



COMMUNICATIONS GUIDE



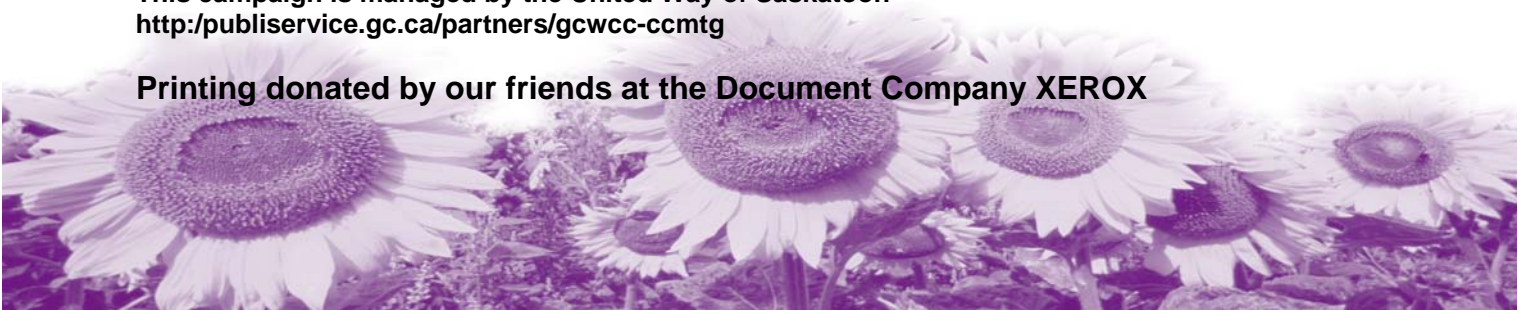
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***Federal Employees:
Creating Hope ... Changing Lives!***

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PAST SUCCESSES of the GCWCC

Government of Canada employees have shown outstanding generosity in response to the Government of Canada Workplace Charitable Campaign. In spite of the difficulties of downsizing and economic uncertainty, they have generously contributed year after year to United Way/Centraide and Healthpartners.

This generosity has helped change the lives of so many in our community. Several people depend on services provided by agencies, organizations and thousands of programs that the campaign supports. Our role is to facilitate this support, giving federal employees and retirees the chance to help others.

The Government of Canada Workplace Charitable Campaign (GCWCC) is the largest employee-based charitable campaign in Canada, and it has proved to be a real winner. The GCWCC works as well as it does for a number of reasons. It relies on one-on-one peer canvassing and a “100%-ask” approach. We make it easy for donors to make their contribution: only one donation to one trustworthy campaign. Donations are often made by payroll deduction, which is beneficial for both donor and recipient.

Support from management and unions has made a real difference. Interviews with Campaign Leaders brought out the “importance of visible and demonstrated management support” for the campaign. They characterized management as “crucial to recruit energetic, capable, and dedicated campaign volunteers, and to legitimize their efforts.”

New Challenges

The Government of Canada public service has undergone radical change since 1991. Downsizing, departmental realignment, and the elimination of programs and services affected the Government of Canada public service, however we are optimistic about the future. The Government of Canada Workplace Charitable Campaign will take measures to hold on to existing donors, regain lapsed donors, encourage new donors, and sustain loyalty in the campaign.

Accountability is crucial. Donor burnout is a major problem. People want to know how their contributions are being spent; they want proof their money is being used in a responsible and effective manner. They want to know their contributions make a difference. They want to be sure the GCWCC is being run efficiently and with low overhead costs, so that the money goes where it's most needed.

Finally, it's essential to keep our clientele and the people at large well informed. Surveys indicate the more people know about the campaign, the more likely they are to donate to it. But people don't always understand the relationship between the United Way/Centraide and the Healthpartners Fund. Nor are they always clear on the roles played by the various agencies represented by the above mentioned organizations. Recent Canadian surveys on charitable giving show that donors want to direct their donations to charities whose programs or services are of specific interest to them or toward which they feel loyal. The choice will be clear this year. Donors will have to choose where they want their donations to go.



