



W O R K P L A C E **CONTENT** P A C K A G E

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!



United Way
Niagara

WELCOME



United Way
Niagara

How we help:

Click on the images to learn more



Thank you for your support with our 2025 campaign.

Keep up with us on socials:





OUR IMPACT AT A GLANCE

12,055 emergency shelter nights provided, ensuring the safety of youth, adults and families experiencing homelessness.

24,747 crisis calls connecting people to local supports by phone help-line, providing the support and hope to people when and where it was needed most.

60,000+ hours of caseworker support provided to individuals in crisis or in need of preventative outreach.

796,033 nutritious meals provided through meal programs and emergency food supports serving people in all walks of life from children and families to seniors.

606 families and individuals at imminent risk of losing their housing, for various reasons, were given the necessary supports to remain housed.

2,269 youth accessed after-school programs that gave them opportunities to learn, grow and share memorable experiences with their peers.

9,411 individuals received emotional support and crisis assistance, helping them mitigate issues that could have otherwise led towards hardship.

10,000+ hours of preventative counselling and training provided to individuals, helping youth and adults remain housed, independent and mentally strong.



United Way
Niagara

STORY BANK



Local agencies serving
more than just food



Building Positive
Youth Relationships



Making a difference
for survivors of abuse



Creating Community
Connections



The difference our
community can make
together



A safe and stable
place to call home

Click on the images to read full stories

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.

A wide-angle photograph of Niagara Falls, showing the massive volume of water cascading over the rocky ledge. A small red and white tour boat is visible in the turquoise water at the base of the falls. The surrounding cliffs are covered in green vegetation.

SAMPLE SOCIALS

Kick-off Post Ideas

In 2024, United Way Niagara impacted over 100,000 people across our region. From safe housing to food security and mental health supports, every dollar raised helped someone thrive.

This year, <Org Name> is proud to stand with @uwniagara again — because when we unite, Niagara gets stronger. #UnitedForImpact #NiagaraStrong

@uwniagara invested in 92 local programs last year — supporting people of all ages through crisis and beyond. Together, we're building communities where no one gets left behind. Let's raise funds in 2025 to continue this life-changing work. #LocalLove #UnitedWayNiagara #BetterTogether

Impact Post Ideas

@uwniagara supports programs that help people facing tough times — including food insecurity.

Thanks to your support, 796,033 meals were provided to kids, families, and seniors across Niagara in 2024. The <Org Name> team is proud to support a cause that fills fridges and hearts across our community. #FoodSecurity #UnitedWayImpact #NiagaraCares

United Way Niagara programs reached thousands of local youth — providing safe spaces, mentorship, meals, and support. In 2024 alone, over 2,200 youth accessed after-school programs, and 760 hours of homework help were delivered. Together, the <Org Name> team helping young people grow and succeed. #YouthSuccess #NiagaraYouth #UnitedWayNiagara

Don't forget the thank you's!

A heartfelt thank you to our amazing <Org Name> team for supporting the 2025 @uwniagara workplace campaign! Because of your generosity, more people in Niagara will have food on the table, a safe place to call home, and access to the supports they need to thrive. Your impact is real — and it matters. #ThankYou #NiagaraStrong #UnitedWaySupporters

SAMPLE SOCIALS

To edit the template, click "file", them "make a copy"



Instagram

[Click for instagram post template](#)



Facebook

[Click for facebook post template](#)



LinkedIn

[Click for LinkedIn post template](#)

EMAIL TEMPLATE'S

CAMPAIGN LAUNCH EMAIL

Use this email to introduce your workplace campaign, explain why supporting United Way Niagara matters, and share how employees can donate. Keep it warm, clear, and motivating.



MID-CAMPAIGN REMINDER

Send a follow-up to encourage anyone who hasn't donated yet. Reinforce the impact of their support and remind them how easy it is to give.



THANK-YOU EMAIL

After the campaign, thank everyone for their participation and highlight the difference their support will make. Use uplifting language and celebrate your workplace's collective impact.



