



United Way  
Niagara

# Workplace Content Package

## Introduction

This package is your gateway to discovering more about the impactful work United Way Niagara is doing in our community. Inside, you'll find clickable links that lead to in-depth information about our initiatives, along with a variety of social media post ideas to help spread the word. We've also included powerful impact stories that highlight the real difference your support makes. Explore, share, and join us in making a lasting impact!

**How we help:**

**Click on the images to learn more**



# What does United Way Niagara do?

Each year, United Way Niagara runs a campaign to raise significant funds that go directly into programs strengthening our community's social safety net, helping one in four people in Niagara. United way invests in initiatives that tackle both immediate and long-term social issues, providing stable, multi-year funding to agencies and connecting people with essential resources for lasting solutions. Our approach addresses urgent needs while also tackling deeper, systemic problems that affect our community. By supporting programs for youth, families, and individuals facing challenges like homelessness, food insecurity, and mental health issues, United Way Niagara is building a stronger, more supportive community. Together, we work towards meeting today's needs and paving the way for a better tomorrow.



## 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.



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# Our Impact at a Glance

## United, we are addressing basic, urgent needs...

**11,909** mental health crisis calls ended with a positive outcome, providing support and hope to people when and where it was needed most.

**12,638** emergency shelter nights provided, ensuring the safety of youth, adults and families experiencing homelessness.

**22,678** times marginalized individuals were afforded dignity through basic hygiene, by being provided with essentials like soap, hair care, menstrual products and oral hygiene items.

**732,921** nutritious meals provided through meal programs and emergency food supports serving people in all walks of life from children and families to seniors.

## ...and investing in long-term solutions to Niagara's toughest issues.

**518** households at imminent risk of losing their housing for various reasons, were supported in stabilizing their situations, remaining housed.

**1,980** youth accessed after-school programs, providing essential opportunities, meaningful connections, supportive relationships and early interventions.

**4,342** counselling sessions were provided to individuals and families, increasing access to mental health services for people when they need it most.

**26,708** hours of one-to-one homelessness prevention support provided, keeping families and individuals connected and housed.

# Social Media

## Kick-off post idea starters

United Way Niagara's investments helped 160,090 people in our community last year! The <Org Name> team is ready show our support this year to help @uwniagara open doors, and create opportunities for those in need.

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DYK? @uwniagara invested in 151 programs across #Niagara last year? This year, we're raising funds for United Way to support the community where we live, work and play. #LocalGiving #LocalImpact

## Impact sample posts

@uwniagara supports a vast network of programs that help families overcome challenges, one of which is #foodinsecurity.

What does that look like? Thanks to their investments, 732,921 nutritious meals were provided through meal programs and emergency food supports serving people in all walks of life from children and families to seniors. The <Org Name> team is proud to be raising funds in support of United Way's work in community this year!

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When you support United Way, you do more than fund programs - you unlock opportunities that transform lives. The <Org Name> team is proud to stand with @uwniagara to ensure that the safety net of social services remains strong for the most vulnerable in our community.

## Don't forget the thank you's!

A heartfelt thank you to everyone at <Org Name> who supported the @uwniagara fundraising campaign for 2024! Your generosity and commitment are making a real difference in our community.



# Story Bank:

(click picture for full stories)



# Impact Posts

Supporting United Way Niagara means helping amazing organizations like Niagara Women's Enterprise Centre make a real difference. ✨ "As an Ontario Works recipient and single mom, the support from NWECC was life-changing—covering gas, office supplies, and even Niagara College courses. Now, thanks to their help, I'm set to graduate this fall and kickstart my career!" 🚀 ✨ #UnitedWayNiagara #CommunitySupport #MakingADifference

We proudly support United Way Niagara because they help fund essential services like the Fort Erie Multicultural Centre. Thanks to their support, families like Liliana's—who arrived as refugees with nothing but the clothes on their backs—can find housing, enroll their children in school, and start building a new life. ❤️ #UnitedWayNiagara #SupportingCommunities #LocalImpact

