

2025 Municipal Cup CHALLENGE

A tool kit to help you #BringHomeTheCup



in support of



United Way
Niagara

Get ready for another year of the Municipal Challenge!

Each year, local municipalities who support United Way Niagara may opt to participate in the "Municipal Challenge". This friendly competition rewards the local municipality that raises the most funds per employee in the annual campaign. By participating, you have the opportunity to foster team building and employee engagement while helping to strengthen the community in which you live, work and play.



United Way exists to ensure the programs people rely on continue running, without interruption. It's knowing that when someone needs food, shelter, mental health support, or safety, they can get help quickly, when its needed. Our UNITED impact means doing more than caring. It means stepping up. Whether by giving, volunteering, or advocating for what's right, it means being part of a movement that believes in hope, in possibility, and in each other. We hope your municipality will support us this year.

The Rules

The Municipal Challenge winner will be decided by determining the total funds raised by the municipality divided by the total number of employees. For example, if \$1,000 total was raised for 100 employees, that municipality would be credited with \$10 per employee.

The winner will be determined by calculating which municipality has raised the highest funds per employee, ensuring a fair comparison between larger and smaller municipalities regardless of the number of participating staff.

The deadline for the challenge is December 31, 2025 by 4:30 p.m. and all funds raised in 2025 up to that date will be included in the total.

The winners will accept the Municipal Challenge Trophy (pictured above!) in March 2026 at United Way's campaign celebration. Date TBD.

If you have any questions, concerns or need our team to help you reach your fundraising goals, please don't hesitate to contact jessica@unitedwayniagara.org

Promoting the challenge within your workplace

The Municipal Challenge was designed to put the fun in fundraising! It's a friendly competition and a great way to engage your employees while benefiting the community as a whole. So we encourage you to have fun with it.

Payroll giving is the easiest way to participate in the campaign. Encourage all staff to give through payroll deduction - a gift of any size that is meaningful to them - to grow your participation rates. Payroll giving is easy and all donations are tax deductible (reflected on T4)!

TIP: Incentives are a great motivator for participation. Ex. Submit your pledge form by [date] to be entered in a draw to win [gift card, parking spot, mug, lunch etc].

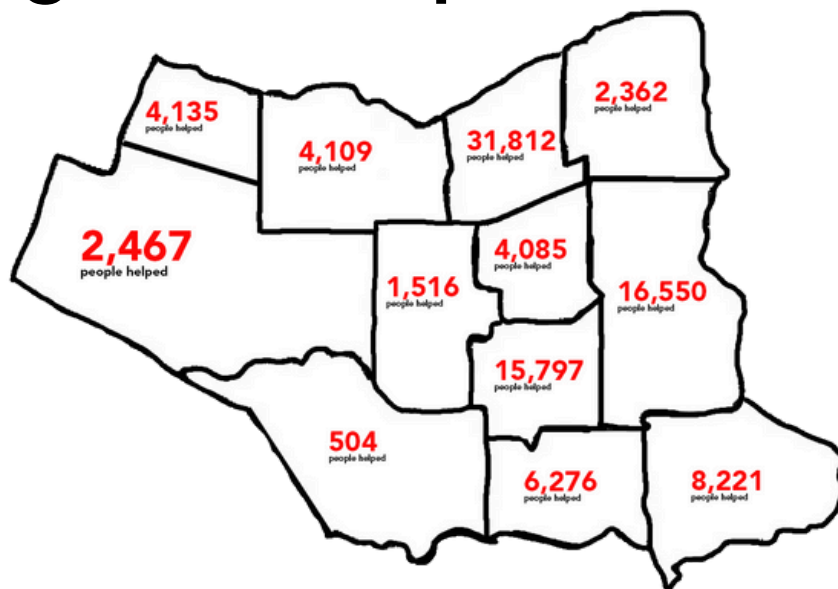
Events are a lot of fun and build a sense of community within your teams and departments. They are a great addition to a payroll giving campaign to boost your results!

TIP: Choose the type of event that excites your staff (to put the FUN in FUN-draising!) Examples to help inspire you - chili or soup cook-off, bbq lunches, raffles, bake sales, step challenge/walk-a-thon, dress down days, scavenger hunts etc.

Social media (or internal networks) is a great way to showcase your support and build excitement in this friendly challenge. If you share online, please tag us and use hashtag #BringHomeTheCup



One gift. Widespread local impact.



*numbers based on available information from agency reporting

2025 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.

United Way exists to ensure the programs people rely on continue running, without interruption. It's knowing that when someone needs food, shelter, mental health support, or safety, they can get help quickly, when its needed. Our **UNITED** impact means doing more than caring. It means stepping up. **Whether by giving, volunteering, or advocating for what's right, it means being part of a movement that believes in hope, in possibility, and in each other.**

Imagine what we can accomplish when we are UNITED.

Together we can make a UNITED impact.



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 creates opportunities for everyone to thrive. Our investments work to ensure that every person has the chance to improve their lives and build a future filled with promise and potential.

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. 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.