[click here for full template!](#)



CAMPAIGN IDEAS

WALK-A-THON

We love the Step Up app! It's a fun, easy way to run a step challenge in the office while supporting United Way Niagara. Staff can join the challenge by donating \$10–\$20, then compete to see who can rack up the most steps over a set period. Whether you're walking laps on your break or taking the stairs instead of the elevator, every step counts! Offer a small prize or bragging rights to the top stepper — it's a great way to promote wellness and give back at the same time.

SNACK BAR

Set up a self-serve snack bar in a common area stocked with donated treats like chips, granola bars, fruit, or baked goods. Staff can drop a donation in a jar or use a QR code to give in exchange for their snack of choice. It's a simple, low-effort way to raise funds throughout the campaign — and who doesn't love a mid-day pick-me-up?

TRIVIA LUNCH

Host a lunch-hour trivia session featuring fun questions about Niagara, pop culture, and United Way's impact. Employees can pay a small entry fee to join as individuals or teams, with all proceeds going toward your workplace campaign. Offer bragging rights or a small prize for the winning team — it's an easy and engaging way to mix fun and fundraising.

Connect with your United Way staff liaison to explore and develop fundraising ideas together.



CAMPAIGN TIMELINE

WEEK 1: KICKOFF & AWARENESS

- Launch your campaign with an announcement email, team meeting, or kickoff event.
- Share impact stories and stats to show why this work matters.
- Update digital screens or bulletin boards with campaign visuals.

WEEK 2: ENGAGEMENT & ACTIVITIES

- Host fundraising events like trivia lunch, snack bar, or a walk-a-thon.
- Share social media posts and encourage staff to reshare.
- Highlight a personal story or testimonial to inspire giving.

WEEK 3: MID-CAMPAIGN REMINDER

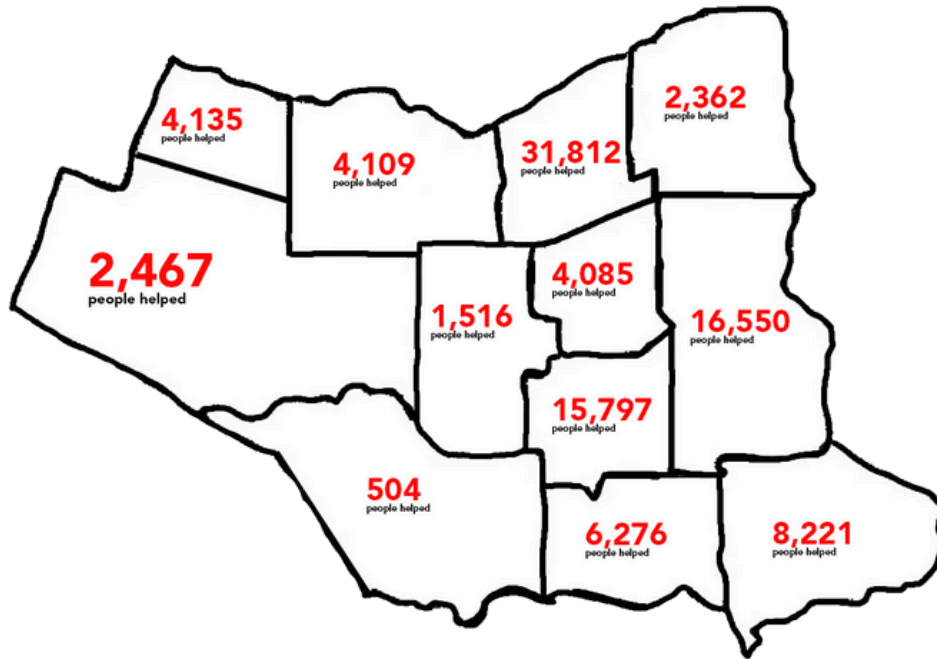
- Send a reminder email to keep momentum going.
- Celebrate progress towards your fundraising goal.
- Recognize early donors or teams leading in participation.

WEEK 4: THANK YOU & CELEBRATE

- Share a thank-you email or video to everyone who participated.
- Announce final totals and highlight the impact your workplace made.
- Consider a small celebration or appreciation event for your team.

SEE OUR IMPACT

One gift. Widespread local impact.



*numbers based on available information from agency reporting



WHAT WE DO

Click the image below to learn more about United Way (VIDEO)