GETTING THE MESSAGE ACROSS

To help individual departments and agencies set up their own internal communications initiatives, the GCWCC has developed a communications strategy. Managers within individual departments or agencies can use this strategy as a basis to develop their own communications, ones that fit their organization's culture.

The GCWCC communications strategy has these objectives:

- to foster commitment and a sense of ownership and to increase Government of Canada employees' participation rate;
- to tell current and potential donors of the needs and how their contributions can have real impact; and
- to make clear how important Government of Canada employees' contributions are to the causes they support;
- to thank and give recognition to the Government of Canada employees for their generous contributions to the workplace campaign
- to encourage retirees to become more involved and to donate to the campaign.

It's essential to ensure that each and every Government of Canada employee or retiree has the information he or she needs to make a prompt, informed decision about supporting this campaign. People need to be aware of what programs and services they are being asked to support. They have to understand the growing need for ongoing support. After all, they use these services too. Finally, they must be reminded of the tremendous impact that their support will have on the communities in which they live.

CREATING LINKAGES

Throughout the campaign, the United Way office will help maintain consistency and accuracy in communications among all partners, both overall and in specific departments and agencies.

Given the size and complexity of the campaign effective communication is clearly critical. In particular, there has to be good linkage between the UW team and departmental/agency campaign teams. The UW team will develop points of contact with departmental/agency campaign teams, and Campaign Leaders will be kept abreast of information exchanges.

As always, team building is crucial. UW team members will establish and maintain contact with campaign teams in individual departments and agencies and will communicate with retirees. With the solid, visible support of management and the various Public Service unions, employees will be made aware of the tremendous positive effects the GCWCC has had, and continues to have, within our communities.

The GCWCC slogan is: “Federal Employees: Creating Hope, Changing Lives.”



A SENSE OF OWNERSHIP

Our messages must stress that the campaign is the **Government of Canada employees'** response to the needs in our communities. **It's about people helping people, neighbours helping neighbours.** The past contribution of Government of Canada employees and retirees has made a real difference to the well-being of our communities. The need for your continued support is on the rise. There are challenges, but they can be overcome through strong leadership, through teamwork, and by working toward a common vision. As a **Government of Canada employee you can make a difference in your own communities.**

It's essential to stress that this campaign belongs to the Government of Canada employees, crown corporations and agencies. Full participation (both in volunteer time and donations) depends on that sense of identity with the campaign. Both overall and within departmental/agency campaigns, we should be careful to cultivate Government of Canada employees' sense of commitment to, ownership of, and pride in their workplace campaign.

SPECIFIC NEEDS & INITIATIVES

Retired Federal Employees

The GCWCC Manager will develop a plan to communicate with retired Government of Canada employees, finding the most effective ways of reaching this important audience. Such a strategy makes several assumptions:

- the retirees represent a significant area for growth;
- Government of Canada retirees constitute a distinct clientele requiring the use of different communications vehicles and targeted appeals; and
- the canvassing of retirees starts in early September, and includes a national direct-mail approach.

Your departmental/agency campaign team should consider encouraging your retirees to be part of your campaign team and/or including them in your special events.

Leadership Giving

Through a variety of mechanisms, Government of Canada Employees will be informed of and invited to join in the Leadership Giving Program, which encourages donations to a higher level of giving.

Editorial Material

Newsletters will be prepared and released to keep the Campaign Leaders and their teams to help build awareness of the programs and services of member agencies and organizations, and of the progress being made in the campaign.



Marketing

Essential tools for the campaign will reflect the objectives and strategy established for the GCWCC. These tools will include:

- gift forms
- training manuals
- donors' brochure
- posters
- campaign video
- logo
- web site
- critical path
- calendar
- recognition certificates and thank you stickers.

