

WAYS TO GIVE **PARTNER WITH UNITED WAY**



ACHIEVE YOUR GOALS WITH A UNITED WAY PARTNERSHIP

1. BOOST STAFF ENGAGEMENT AND MORALE

"We've seen firsthand how participating in a United Way campaign boosts employee morale, deepens engagement, and reinforces our values as an organization that cares."

– *Jim Friesen, Owner, Portage M&A Advisory*

2. DEVELOP LEADERSHIP AND TALENT

"Involvement in our United Way campaign is more than community service, it's a strategic investment in our people. It empowers staff at all levels to lead with purpose, build key skills like collaboration and initiative, and engage in ways traditional training can't match. This hands-on experience grows a pipeline of values-driven talent and helps us retain employees who care about where they work—and why."

– *Anna Iacobelli, Senior Vice President, Metro West, TD Bank Group*

3. ATTRACT AND RETAIN TALENT

"Employees are doing a lot more homework on the employer. They want to work for an employer that is socially responsible."

– *RBC Royal Bank*

4. ENHANCES BRAND PROFILE

"We have an enhanced profile... people respect the fact that we are there to fill our responsibility to the community."

– *O'Connor MacLeod Hanna LLP*

5. LEVERAGE UNITED WAY'S COMMUNITY EXPERTISE

"Working in healthcare, I see how social issues show up in people's lives every day. United Way understands that too, and works hard to support services that make a real impact. They connect the dots, so every gift goes where it's needed most. That's why I support them, and why I believe others can feel confident doing the same."

– *Carrie Fletcher, 2025-26 Campaign Chair
EVP People Culture & Strategy and CAO
St. Joseph's Health System*

LEARN MORE



Let's work together to turn compassion into action. **United in ACTION**, we can strengthen local support and create lasting change.

Scan to code and learn more how you can create local solutions to local issues.



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A PARTNERSHIP WITH UNITED WAY MEANS FUNDS RAISED LOCALLY TO HELP OVER

226,500+

PEOPLE ACROSS HALTON & HAMILTON.

United in ACTION, we are building stability and hope for our community.



2,007+
Volunteers



76
Total Agencies
Supported



124
Total Programs/
Projects Supported