



**BUILDING
A GTA
FOR ALL**

ANY WAY WE CAN



United Way
Greater Toronto



WE ACKNOWLEDGE

United Way Greater Toronto humbly acknowledges that it operates on the traditional territory of many Indigenous nations, such as the Wendat, Anishnaabeg and Haudenosaunee. We recognize and uphold the rights of Indigenous communities, acknowledging the ancestral and unceded territories of First Nations, Inuit and Métis Peoples throughout Turtle Island. Tkaronto is home to a growing community of urban Indigenous peoples, including those from First Nations, Inuit and Métis Peoples. We recognize that the Greater Toronto Area is covered by several treaties, such as Treaty 13 with the Mississaugas of the Credit First Nation and the Williams Treaties with seven First Nations, including the Chippewas of Georgina Island. We respect Indigenous teachings and commit to fulfilling our obligations to the land and one another. Our commitment is grounded in the principles of Truth and Reconciliation and the United Nations Declaration on the Rights of Indigenous Peoples.

WE WAKE UP TO A DIFFERENT ALARM

**High costs of living. Soaring rents. Rising food insecurity.
One in four families in the GTA live in poverty.**

Here at United Way, these issues keep us awake at night. But it is also what gets us up each day, determined to fight local poverty and its interconnected challenges, and to make the GTA everything it can be for everyone who calls it home.

We believe in the power of community, of people coming together, doing what it takes to build and transform neighbourhoods where everyone can thrive. But it's not easy work. It takes grit and conviction to dig into the stubborn, complex issues facing our community and a tenacious, tireless, roll-up-your-sleeves dedication to empower real and lasting change.

But we are up to the challenge. We will take decades of experience working in, and with, community and use all the tools in our toolkit to address the very real, local issues. We will continue to bring partners — community, corporate, government and supporters like you — together to enable smart, scalable solutions to meet emerging community challenges. We will ensure our friends and neighbours can access vital programs and services when they need them most. We will protect community spaces and the things we love about our neighbourhoods that make them feel like home.

Our vision of the GTA is ambitious. But the challenges of today are demanding we be bold for the future ahead, to make sure no one is left behind. And as we work to build a stronger GTA, we will try, and try, and try again until everyone across our region can access what they need for a good life.

Building community takes a community and together with you, we will shape a stronger, brighter GTA for everyone who lives here. **Any way we can.**



WHAT KIND OF A GTA DO YOU WANT TO LIVE IN?

Imagine a Greater Toronto Area (GTA) where everyone has what they need.

Everyone can afford to live with dignity in the place they call home. There is unobstructed access to good jobs, decent housing and invaluable community services right in our own backyard. As our region grows in population, our neighbourhoods prosper, ensuring we all benefit. This is United Way Greater Toronto's vision for the GTA.

But it isn't the reality yet. Why?

Across our region, quality of life for many is being impacted by countless issues — from skyrocketing housing costs and inflation to the scarcity of mental health and employment supports. Far-reaching global concerns such as climate change and global conflicts cast long shadows on us all.

As the region continues to undergo significant development and transformation, people across the GTA are at serious risk of being displaced, excluded or left behind. In the face of rising rents and other costs, and with less than 15% of our agencies owning their own space, the vital services and programs these neighbourhoods rely on are in danger of disappearing, despite growing demand.

WITH THE GTA EXPECTED TO GROW TO 9 MILLION PEOPLE OVER THE NEXT DECADE, WE NEED TO ACT IF THE FUTURE WE WANT IS ONE WHERE NO ONE IS LEFT BEHIND

It's time to respond to these challenges and United Way is ready and uniquely positioned to lead this effort. With deep roots in our neighbourhoods and a decades-long track record of mobilizing community, industry, research and government leaders toward collective action with lasting impact, we have the expertise, influence and commitment needed to drive bold solutions that put our neighbourhoods first.

**WE ARE EMBARKING ON
A 10-YEAR VISION TO
TRANSFORM THE GTA INTO
A PLACE WHERE EVERYONE
CAN THRIVE — BUT IT WILL
TAKE A MOVEMENT, ONE
POWERED BY ALL OF US,
TO GET THERE**

By safeguarding our network of agencies, creating opportunities to future-proof our neighbourhoods and enabling community-led solutions to our most pressing challenges, we will ensure people across our region thrive for the next decade and beyond.

**WILL YOU JOIN US IN CREATING A REGION
EVERYONE CAN CALL HOME?**

We can't do it alone. Building a GTA for all requires significant investment and participation from passionate individuals like you. Your support and partnership are critical to ensuring United Way has what is needed to shape a society where everyone can aspire to a good life today, tomorrow and for years to come, and where the growth of our region is a force for good.

Together, we will pave the way to a GTA where all this and more is possible — any way we can.

IT'S TIME FOR ACTION

The GTA is a vibrant and rapidly growing region — one facing immense challenges.

