

Employee Champion Guide

A quick-start guide to running an employee giving campaign



United Way
Leeds & Grenville

Welcome to the United Way Team

Thank you for volunteering your time!

This guide will help you run an impactful and engaging workplace campaign from start to finish. As an Employee Champion you are a valued partner with United Way. Thank you for stepping up to inspire your colleagues to make Leeds & Grenville a better community for all.

Thank you for becoming a champion of what local love can look like.

Our United Way Team is here to help you. Please reach out if you have questions, comments or need any help with your employee campaign. Contact Melissa Hindman at 613-342-8889 or melissa.hindman@uwlg.org.

About United Way Leeds & Grenville

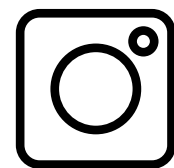
United Way Leeds & Grenville focuses on achieving sustainable community change by engaging, inspiring and mobilizing the community's capacity to give, volunteer and act. Our vision is of a United Way dedicated to bringing people together to build vibrant, caring communities.

United Way Leeds & Grenville is now home to Community Programs including LEAP, the Urgent Needs Fund and the Community Volunteer Income Tax Program.

Please follow our channels, share our posts and our hashtag #UWLG whenever posting to social media.



/unitedwayLG



@unitedwayLG



@unitedwayLG



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Our Pillars of Support

United Way Leeds & Grenville invests in programs that have a wide range of impact. These programs support thousands of local residents, helping them when they need it most.

All funding is distributed to programs and services that fit within the United Way's three Pillars:

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 the 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

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

Six critical community concerns

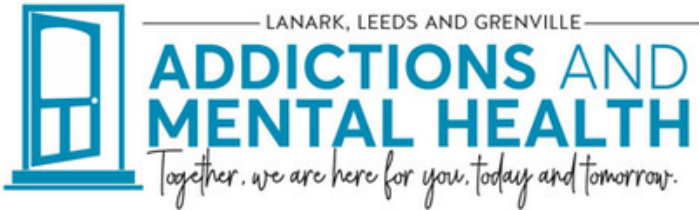
The recent study conducted by United Way Leeds & Grenville in 2023 highlighted six critical community concerns that emerged from conversations with over 371 local residents. These concerns reflect a broad range of challenges impacting the well-being of individuals and families in the region. From housing to mental health, each of these issues plays a crucial role in shaping the community's future. Addressing them requires a unified approach, where local citizens, organizations, and institutions work together to create meaningful, sustainable change.

The top 6 community concerns identified are:

Housing | Food Security | Children & Youth
Addictions | Homelessness | Mental Health

Agency Partners

We meet immediate needs right here in Leeds & Grenville, helping thousands of people every year through our funded programs delivered by our Agency Partners.

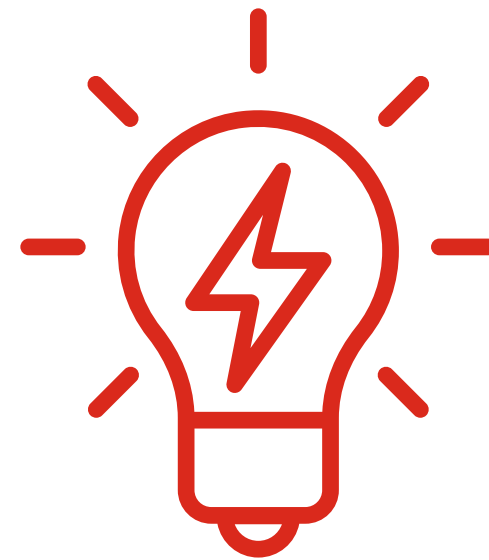


United Way Community Support Programs

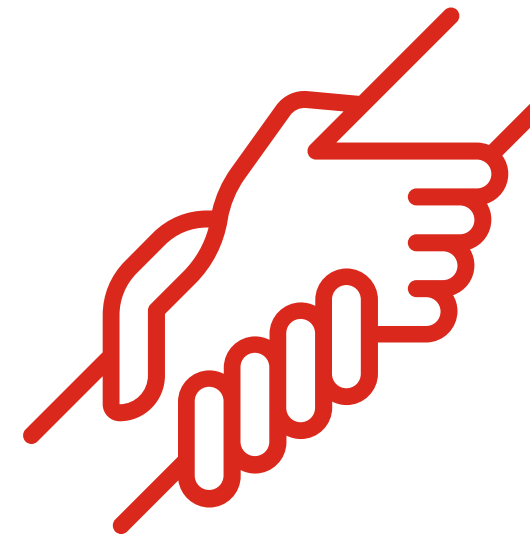
In May 2026, United Way Leeds & Grenville assumed operation of several important community programs previously delivered by the Volunteer Centre of St. Lawrence-Rideau, helping ensure continued access to essential supports for individuals and families across Leeds & Grenville.



**Community
Volunteer Income
Tax Program**



**Low-Income
Energy Assistance
Program (LEAP)**



**Urgent Needs
Fund**



Your connection to local community, social and government services. Free, confidential and available 24/7. Call 2-1-1 or visit 211.ca.

