

Your partnership with
United Way benefits our
entire community.

Your generous support of United Way is a tangible
demonstration of your vision to impact the wellbeing
and resilience of our community.

Through united action, we can build a better future
for individuals, families and neighbourhoods.

Together, we can create change for today
and hope for tomorrow.

Believe.

Share our Vision. Take Action.
Make an Impact.

Join thousands of people, including other business and organizational leaders, that are helping to build a better future for individuals, families and neighbourhoods in our community. There are many ways to get involved:

Run a United Way Community Fund workplace campaign.

Running a United Way campaign in your workplace not only raises essential resources for our community, it helps build strong teams, boosts morale, and unites employees in an inspirational cause.

Give a corporate gift.

Help build a strong and thriving environment in which to attract business and recruit and retain top talent. Instill employee pride in your organization by demonstrating your commitment to our community.

Make a referral.

Introduce us to other business leaders who may be interested in supporting United Way.

Run a Leadership Giving campaign.

Leadership donations (\$1,000+) provide significant resources to improve lives in our community.

Make a personal gift.

A personal donation of a Leadership or Major Individual Gift to United Way's Community Fund is a tangible demonstration of your commitment to the wellbeing and vitality of our community. There are many ways to give, including gifts of publicly traded securities and mutual funds.

Send us a Loaned Representative.

Loan or sponsor a rising star or two from your employee group to work alongside our fundraising staff for 16 weeks in the fall. They will gain skills and experience and return to your workplace inspired and energized with a deeper understanding of our community and the impact of workplace investment in United Way.

Become a United Way sponsor.

There are several sponsorship opportunities available, including publications, events, and the Loaned Representative program. Sponsorship helps keep our costs low while providing your organization with a unique opportunity for exposure.

Participate in a Day of Caring.

This eye-opening experience gives employees from organizations in our community the opportunity to help out at a United Way funded agency for a day. There are also many other opportunities to volunteer at United Way.



5170 Dixie Road, Suite 300 | Mississauga, ON, L4W 1E3
Phone: 905-602-3650 | Fax: 905-602-3651 | TTY: 905-602-3653
info@unitedwaypeel.org | www.unitedwaypeel.org

United

Vision Impact

Action

Building a great
community
for all.



United Way
of Peel Region

2010 Case for Giving

Share our Vision.

I Believe each of us has the power to affect the health and resilience of our community.

I Believe that we are strongest when we work together.

I Believe we can help build a better future for our family, friends, neighbours and colleagues.

There's no question that 2010 will be a challenging year for our economy. Although there are hopeful signs that improvement is on the way, we know that there's often a long delay between recovery in the market and recovery in the community.

By supporting United Way's Community Fund, we provide a vital lifeline for the network of social services and programs for hundreds of thousands of people — children and youth, impoverished families, the elderly, people affected by mental illness, women and children vulnerable to abuse, those with disabilities, and newcomers who need help to realize their dream of a better life.

At Baxter Corporation, we're dedicated to making life better. We manufacture and sell products that save and sustain the lives of people with life-threatening medical conditions. Equally important however, is our company's commitment to improving the long-term health of the community in which we live and work.

Challenging social issues, like complex medical conditions, cannot be solved by one person or organization alone. It takes all of us working together to affect long-lasting change. United Way brings together people from all parts of the community in strategic partnerships to understand the issues and focus on solutions. That's why I'm so proud and excited to be chairing the 2010 campaign.

Please join with us to support our community and United Way's Community Fund. Share our vision. Take action. Make an impact!

Barbara M. Leavitt
President, Baxter Corporation (Canada)



Take Action.



Through united action we can build a better future for individuals, families and neighbourhoods. By joining our financial resources, time, influence and voices, we can form a community in which no one is left behind, left out, or left on their own. Together, we can create change for today and hope for tomorrow.

This year as our economy starts to recover, many people in our community continue to struggle with the impact of the recession. Issues such as job loss, anxiety, stress, and depression will mean that the agencies supported by United Way will continue to face increased demand for frontline services. At the same time, many of these agencies will experience funding reductions from other sources, such as fundraising revenue and government grants. That's why we must ensure that United Way maintains stable funding for our agencies. Next to government, United Way is the largest funder of social services in our community.

We all need resilience

Resilience helps us cope with challenges and thrive in times of constant change. It's what gives us the ability to adapt to our complex world and achieve the results we desire. United Way recognizes that fostering resilience is essential for the wellbeing and vitality of our community. United Way takes action in four related areas to build resilience in individuals, families and communities:

- Meeting basic physical and emotional needs
- Developing coping skills and abilities
- Providing economic opportunities
- Aiding meaningful participation in our community



Since he was 14, Paul Williams has participated in his neighbourhood Boys and Girls Club, a United Way funded agency. Now 19, he is a member of his community's Youth Council, funded through a United Way neighbourhood development grant to the Boys and Girls Club. As part of the Youth Council, Paul helps plan activities that build youth leadership and promote neighbourhood pride. His involvement has enhanced his leadership skills, broadened his horizons, and made him a positive role model for local children and youth. Inspired by his work with the Youth Council, Paul is now pursuing an education in social work so he can help children reach their potential.

Make an Impact.

Joining the growing number of people unemployed due to the recession was difficult for Ron Carnwell, 56. So much of his self esteem and pride was tied to working.

"I was good at my job and I worked hard," says the divorced father of 3 and grandfather of 5. "Without a job I felt like I just wasn't contributing to society."

Struggling with feelings of confusion, hurt and betrayal, Ron contacted Family Services Peel (FSP), a United Way funded agency. Ron participated in the agency's *Working to your full potential* program, which provides counselling and workshops that assist people in finding employment.

"My counsellor was great," says Ron. "He helped me accept that I lost my job and that what happened to me could happen to anyone. He also provided resources and information on job training and job search programs. He really energized my spirit and kept me motivated and hopeful."

Eventually, with support from FSP, Ron found another job. He is grateful that when he needed help, it was there.

"These are really hard times," says Ron. "There are so many people out of work who don't know what to do. It's good to know that there are places where people can turn for help to get through these tough times."



Support the Community Fund

United Way's Community Fund provides the resources for United Way's vital work in serving the 1.2 million people in Mississauga, Brampton and Caledon. Not only does United Way help meet immediate needs, we invest in initiatives and programs that tackle the underlying causes of our community's most challenging social issues. Your gift to United Way's Community Fund:

- Strengthens individuals, families and neighbourhoods by supporting a vital local **network** of 99 social services and programs
- Provides **training and skills development** to build strong social services agencies
- Fosters community **partnerships** that draw people and organizations from across our community to tackle complex issues such as poverty and discrimination
- Provides a **strong voice** for social change
- Supports initiatives and activities that **strengthen neighbourhoods** and promote opportunities for people to become involved and engaged in their community
- Provides grants that support the development and operation of **social purpose enterprises**, providing employment and job training to people at risk of falling into poverty
- Removes barriers by providing opportunities for diverse communities in Peel to contribute their wisdom, perspectives and experience