Information to Employees

During the campaign, we will encourage employees to browse the GCWCC web site to obtain more information about the campaign. (<http://publiservice.gc.ca/partners/gcwcc-ccmtgc>)

Campaign Brochure: This brochure will provide general information on the positive effects that Government of Canada employees have had on our communities, the diversity of programs and services provided by the member agencies and organizations supported by the campaign, general information about United Way/Centraide and the Healthpartners Fund, and donor choice.

Q & A: The canvassers' guide will include a section of most-asked questions about the campaign and will help canvassers field these queries effectively.

Tax Implications Brochure: This brochure will deal with such matters as deductible gifts and will assist the Government of Canada public service as well as private sector organizations in a number of areas. It is prepared by the Charities Division of Canada Revenue Agency.

Best Practices

The continuous exchange of information and best practices is crucial to the success of the campaign. This sort of feedback allows us to adjust to a changing environment before and during the campaign. Campaign Leaders will therefore be asked to provide the United Way team with information on particularly innovative initiatives they have undertaken or plan to undertake to ensure the best results in their workplaces. The United Way team will endeavor to share that information on best practices with other Campaign Leaders. We will also draw on ideas from previous campaigns and other sources.



The Canvasser as Focal Point

To maintain its record of giving, the GCWCC must both attract new donors and regain lapsed donors. The surest way to meet our target is to increase donor participation, which has been sliding steadily over the years as a result of downsizing. Campaign canvassers will need to continue actively promoting the program, giving a higher profile to the agencies and organizations associated with the United Way and the Healthpartners Fund. Education and accountability are critical to increasing donor participation.

One of the best ways to foster a positive attitude is to create a group in which members have a sense of belonging and making a difference. Recruiting lapsed donors or those who have never given in the past, on the strength of their talents, is one way of bringing these people into the group. Such people often make the best canvassers and most devoted participants. Increasing the number of volunteers should improve overall results.

Communicating Campaign Progress

Departments and agencies will be encouraged to use their electronic messaging systems to communicate their respective campaign progress to their managers and to their employees. The GCWCC executive in Saskatoon will make campaign newsletters available - by electronic mail; also, GCWCC Ottawa will be releasing communiques on the Internet, or through hard copy, to help keep Campaign Leaders informed of our progress.



RESOURCES

There are resources to help make your campaign a success:

Speakers Bureaus

Coordinated by the United Way team, the Speakers Bureaus are made up of volunteers, staff, and beneficiaries of the Healthpartners organizations and United Way/Centraide agencies. Speakers communicate the difference that United Way or Healthpartners funded-programs have made in their lives and of people they know. Speakers have personal knowledge of the difference United Way or Healthpartners can make. They speak from the heart.

Speakers are available for volunteer orientation and throughout the campaign to talk to employee groups, potential donors, or canvassers. All departments and agencies are encouraged to use this valuable resource, which brings out the human side of giving. To arrange for a speaker, your departmental/agency Campaign Leaders should contact their United Way office.

Health Fairs

The Healthpartners' Health Fairs make up a free educational program designed to make people more aware of their health and to show how simple lifestyle changes can make a real difference. Health Checks are offered to Government of Canada employees at their worksite and can be tailored to your needs. People are invited to participate in a series of Health Check stations, where they participate in hands on, interactive displays providing health-related information to help people learn more about healthy living. Visits may be arranged by contacting your local United Way office.



DEVELOPING A COMMUNICATION PLAN

A Brief Outline

- 1. Outline your mission, program goals and concrete objectives**
For example, your concrete objective would be your departmental/agency campaign goal.
- 2. Identify your target audience: i.e. donors, team captains, canvassers...**
- 3. Messages: what do you want to say?**
Your messages should be simple, easily recalled, truthful and persuasive. Identify three or four strong messages and stick with them.
- 4. Vehicles: what's the best way to get your message out?**
Some examples are: - print (posters, brochures)
 - face-to-face
 - electronic (ex: e-mail)
- 5. Activities and Timelines**
Working with your campaign team, determine your GCWCC activities and their dates (i.e. launch, canvassing, special events...). Develop a plan for communicating those events in a timely fashion, using appropriate vehicles.
- 6. Resources: how do you make this happen?**
Identify the resources you have at your disposal to help communicate both the campaign key messages as well as your upcoming events.