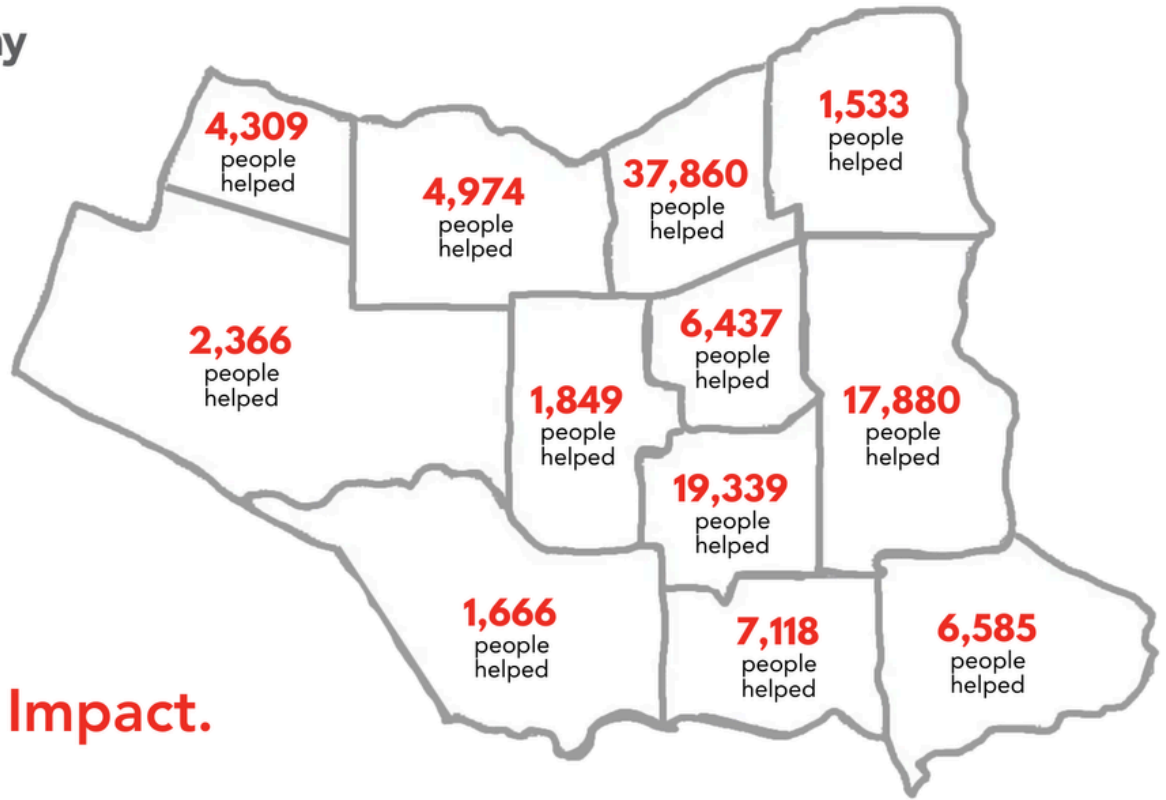
"Supporting United Way Niagara means supporting places like The FORT, where young people like Cam find safety, friendship, and hope. Cam shares, 'I've made many friends here and now feel more welcome in my own life. This place has given me hope and a safe space I never felt at school.' Join us in making a difference! ❤️ #UnitedWayNiagara #SupportLocalYouth #MakingADifference"

At [Your Organization], we're proud to support United Way Niagara because they fund vital services like those provided by Birchway Niagara. From safety planning to housing and legal aid, Birchway Niagara helps women and their families get back on their feet. Together, we're making a difference in our community. ❤️ #UnitedWayNiagara #CommunitySupport #MakingADifference

"Supporting United Way Niagara means supporting real change in our community. Andrea, a resident of Kenmore Court for 13 years, shares how crucial programs funded by United Way have been in her life. From affordable produce markets to personal support from dedicated workers, these resources help Andrea manage her housing, food, and stress. Your support makes stories like Andrea's possible. ❤️ #UnitedWayNiagara #CommunitySupport"



**United Way**  
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One Gift.  
**Widespread Impact.**

Thank you for your support with our 2024 campaign.

**Keep up with us on socials:**