One in every four families live in poverty, resulting in a cascade of other interconnected and increasingly complex issues. This includes a lack of affordable or adequate housing, a shortage of quality, stable employment and escalating food insecurity, among countless others. And despite their promise, many talented individuals will be held back by these systemic inequities.

These challenges will only intensify through a tidal wave of future expansion.

Continued growth across the GTA over the coming decades will exacerbate existing pressures on transit, infrastructure, housing, social services and government at all levels. It will escalate the cost-of-living crisis, disproportionately affecting vulnerable communities — Indigenous, Black, racialized, women, 2SLGBTQ+ communities and people with disabilities.

And while demand for vital supports and community services continues to grow, rising costs of living are displacing residents and organizations. More than 50% of these organizations have reported a rent increase, putting many at risk of closure or displacement and taking away essential resources that were once close to home for those in need.



IT'S TIME TO AMPLIFY OUR IMPACT AND CHANGE WHAT OUR FUTURE LOOKS LIKE

With a forward-thinking approach that draws on our time-tested experience in strengthening neighbourhoods, United Way will make the GTA's expected growth a force for good. We will secure our safety net of social services, reinforce roots for vital organizations directly in the neighbourhoods they serve, and set the stage for a brighter future where everyone can be safe, housed and equitably employed.

Because things *need* to change.

THE GTA AT A GLANCE

1.4M+ RESIDENTS LIVE IN POVERTY

9M PEOPLE PREDICTED TO CALL THE GTA HOME BY 2034

16% OF HOUSEHOLDS LIVE IN UNSUITABLE, INADEQUATE, OR UNAFFORDABLE HOUSING AND CAN'T AFFORD TO MOVE

100% OF ONTARIO NONPROFITS TO EXPERIENCE INCREASED SERVICE DEMAND BY 2026, BUT ONLY 17% EXPECTED TO REMAIN FINANCIALLY STABLE

51% INCREASE IN FOOD BANK VISITS SINCE 2023

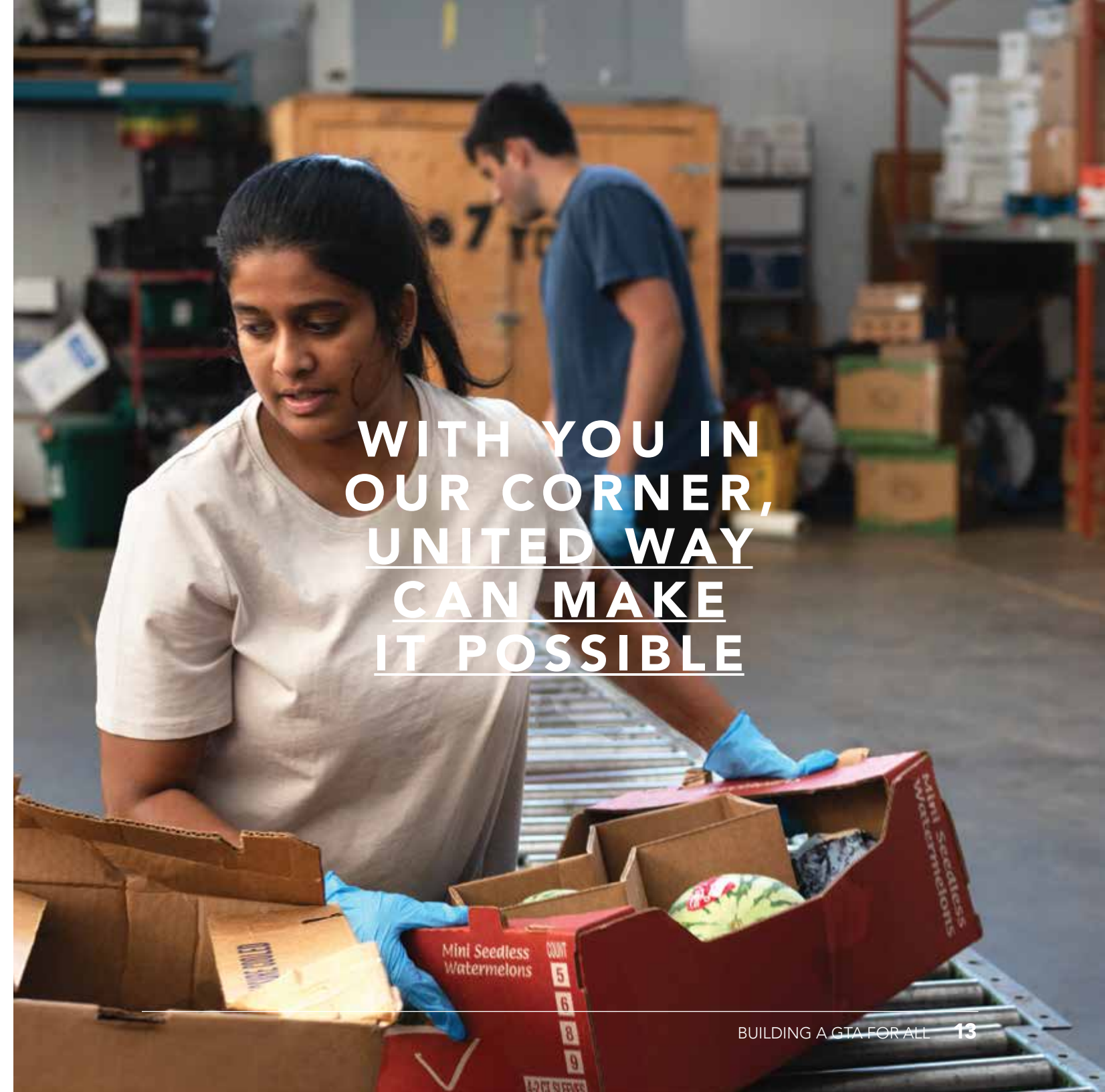
131% INCREASE IN COSTS EXPECTED FOR NONPROFITS