Examples of some resources include: sample letters from the Deputy Minister/Agency Head, sample speaking notes, Speakers' Bureau, HealthFairs, fact sheets, brochures, posters, and so on.
- 7. Evaluation: Is it working?**
Evaluate your campaign as it progresses and develop new strategies if necessary.

(These points have been adapted from a seven-step process for developing a communications plan from the Center for Strategic Communications, a non-profit educational organization for non-profit managers).



SAMPLE LETTERS

Deputy Minister/Agency Head to Senior Executives

(To be sent by mid-August)

As Chair of the (year) Government of Canada Workplace Charitable Campaign, I am happy to announce that Mr./Mrs./Ms. _____ has agreed to act as Campaign Leader.

The campaign involves a commitment from us, and it is time well spent. Hundreds of thousands of people in our own communities are counting on another successful canvass.

Mr./Mrs./Ms. _____ is establishing a departmental team of campaign organizers and canvassers. I am requesting your full support and cooperation in the event that you are contacted for assistance. You may even wish to volunteer your services to undertake canvassing within your branch.

The Government of Canada Workplace Charitable Campaign target this year for Saskatoon is \$ _____.

Last year, the GCWCC raised \$ _____ in Saskatoon and our Department/agency raised \$ _____.

This year, our department/agency has pledged to raise \$ [Goal of department or agency]. I believe this target is a reasonable one, and I have every confidence that we can reach it.

This year, the campaign will begin on (date of Kick Off) and will last until (Touchdown). During this period, canvassers will be calling on all employees. I encourage you to give them as much support as possible to help us meet our campaign target.

Remember this is our campaign, something we do for our own communities. This [department/agency] can take pride in its past achievements in raising money to help those in need and to further medical research. I believe we can continue and even increase that commitment this year. *We can change lives & create hope for many in need in our community.*

If you need additional information, please feel free to contact our Campaign Leader, [Name]. I trust I can count on your commitment to ensure every employee has an opportunity to contribute to the campaign. People are counting on us.



Department Head/Agency Head to All Staff

(Beginning of Campaign)

This year, the Government of Canada Workplace Charitable Campaign gets under way on (Kick Off date). The campaign relies on employees and has the full support of the Public Service workers' unions.

Government of Canada employees has a well-earned reputation for exceptional generosity. In 2004, we contributed \$267,000 to this successful national campaign (70% were designated United Way, 20% to the Healthpartners Fund, 10% to other charities).

It's for a good cause. The Healthpartners Fund, United Way, and their member agencies and organizations provide people in our communities with essential social and health services and programs. These programs and services are in need of our continued support for their very existence. They provide community services that, in fact, help many Government of Canada employees and their families. Your contribution can make a real difference.

The campaign is efficient, accountable, and responsible. As managers of the campaign, United Way has one of the lowest overhead rates (approximately 14 %) of any charitable organizations in North America. Through GCWCC, your gifts go to proven, responsible, accountable agencies and services that are doing real and solid good in our communities. We have a unique opportunity to support their efforts through a single united canvass and through a single gift.

This year, the campaign blitz will begin on [Date] and will continue until [Date]. Colleagues will be calling on you during this period. I encourage you to continue to support the work done by the United Way and Healthpartners. Remember: this is **our** campaign, our chance to do our bit for our own communities. We **can create hope and change lives**, and we **can** make a real and important difference to our communities through donations of time, energy, devotion and financial resources.

Thank you for making a difference right here at home!



Memorandum from Department Head/Agency Head to Canvassers

Thank you very much for your kind commitment to last year's Government of Canada Workplace Charitable Campaign (GCWCC). Canvassers are our most precious resource. Everybody is counting on you, from the Campaign Leader to the agencies that depend for their program funding on the United Way and the Healthpartners Fund.

