



United Way
Leeds & Grenville

AMBASSADOR GUIDE



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AMBASSADOR ROLE



Whether in the workplace, community, or connecting remotely, Ambassadors play a vital role in engaging others and providing them with the opportunity to make an informed choice about charitable giving.

Here's a closer look at the key responsibilities of a United Way Ambassador.

Raise Awareness - Ambassadors are the frontline volunteers who approach their peers in the workplace or community to raise awareness about United Way's vital role in the community.

Fundraising - They help to reach fundraising and participation goals by encouraging others to get involved in fundraising activities.

Community Engagement - Ambassadors connect with colleagues and community members, sharing the impact of United Way's work and the importance of investing in local programs.

Volunteer Recruitment - They can also help recruit other volunteers to support United Way initiatives.

Representing United Way - Ambassadors act as the face of United Way, promoting their mission and values.

Ensuring Truthfulness - They ensure that fundraising solicitations made on United Way's behalf are truthful and accurately describe United Way's activities and intended use of funds.

Attend Events - They attend events to talk about their work and encourage others to get involved.

LEARN ABOUT UWLG



While you're not expected to be an expert, we encourage you to take some time to explore and learn more about the work we do at United Way Leeds & Grenville throughout the following pages. In this booklet, you'll discover:

- Our Mission & Vision
- The agencies we fund and the programs they deliver
- How we make funding decisions
- Why we can be trusted to steward donations where they are needed most
- How to approach people for donations, both in person and via 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?



As a unifying force for social change, United Way plays a vital role in strengthening families and individuals within our community.

Here's why supporting United Way makes a meaningful difference in our community:

Local Impact:

United Way is a network of local organizations that understand and respond to the specific needs of their communities.

Community Focus:

United Way invests in programs and services that address critical issues like poverty, homelessness, and lack of access to resources, helping to create a more equitable and thriving community for everyone.

Funding for Essential Services:

United Way provides funding to agencies that deliver essential programs and services, ensuring that people have access to the support they need.

Addressing Root Causes:

United Way works to address the root causes of social problems, not just the symptoms, by promoting long-term solutions.

Collaboration and Advocacy:

United Way brings together people and organizations to address complex social issues and advocate for positive change at the local, regional, and national levels.

Accountability and Transparency:

Our funded agencies are required to submit detailed semi-annual reports, outlining how they utilized the funds we invested and the number of individuals and families impacted by their programs. This ensures that every dollar we invest is making a measurable difference in our community.

Local expertise:

United Way is a network of local experts committed to bringing people and organizations together to meet immediate community needs — and tackle the complex social issues at the root of those needs.

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



Big Brothers Big Sisters - One to one match program

Beth Donovan Hospice - Expanding Caregiver Support in Leeds & Grenville

Community & Primary Health Care (CPHC) - Community Support Services Subsidy Program

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

Lanark Leeds & Grenville Health Unit - Emergency Adult Dental Treatment Program

Interval House - LGIH Children's Programming

Kemptville Youth Centre - Youth Wellness

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

Thousand Islands Playhouse - Young Company Program

Rideau Valley Conservation Fund - Out to Learn

RNJ Youth - Connections

Seniors Community Services - Senior Care Access Program

Volunteer Centre - Community Volunteer Income Tax Program

YMCA - BermOut | Teen Drop in

SPREADING THE WORD



A donation to United Way sustains a vital social safety net, providing year-round support to thousands of people in Leeds & Grenville—your friends, neighbors, and family.

Your contribution helps United Way reach its fundraising goal and strengthens the support available to those in need in our community.

Invite your peers to join you in supporting United Way's efforts and make a lasting impact on our community.

Key Campaign Messages

Here are some simple, impactful messages to share when asking people to donate. The most important thing to remember is that any contribution can make a difference in the lives of those in Leeds & Grenville—no matter how much is given.

Hope starts with you. Your kindness changes lives, right here in Leeds & Grenville. We all face moments when we need help. Your gift ensures that support is always available for anyone, including your friends and family, when they need it most.

Every gift matters. Whether it's your first donation or you've given before, even the smallest contribution can create a real difference in the lives of kids and families in our community.

The more we raise, the more we can do. Kids and families are counting on us to ensure the support they need is there when they need it. Imagine how much more we could accomplish with just a little more support!

SAMPLE EMAILS



Sample Email 1:

Subject: Together, We Can Make a Difference in Leeds & Grenville

Dear [Recipient's Name],

We're all part of the Leeds & Grenville community, and when we come together, we can achieve incredible things. United Way is a powerful catalyst for positive change, uniting resources and expertise to meet the needs of our neighbors.

By donating to United Way, you're not just giving money; you're investing in the future of our region. Your contribution, along with others, will help build a community where everyone has the opportunity to thrive.

Together, we can make Leeds & Grenville a place where no one is left behind. Please consider making a donation to United Way today.

Donate today: <https://give.unitedway.ca/donate/WBROCK>

Thank you for your support!

Warm regards,
[Your Name/Organization Name]

Sample Email 2:

Subject: Support United Way and Make a Lasting Difference in Leeds & Grenville

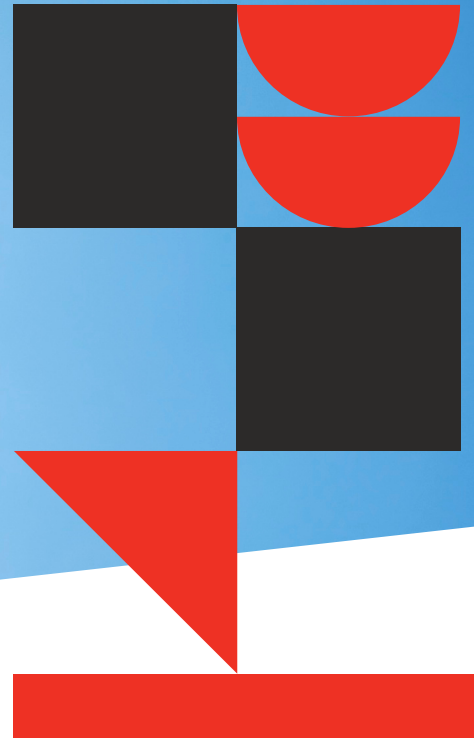
Dear [Recipient's Name],

Your support has the power to create real change in Leeds & Grenville. United Way is dedicated to addressing local challenges and building a stronger, more connected community.

Please consider making a donation today to help us continue this important work.

Donate today: <https://give.unitedway.ca/donate/WBROCK>

Thank you for your generosity,
[Your Name/Organization Name]



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

**Contact: Melissa Hindman,
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Visit us at www.uwlg.org

Connect with us on social channels @unitedwaylg



United Way
Leeds & Grenville