

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.

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

Please tag us in any campaign posts.



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

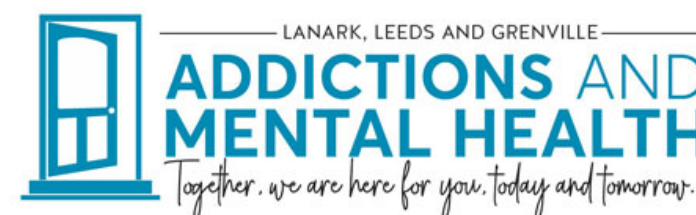
The recent study conducted by United Way Leeds & Grenville in 2023 highlighted six critical community concerns that emerged from conversations with over 371 local residents. These concerns reflect a broad range of challenges impacting the well-being of individuals and families in the region. From housing 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.



Our Impact

In 2024 United Way funded programs facilitated over 100,000 interactions between clients and service providers across over 41 communities in Leeds & Grenville.



81,970

meals on wheels
were delivered in
2023



8,075

youth attended
drop-in programs



2,004

income tax
preparations were
completed by
volunteers



6,361

visits to social recreation,
vocational & wellness
activities by mental
health & addictions
clients

Simple Steps to Run a Successful Campaign

1



Set campaign dates, timeline and goals.

2



Plan fun activities, incentives and contests.

3



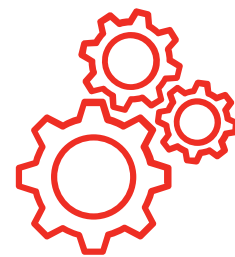
Promote your campaign to employees so they know what's coming

4



Ask staff to donate (hand out pledge forms)

5



Engage employees through events and engagement activities

6



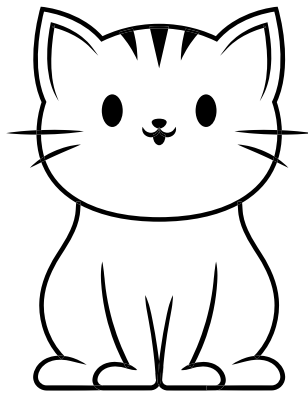
Collect donations & special event money and remit to United Way

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:

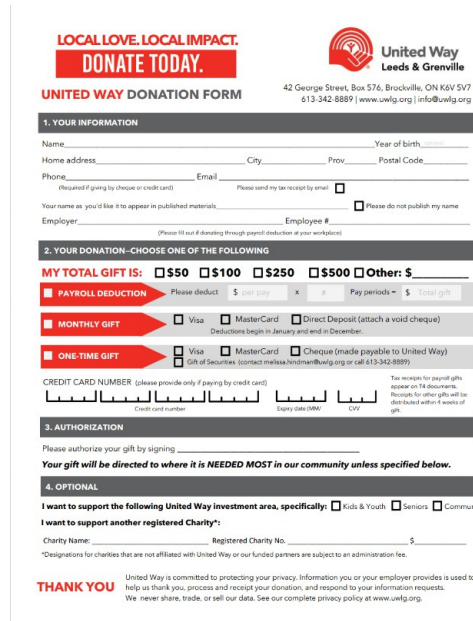


- UWLG logos and brand colours
- Sample email message to send to your workplace
- Campaign Posters
- Annual Report
- Campaign thermometer
- Electronic Pledge Form
- Stories from our Agencies
- Donor Bill of Rights



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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 donor information, donation amount and frequency, payment method, and authorization. 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 16 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, 2026.

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.



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Leeds & Grenville

Our 2025 Campaign theme



The "Hope Starts with You" campaign for 2025 is about coming together to build a stronger, more compassionate community in Leeds & Grenville. It's a call to action for everyone to give, volunteer, and care for one another. We aim to inspire individuals to get involved, support local non-profits, and see UWLG as a trusted leader in making a difference. Our goal is to ignite a sense of shared responsibility, where people feel empowered to contribute, knowing that their actions—no matter how big or small—truly matter. By fostering a spirit of care, generosity, and trust, we hope to create a united, resilient community where everyone is motivated to help, give, and work together for a better tomorrow.