Most importantly, our community relies on you. The campaign is important because it lets us, as a workforce pull together as a team to contribute to our neighbourhoods. We make a difference to our community and the people who need our help.

I would like to assure you of my unconditional support and that of [the department/agency name] throughout this year's campaign. Bring the campaign message to your colleagues, communicate your enthusiasm and dedication, and - perhaps most importantly - inform them of the immense social and health benefits we have all come to appreciate and expect from the agencies and organizations which comprise the United Way and Healthpartners Fund. Your enthusiasm will open doors, but it's their knowing what the campaign is all about that will carry the day.

It is vital that we communicate to our colleagues how much their continued support for the campaign is appreciated and recognized. Government of Canada employees across Canada run one of the largest employee-based campaigns in the country. Professional fundraisers point to our campaign as an example. It is important that donors know their contributions do *make a difference in the lives of so many*.

This year, the campaign will begin on (Kick Off date) and continue until (Touchdown date). You will be calling on your colleagues during that period. We are counting on all of you to make the "100% ask" to all of the employees in your [department/agency]. The success of our campaign largely rests on your shoulders. That is why we are all so grateful for your help.

Here's to a great campaign, and good luck to you all.



Memorandum from Campaign Leader to Staff Who are Away

(Early September)

This year's Government of Canada Workplace Charitable Campaign (GCWCC) is under way and no effort is being spared to ensure we reach and indeed exceed our [departmental/agency] target of [dollars].

I understand you are currently removed from the [departmental/agency] canvassers and may not have an opportunity to contribute to this vital community cause. I am therefore attaching a personalized gift form so that you too may express your support for the campaign. You may return your gift form in the attached self-addressed envelope.

This year, the campaign will begin on [Date] and continue until [Date]. I encourage you to give generously to ensure our campaign is a huge success.

I am sure you will agree the programs and services provided through United Way and the Healthpartners Fund are important to the prosperity of us all. It's a good way of making the most of your charitable donations, and a way to do the most good with the least effort. You can *create hope and change lives* for so many through your donation. Please be generous with your support.



Campaign Leaders to Canvassers

(Just before the Campaign period)

Welcome to this year's Government of Canada Workplace Charitable Campaign (GCWCC), on behalf of the Healthpartners Fund, and United Way of Saskatoon. I am sure by now all of us are aware of the great significance of this annual effort and of the many and real benefits that it brings to our communities.

Last year, our department/agency raised \$ _____ for the GCWCC. This year, our [department/agency] has agreed to a target of [dollars]. Our success in reaching this goal will depend on your enthusiasm and dedication. I am confident your personal commitment, coupled with the traditional generosity of your colleagues, will again ensure success.

This year, the blitz will begin on [Date] and will continue until [Date]. You will be calling on your colleagues during this period. Your attitude will greatly influence the decision of the people you canvass. The success of our campaign rests on your shoulders (importance of 100% canvassing) and you earn my gratitude and that of all of us in this important service.

To do your job well, I ask you to do the following:

- attend the training sessions;
- carefully read the materials provided;
- understand the needs in the community, so you can explain them to potential donors;
- know what United Way of Saskatoon and Healthpartners are about, because your conviction of their worth will come across to others;
- fully understand the designation choice that is being given to donors this year;
- when in doubt, don't be afraid to ask for help or information;
- ensure everyone on your list is personally canvassed (100% canvassing);
- remind people of the advantages of payroll deduction; and
- turn in your reports promptly to your treasurer or Campaign Leader.

Thank you for taking on this challenge. Good luck in your canvass. I know we can depend on you *to change lives & create hope for so many in our community!*

Thank-you Memorandum from Department Head/Agency Head to All Employees

(End of Campaign)

This year's Government of Canada Workplace Charitable Campaign (GCWCC) has come to a close. I would like to thank all of those who responded so generously to our appeal for involvement and support. Thanks to your donations, Healthpartners, and the United Way will be able to carry on their work for another year. Your generosity has brought hope to many.



Deputy Minister/Agency Head to Canvassers

(During the Campaign)

Congratulations! I am happy to report that your individual effort and dedication have resulted in yet another successful campaign at [department/agency name].

