

UNITED WAY
2021
COMMUNITY
RECOVERY
CAMPAIGN**united
in the face
of the
unignorable.**

<--firstName-->, last year, people from across our region made a choice. A choice that changed lives. That choice was a Leadership donation of \$1,200 or more to United Way Greater Toronto, and it was put to work in the community where it was needed most.

And the impact was extraordinary.

United Way was able to continue to invest \$7.5 million in the community each month, brought together 575 agencies working on the frontlines and ensured 1,400 programs and initiatives were available on the ground, in a COVID-safe way, for folks across Peel, Toronto and York Region.

Now comes the hard work of recovery and rebuilding.

While some of us may feel that the worst of the pandemic is over, many of our friends and neighbours who were already experiencing poverty prior to this crisis are still feeling its impacts deeply. Folks already struggling continue to face job loss, food insecurity, homelessness and more.

[**DONATE TODAY**](#)

That's why Leadership gifts (\$1,200 or more) to United Way are so crucial.

Let's unite against the unignorable impact of the pandemic. Let's tackle deepening poverty in the GTA, harness the talent and resilience of our region and create an equitable recovery where everyone has what they need to build a good life.

Donate today to United Way's 2021 Community Recovery Campaign. United, we will build back better.

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

United Way Campaign Team <or signatory>

P.S. As a United Way Leadership donor, you'll receive special updates on how your gift makes a difference on the ground and invitations to dive deeper into unignorable issues in our community.



<--firstName-->, last year was a difficult time for all of us. And despite this, people from across our region still made the choice to be a Leadership donor, giving \$1,200 or more to fuel United Way Greater Toronto's work in the community.

By saying 'yes' to supporting the places we call home, friends and neighbours across Peel, Toronto and York Region 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.

Because the pandemic didn't impact us all equally.

It hit hardest in low-income neighbourhoods, making unignorable the inequities and systemic barriers at the root of poverty in the GTA. In its wake, it created even greater challenges for folks already struggling with poverty, hunger and homelessness.

That's why the community needs you.

When you make a Leadership gift of \$1200 or more to **United Way's 2021 Community Recovery Campaign**, you will be a crucial part of building an inclusive recovery. Because we can only recover and rebuild back better with folks like you leading from where they stand.

DONATE NOW

With your support, United Way will:

- **Ensure folks have their basic needs met**—a safe place to call home, food on the table and a stable, secure job through a region-wide network of 280 agencies.
- **Lead with equity** by increasing investments to organizations led, focused on and serving Black and Indigenous people and other equity-seeking groups.
- **Coordinate a community response** by building up local resources, supporting residents and local neighbourhood leaders and convening government and other stakeholders to ensure there are no gaps in support.

Let's make sure no one gets left behind in our recovery.

United Way Campaign Team <or signatory>

P.S. If you'd like to make a gift of securities please contact us directly at 1-888-550-2279 or leadership@uwgt.org. A gift of securities is the most tax-efficient way to support United Way!

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<--firstName-->,

By now you've probably heard in the news about GTA neighbourhoods disproportionately impacted by the pandemic. Skyrocketing layoffs for low-wage or precarious workers. People losing their homes. And young people struggling at school.

That's because COVID-19 isn't just a health pandemic, it teeters 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 United Way Greater Toronto in the hardest work of all--recovery and rebuilding?

[DONATE NOW](#)

Here are just a few examples of what a Leadership gift to United Way's 2021 Community Recovery Campaign 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.

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Hi again, <--firstName-->,

This year's campaign is coming to a close but there's still time for you to [join United Way 2021 Community Recovery Campaign](#).

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 what they need to build the life they want—and deserve.

DONATE TODAY

Thank you for showing your local love in the face of the unignorable.

United Way Campaign Team <or signatory>

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>
