



United Way
Leeds & Grenville

AMBASSADOR

GUIDE



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AMBASSADOR ROLE



United Way Ambassadors help raise awareness, encourage participation and connect people with opportunities to support their community.

What Ambassadors Do

Raise Awareness - Share information about United Way and the difference local support makes.

Encourage Giving & Participation - Invite colleagues, friends and community members to support the campaign in ways that work for them.

Share Our Impact - Help others understand how United Way supports local programs and responds to community needs.

Recruit Volunteers - Encourage others to get involved with United Way events, initiatives and volunteer opportunities.

Represent United Way - Help promote United Way's mission, values and work in the community.

Share Information Accurately - Use current United Way information when discussing donations, programs and how funds are used.

Get Involved - Participate in campaign activities and events when possible.

LEARN ABOUT UWLG



You don't need to be a United Way expert to be an effective ambassador. Take some time to learn more about our work throughout the following pages.

In this guide, you'll find:

- Our mission and vision
- The agencies and programs we support
- How funding decisions are made
- How we ensure donations are used responsibly
- Tips for asking for donations in person and by email



Our Mission is to improve lives and build community by engaging individuals and mobilizing collective action.

Our Vision is a United Way bringing people together to build vibrant, caring communities.

WHY GIVE TO UWLG?



United Way Leeds & Grenville brings people, organizations and resources together to strengthen our community and address the challenges facing local people.

Local Impact

Your donation supports local programs and services that respond to the needs of people right here in Leeds & Grenville.

Investing Where It's Needed Most

United Way directs funding to community agencies working on critical issues such as food security, housing, financial stability and access to essential supports.

Long-Term Solutions

We work with community partners to address both immediate needs and the underlying issues that create barriers for individuals and families.

Collaboration

United Way brings local organizations, businesses, donors and volunteers together to find solutions that no one organization could achieve alone.

Accountability

Funded agencies report regularly on how United Way investments are used and the people reached, helping ensure our community's support makes a measurable difference.

Your Support in Action (from 2025 reporting)

23,670 youth meals & snacks served | 85,697 Meals on Wheels delivered | 4,986 adults accessed food security | 2,195 individuals & families received financial/tax support

WHO WE INVEST IN



All programs funded by United Way Leeds & Grenville must fit within these three pillars and measure successful outcomes that make long-term change.

From Poverty to Possibility

We support and empower people living in poverty and those who are vulnerable to falling into poverty, by ensuring they have access to the most basic needs in life.

All That Kids Can Be

We put children and youth on a path to success by investing in their development from early childhood to young adulthood-ensuring they have the skills and opportunities to become successful adults.

Strong Communities

Improving access to social and health-related support services while supporting community engagement, integration and settlement.

The results of our Community Conversations prioritized the following six needs:

Housing

Homelessness

Food Security

Children and Youth

Mental Health

Addictions



OUR FUNDED PARTNERS



Beth Donovan Hospice - Expanding Caregiver Support in Leeds & Grenville

Boys & Girls Club - Mentoring in Leeds and Grenville

Country Roads Community Health Centre - Meals to go

Connect Youth - Core Program

DIFA - Aaron's MILL (Musical Instrument Lending Library)

Family & Children's Services - Family Counselling | Summer Camp

Gananoque Food Bank - Weekend Bundles Program & TLTI School Project

Girls Inc. - The Girls Inc. Experience

Interval House - LGIH Children's Programming

Kemptville Youth Centre - Youth Wellness

Lanark Leeds & Grenville Addictions & Mental Health - United Way Cares for Leeds and Grenville

Queen Care - Better Together: Weekly Postpartum Support Group

RNJ Youth - Connections

Rideau Valley Conservation Fund - Out to Learn

Seniors Community Services - Senior Care Access Program

Senior Support Services - LLG - Community Support Services Subsidy Program

Socks 4 Souls - Clean Socks for Leeds & Grenville's Unhoused

Thousand Islands Playhouse - Young Company Program

United Way Community Programs - Community Volunteer Income Tax Program | LEAP | Urgent Needs Fund

SPREADING THE WORD



As a United Way ambassador, you can help others understand the difference their support makes in our community. Share why you support United Way, encourage others to participate, and remind people that every gift matters.

Key Campaign Messages

Use these simple messages when talking about United Way:

Hope Starts With You.

Your support helps ensure local programs and services are there when people in Leeds & Grenville need them.

Every gift matters.

No matter the amount, every contribution helps strengthen our community.

Your support stays local.

United Way Leeds & Grenville invests in local programs and services that respond to local needs.

Together, we can do more.

When our community comes together, we can make a greater difference.

Hope Starts With You.

Every conversation, every contribution and every act of support helps strengthen our community.

SAMPLE EMAILS



Sample Email 1:

Subject: Hope Starts With You: Support Your Community

We're proud to support United Way Leeds & Grenville through our workplace campaign, and we hope you'll consider joining us.

United Way works with local agencies and community partners to address challenges facing people across our region, including food security, financial stability, housing and other essential needs. When we come together, our collective support can make a real difference right here at home.

Hope Starts With You. Every contribution helps support local programs and services that strengthen our community.

Please consider making a donation through our workplace campaign:

Ready to give? You can donate online at <https://give.unitedway.ca/donate/WBROCK> or speak with the Payroll Department about making a donation through payroll deduction.

Thank you for supporting United Way Leeds & Grenville and our community.

Sample Email 2:

Subject: Support United Way Leeds & Grenville

Our workplace is supporting United Way Leeds & Grenville, and we invite you to be part of the campaign.

Your donation helps support local programs and services that make a difference for people across our community.

Hope Starts With You. Please consider making a donation today:

Ready to give? You can donate online at <https://give.unitedway.ca/donate/WBROCK> or speak with the Payroll Department about making a donation through payroll deduction.

Thank you for your support!



Hope starts with you—thank you for being an ambassador and helping create lasting change and meaningful impact in Leeds & Grenville.

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Visit us at www.uwlg.org

Connect with us on social channels @unitedwaylg



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