To date, we have raised [dollars] in support of the agencies and organizations which make up the Healthpartners Fund, and United Way of Saskatoon. That is an outstanding achievement.

On behalf of the many thousands of people who will be helped through agencies and organizations of United Way of Saskatoon and Healthpartners, I extend a sincere thank you.

Request for Sponsorship

Dear _____:

The Government of Canada Workplace Charitable Campaign (GCWCC) conducts an annual fund-raising campaign among federal employees of departments and agencies and federal Public Service retirees, on behalf of Healthpartners Fund and United Way of Saskatoon. Approximately 500 volunteers help to canvass employees, co-ordinate special events, and raise awareness for this campaign. The GCWCC is a model of generosity and compassion for those in the community in need of care and support.

In conjunction with this year's campaign, [Department/Agency Name], is planning [Name Event] to be held on [Date]. Such events go a long way toward ensuring our goals, and thus those of the Government of Canada Workplace Charitable Campaign are met. Last year, our [department/agency] raised more than [dollars] on special events.

For this year's [Name Event], I am soliciting prizes which will be awarded during the event. The donor, of course, will receive full acknowledgement and visibility in our campaign.

Your support for this very worthwhile cause would be greatly appreciated. Further information may be obtained by contacting the undersigned at [Telephone/Fax numbers].

Sincerely,

Special Events Coordinator



SAMPLE TALKING POINTS

Speaking Notes for General Audiences

- I am very pleased to speak to you on behalf of this year's Government of Canada Workplace Charitable Campaign. Federal employees have a remarkable tradition of generous support for this annual campaign on behalf of so many of our fellow citizens in need.
- As successful as we have been in the past, each year brings a new challenge and I would like to say a few words about the challenges and opportunities that await us this time around.
- Increasingly, each community must rely on the generosity of its members. Several people rely each year on the United Way of Saskatoon and Healthpartners to bring a little stability and comfort into their lives.
- Please remember this campaign provides donors - you and me - with an opportunity to contribute, in a single canvass and through a single gift, to a wide range of local service and health agencies and organizations. With one donation, we can support the work of agencies and organizations.
- It is vital that our United Way partner agencies should be able to continue their work providing services for children, senior citizens, the chronically ill and persons with disabilities. The Healthpartners Fund requires our support to carry on medical research and to promote health and patient services.
- We have repeatedly risen to the challenge. Let's do it again this year. *Show how Federal employees can change lives and create hope for so many in our community!*



Speaking Notes to Canvassers

- What induces a person to canvass his or her peers for money, often in the face of indifference, and occasionally even outright resistance? The answer, I found, is obvious. Only a person with a sense of concern, generosity, sympathy and commitment would accept the challenge, and I submit that this description fits each and every one of you. Indeed, it is always a source of wonder to learn there are more than [Number] canvassers involved annually in this campaign.
- Did you know? In last year's campaign, we, as Government of Canada employees in Saskatoon, contributed \$_____.
- It is an amazing fact that United Way and Healthpartners touch several people in our community in one way or another, every year.
- Our team can produce all kinds of promotional material about the great work done each year by the Healthpartners Fund, and United Way. They can arrange to have it promoted on radio, television and in the press. But that won't make this campaign a success.
- Unless YOU, as canvassers, personally take those facts to your colleagues and friends, unless you can impress them with your own concern and commitment, unless you can convince them how vital and important our collective contribution is, then the prospects for a lot of our fellow citizens next year will be much, much dimmer.
- What would happen, for example, if United Way agencies like the Friendship Inn or Saskatoon Services for Seniors were forced to curtail their services? It is not a pleasant thought for our communities.
- And what if such Healthpartners organizations as The Arthritis Society or the Canadian Diabetes Association were forced to slow down their work in medical research, health education, and patient services?
- Lately, times have been difficult for many people. Most of us are fortunate, if we think about it. You have probably already thought about that too, and you feel the desire to share with those who have a harder time than you do. And it is to your credit you want to help those in need. But the agencies and organizations can only deliver to the extent we give the resources they need.
- Considering the record of the Government of Canada workplace campaigns, we can all be truly proud of how we have helped in the past. But this is a new year and a new challenge.
- This year, the blitz will begin on [Date] and will continue until [Date].
- You will be calling on the employees around you during this period. This canvassing period will have a direct impact on our success. We are counting on you.
- Your Canvassers' Guide contains more information about the campaign and your role, and I urge you to read it carefully. If you have any questions, please ask any member of the campaign team. We'll be more than happy to help.



