara where no one is hungry, everyone has a safe place to call home in a community where they belong - where every person has the opportunity to reach their full potential. **This is our vision.**

A thriving community requires a strong social safety net – one that supports every person, ensuring no one is left behind. When we work together, we can help make this a reality for Niagara. United Way is about building a better future for everyone who lives here. We turn compassion into action, ensuring no one is left behind, and together, creating lasting change.

**Our vision for a thriving Niagara starts with you.**



Building a community that works for everyone means looking at the bigger picture, focusing on the community as a whole and investing in programs that tackle local, social issues head-on. That is no small feat. When our neighbours and friends need help, they often require support from multiple programs to address their complex needs.

### Issues are complex

- Someone experiencing homelessness needs more than shelter.
- A family experiencing food insecurity needs more than a meal.
- Someone experiencing gender-based violence needs more than an escape.
- Someone facing mental illness needs more than just medical treatment.
- Someone facing social isolation needs more than just company.
- Someone facing poverty needs more than just financial assistance.

United Way invests in our social safety net - a safety net that opens doors and creates opportunities for everyone to thrive. Our investments work to ensure that every person has the chance to walk through these doors into a future filled with promise and potential.

**Together, we can open doors and build a Niagara where everyone thrives.**

### What is a social safety net?

Social safety nets are a collection of programs meant to protect people from hardship. They are meant to catch us when we fall and need support to get back on our feet. A well-designed social safety net will assist those in need for the time it takes to dust themselves off and get back on their feet by finding employment, housing or whatever it takes to stabilize them.