

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 it's 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.