



<--firstName-->, last year, people from across our region made a choice. A choice that changed lives. That choice was a generous donation to United Way, and that significant support was put to work in the community where it was needed most.

And the impact was extraordinary.

From mental health counselling hotlines and food hampers to seniors programming online and referral services, United Way ensured programs and initiatives were available on the ground, in a COVID-safe way, for friends and neighbours in the community.

Now comes the hard work of recovery and rebuilding.

While some of us may feel that the worst of the pandemic is over, for many people already struggling prior to the pandemic, its impact is still deeply felt. Folks are now also facing job loss, food insecurity, homelessness and more.

DONATE TODAY

That's why – especially as we start the important work of rebuilding – Leadership gifts of \$1,200 or more to United Way are so crucial.

With United Way, let's unite against the unignorable impact of the pandemic, harness the talent and resilience of our community and create a recovery where everyone has what they need to build a good life.

Together, with Leaders like you, we will not just build back, but build back better.

United Way Campaign Team <or signatory>



<--firstName-->, last year was difficult for all of us. And despite this, many people from across our region still made the choice to donate generously to United Way, making Leadership gifts of \$1,200 or more.

By saying 'yes' to supporting the places we call home, friends and neighbours in the community had access to the support they needed when they needed it most.

A few examples of that local love in action? Virtual programs for seniors, technology to keep kids connected to online school, pop-up food banks and mental health counselling.

DONATE NOW

A few examples of that local love in action? Virtual programs for seniors, technology to keep kids connected to school, pop-up food banks and mental health counselling, among others.

Because the pandemic didn't impact us all equally.

It hit hardest for the people and families who were already struggling before the pandemic and it continues to create ongoing challenges including hunger, social isolation and homelessness

That's where you come in.

When you make a Leadership gift of \$1,200 or more to United Way, you will be a vital part of building an inclusive recovery. Because we can only recover and rebuild back better with everyone coming together to make it happen.

Let's make sure no one gets left behind.

United Way Campaign Team <or signatory>



<--firstName-->,

By now you might have heard in the news about neighbourhoods disproportionately impacted by the pandemic. Or skyrocketing layoffs for low-wage workers. People losing their homes. And young people struggling at school.

That's because COVID-19 isn't just a health pandemic, it's teetering on the edge of a poverty pandemic too.

As someone who cares about the places we call home, and the folks who live here, will you join us in the hardest work of all—recovery and rebuilding?

When you make a Leadership gift of \$1,200 or more to United Way, you'll be an important part of making sure that we all recover and thrive.

DONATE NOW

Here are a few examples of what a Leadership gift can do:

- **\$1,200** helps a woman access 4 weeks of wrap-around supports such as counselling, legal, immigration, housing, education and employment services.
- **\$2,400** offers 10 individuals the support they need to find housing and stay housed for three months, helping them get on their feet with a safe place to call home.
- **\$10,000** (or about \$27 per day) supports 10 high-schoolers, who are the first in their family to go to college or university, to make a successful transition to post-secondary education.

Show your local love with a gift to United Way today.

United Way Campaign Team <or signatory>



Hi again, <--firstName-->,

This year's campaign is coming to a close but there's still time for you to give to United Way.

The community needs you more than ever.

Because although the pandemic may be nearing its end, the long-term effects on neighbourhoods and folks most impacted by this crisis are only beginning to emerge. The hard work of recovery and rebuilding starts now.

Join United Way in making sure everyone has the chance to recover, rebuild and thrive.

DONATE TODAY

Thank you for showing your local love.

United Way Campaign Team <or signatory>

P.S. Last year, the generosity of United Way donors kept life-saving programs and services going during the pandemic—from mental health counselling to food hampers and seniors programs. **Your support will make a difference!**

THANK YOU

<--firstName-->, thank you. Your decision to make a gift this year is vital.

Every donation makes a difference in building a strong community. Our collective success will be because of people like you who came together to ensure we recover and build back better than before.



Here are the full details regarding your donation :

Name: <--1-->
Donation Date: <--2-->
Total Donation Amount: <--3-->
United Way Greater Toronto ... <--4-->
Payment Method: <--5-->
Start Billing Date: <--6-->
Transaction ID: <--7-->
Leadership Recognition Name: <--8-->
Campaign Name: <--9-->

Our deepest and most sincere thanks,

United Way Campaign Team <or signatory>