**Call the UWLG Community Programs Office
at 613-499-9393**

Our Impact

In 2025 United Way funded programs facilitated over 100,000 interactions between clients and service providers across over 41 communities in Leeds & Grenville.



85,697

meals on wheels
were delivered in
2025



61%

of our partner agencies
provide youth-focused
programming that helps
children & teens grow,
learn & thrive



2,195

income tax
preparations were
completed by
volunteers



5,000

counselling/mento
ring hours were
provided

Simple Steps to Run a Successful Campaign

1



Set campaign dates, timeline and goals.

2



Plan fun activities, incentives and contests.

3



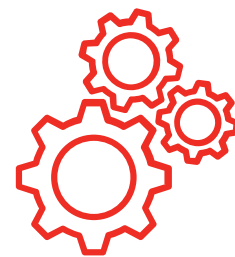
Promote your campaign to employees so they know what's coming

4



Ask staff to donate (hand out pledge forms)

5



Engage employees through events and engagement activities

6



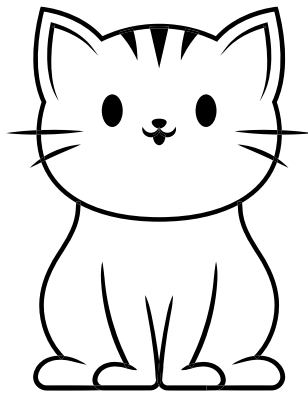
Collect donations & special event money and remit to United Way

7



Celebrate campaign results and thank all volunteers & donors!

Fun Workplace Event Ideas



Cutest pet contest!
Enter your pet into
the contest for a fee
to get cutest pet
bragging rights!



Invite a professional
to donate some time
to teach a class at
lunch. Employees pay
to attend.



Celebrate colleagues
birthdays by giving a
small donation in
their name.



Dress casual/red
for United Way.
Employees pay a
small fee to
“dress down” for
the day.



Potluck lunch -
everyone brings a
dish and
employees pay \$5
for a lunch
gathering.



Have colleagues
donate goods or
services and let
everyone in the
workplace bid to
purchase them.

Find more resources in our Campaign Toolkit

There is even more online!

Visit our website at www.uwlg.org to find our Campaign Toolkit where you will find:



- UWLG logos and brand colours
- Sample email message to send to your workplace
- Campaign Posters
- Annual Report
- Campaign thermometer
- Electronic Pledge Form
- Stories from our Agencies
- Donor Bill of Rights



United Way
Leeds & Grenville

Giving Options

A screenshot of a United Way donation form titled "LOCAL LOVE. LOCAL IMPACT. DONATE TODAY. UNITED WAY DONATION FORM". The form includes sections for "1. YOUR INFORMATION" (Name, Address, Phone, Email, Employer), "2. YOUR DONATION" (Amount, Frequency, Payment Method), "3. AUTHORIZATION" (Signature), and "4. OPTIONAL" (Investment area). It also features a "THANK YOU" section at the bottom.

Sign your pledge form

You can donate by payroll deduction, cash, cheque, credit card or direct deposit

Donate online

Visit our website at www.uwlg.org and click on the donate button. You will receive your tax receipt by email

Visit our office

Visit our office at 42 George Street, Brockville and donate by cash, cheque, debit or credit card

Call us

We can take your credit card donation over the phone. Call us today at 613-342-8889

Donation of securities

Complete the securities donation form available on our website under the giving tab

FAQs

Will my donation stay in my community?

Yes. United Way Leeds & Grenville is a 100% local organization tackling issues across the communities we serve.

Why should I give to United Way over other organizations asking for donations?

With a single donation to UWLG, you are supporting 18 agencies delivering programs across the 40+ communities we serve. A panel of informed community volunteers distribute the donations where they are needed most and monitor partner agencies to ensure accountability to you.

Can I choose where my donation is used?

Yes! You can designate your donation to any charity indicating your choice on your pledge form.

When will I get my tax receipt?

Donations made through payroll deduction will show on your T4 for tax purposes.

Donations by cash, cheque or credit card will be receipted by February 28, 2027.

What donations are not eligible to receive a tax receipt?

- Donations of business or personal services.
- A gift where the donor has received some form of material or service incentive to give (i.e. bake sale, BBQs).
- Payment for a lottery ticket or other chance to win a prize (i.e. silent auction, online auction)

Thank You!

Thank you for championing local love on behalf of your workplace. You are the key to funding critical social infrastructure that we may all need at some point.

By asking for donations to United Way, you will help people who need it most, connecting them to the resources and supports they need to survive.



Hope Starts With You



Our campaign is about coming together to build a stronger, more compassionate Leeds & Grenville.

When we give, volunteer and care for one another, we create real local impact.

Every action matters.

Every person can make a difference.

And together, we can help build a stronger community.

Looking Ahead

In 2027, United Way Leeds & Grenville celebrates 70 years of local impact. Stay tuned as we celebrate our history and look toward the future.