

Leadership Giving



Benefits of becoming a Leadership donor

Special invite

You'll get exclusive access to special events where the incredible local love you show your community will be celebrated.

Recognition

All Leadership donors who directly support United Way Greater Toronto's work in the community will be recognized in our online Honour Roll. We'll show our community that you're dedicated to fighting local poverty in Peel, Toronto and York Region.

Impact

The GTA is the poverty capital of Canada and your Leadership gift is a key part of tackling these issues. Your generosity will power our network of grassroots community agencies, which are doing everything from meeting urgent housing and shelter needs to tackling child poverty.



By showing their local love for our community, Leadership donors help ensure that individuals and families experiencing poverty can access vital supports when, and where, they need them most.

What is Leadership Giving?

Annual gifts totalling \$1,200 or more directly to United Way Greater Toronto

What do Leadership gifts make possible?

Accounting for nearly half of funds raised for our community annually, Leadership gifts allow for:

Investments

Donations are invested directly in a network of best-in-class community agencies that work in partnership with United Way to tackle poverty and the issues linked to it, including homelessness, hunger and domestic violence.

Advocacy

We go beyond investments and use our extensive relationships with government, education, corporate and labour partners to advocate for the impactful change our community needs.

Innovation

We respond to messy community challenges with innovation, partnership and strategic know-how. We consult with community, test new approaches and build on our learnings to develop better solutions and drive local impact.



BUILDING A LEADERSHIP CAMPAIGN IS AS EASY AS 1-2-3

1 SET A GOAL

- Review your workplaces' previous year's results—in dollars and in donors. Use these values as your point of reference in planning this year's goals.
- Set an ambitious yet attainable goal, keeping in mind last year's achievement and your current organizational environment.



2 IDENTIFY POTENTIAL LEADERS

- While targeting Leaders by seniority level within your workplace is an effective strategy, Leaders can be found at all levels within an organization.
- Begin with previous donors, as well as donors who have given gifts approaching \$1,200.

3 INSPIRE GIVING

- Provide customized messaging to inspire giving; thank previous Leadership donors for their gifts and let potential Leadership donors know the impact their gift can have in our community.
- Consider sharing Leadership messaging broadly—you are offering your colleagues the opportunity to support their communities efficiently and effectively.



Through the generosity of Leadership Giving, together, we'll ensure Peel, Toronto and York are places where everyone can thrive.