- Remember, we want to raise as much money as possible. With that in mind, I would hope that your criteria for determining when the job is done is not when the target has been reached, but when everyone has been approached and encouraged to contribute. We are hoping to achieve a “100% ask.” Naturally, this is all the more important if we are short of our goal.
- This is an opportunity for donors to contribute, with one donation, to a wide range of local social services and national health agencies. Remember the cause for which you are canvassing and keep in mind the people who are counting on the results.
- Remember as well our slogan: *Federal Employees: Creating Hope, Changing Lives!*
- Thank you for taking this on and good luck to all of you.



WHAT YOUR DONATION CAN BUY

Amount

- \$50 per pay period
(\$1,300 per year)
- \$20 per pay period
(\$520 per year)
- \$10 per pay period
(\$260 per year)
- \$5 per pay period
(\$130 per year)
- \$4 per pay period
(\$104 per year)
- \$2 per pay period
(\$52 per year)
- \$1 per pay period
(\$26 per year)

The Difference You Can Make

- helps 2 low-income seniors remain independent in their own homes.
- provides five days of respite care for a person with Huntington's disease, permitting care giver and family members to have a break in caring for their afflicted family member.
- provides a hot nutritious meal for two children for a year.
- provides one year of counselling for a child who has been exposed to violence
- enables 20 people concerned about lung health to access our lung health information line and receive the much needed information they require to understand their lung condition.
- provides screening, matching, and support for one match through Big Brothers In-School Mentorship Program.
- buys 45 minutes of sign-language interpretation.





THE HEALTHPARTNERS FUND

“How are you?” is one of the world’s most commonly asked questions. For most people, the answer hinges largely on their health and the health of their loved ones. The Healthpartners Fund is committed to helping people live better lives - not only by supporting best-in-class medical research but also by working with patients and caregivers to develop comprehensive disease-management programs and to educate people about ways to better control their illness rather than letting their illness control them.

Another way that Healthpartners improves the health of Canadians is by providing a health promotion program in their workplace. Studies and common sense show that educating people on the merits of a healthy lifestyle is the best way to enjoy long lives. "How are you?" At Healthpartners, our goal is to help people answer, “Just fine.”

Thank you for supporting The Healthpartners Fund!



UNITED WAY OF SASKATOON

Your Gift to the United Way Community Fund Makes an Incredible Difference

When you make a gift to United Way, it becomes part of the United Way Community Fund. That means you're contributing to more than 29 agencies that offer over 200 human-care programs right here in our community that will reach your friends, family, neighbours, and co-workers... people you care about.

Because of your gift to United Way:

- Children will be given a healthy start and families under stress will be supported.
- Women and children will receive safety and freedom from violence and abuse.
- Hunger and the impact of poverty will be addressed.
- Seniors, adults, youth, and children will be provided ways to live with dignity and independence.
- Our community's overall capacity to care will be strengthened.

Through the United Way Community Fund, your donation will make a difference in the lives of one out of every four people living in Saskatoon... one in three is a child. Now that's an incredible difference!

Investing in Saskatoon through United Way helps us all build a better, more caring community. The network of projects funded by United Way work together to ensure that your gifts have unmatched impact in our community and help you make a real difference, to contribute, to participate, to reach out in turn and help build a healthier, safer place to live, work, and play.

Why United Way? Because it's where you live.

Thank you for supporting the United Way of Saskatoon!