A PROVEN TRACK RECORD

Our impact is deeply rooted across the GTA.

For nearly 70 years, United Way Greater Toronto has invested time, energy and resources in strengthening the very fabric of our neighbourhoods. Our impact has been built on a foundation unlike any other, with expertise in community-led and -serving programs, meaningful research and public policy work conducted with Canada's leading academic institutions and longstanding, cross-sector partnerships with government, social services, community organizations and the corporations driving our economy.

Across the civic, corporate, community and government landscapes, we have built an undeniable reputation as a trusted partner and reliable leader, capable of addressing complex, systemic challenges and nurturing stronger, healthier neighbourhoods across the GTA. Now, in these times of uncertainty, we want to do everything we can to strengthen our region for the future ahead and ensure everyone who lives here can find hope and prosperity.



WITH YOU IN
OUR CORNER,
UNITED WAY
CAN MAKE
IT POSSIBLE

WORKING TOGETHER TO SERVE THE GTA SINCE 1956

United Way is creating impact every year with:

- 1.8 M** people served
- 80k+** donors generously supporting our vision
- 2,000** dedicated volunteers
- 800+** committed workplaces participating in giving campaigns
- \$115 M** distributed to community agencies and program support
- 650+** programs and services

300+

GTA AGENCIES SUPPORTED EACH AND EVERY YEAR



20 YEARS OF IMPACT

Our journey and the milestones we reached along the way highlight United Way's commitment to creating more resilient neighbourhoods across the GTA. From groundbreaking research to expanded services and so much more, we have continued to evolve to meet the changing needs of people across the region.



2004 Poverty by Postal Code

United Way compiles a groundbreaking report highlighting the growing concentration of poverty in Toronto's inner suburbs and serving as the basis for practical solutions that empower residents to thrive.

2005 Building Strong Neighbourhoods Strategy

Using data and mapping, United Way shifts our investments to build vital community-service infrastructure in underserved neighbourhoods, establishing more than 150 community groups in 13 neighbourhoods and expanding our network to 230 agencies.

2009 First Community Hub

United Way opens our first Community Hub in the Eglinton East-Kennedy Park neighbourhood, bringing services together in a dynamic one-stop community space. Over the next 15 years, this location will serve as a model for nine more Community Hubs.

2011 Vertical Poverty

United Way publishes a report showing poverty is becoming concentrated in high-rise rental buildings, further segregating low-income families and excluding them from opportunities. The report presented 26 recommendations.

2013 Furthering Our Community by Uniting Services (FOCUS)

United Way launches FOCUS alongside the City of Toronto and Toronto Police Service, working with over 250 agency partners. These situation tables provide a targeted, wraparound approach to individuals and families experiencing high levels of risk for crisis and trauma. Over 10 years, FOCUS has impacted 10,000+ people and set the standard for similar tables in Peel and York Regions.

2015 Community Services Strategy

United Way launches a network of community services, creating a more collaborative and stable social safety net for the GTA while ensuring our agencies can access sustainable funding and become more autonomous in their operations.



**2018
Inclusive Local Economic
Opportunity (ILEO) initiative**

United Way launches ILEO alongside co-convener BMO Financial Group to reduce gaps in economic prosperity at the neighbourhood level, starting with Toronto's Greater Golden Mile. Since 2021, the initiative has contributed \$10.3 million in financial return to residents through job opportunities, entrepreneurship support and majority-community-owned ventures.

**2020
Local Love
in a Global Crisis**

United Way raises \$14 million in the first few months of the COVID-19 pandemic, enabling local agencies to continue, and often increase, the critical work they were doing in "hot spots" that overlapped with communities experiencing poverty. We also channeled another \$15 million of government funds into emergency programming, personal protective equipment and other supports.

**2022
Cluster Tables**

United Way expands the scope of Community Coordination Tables established during the pandemic, bringing together agencies, community groups, local government, healthcare networks and other key players to collaborate on everything from vaccine rollouts to food security initiatives. These tables move quickly and allow us to get ahead of issues faster.

**2024
A New Era of Impact**

United Way launches our most ambitious fundraising campaign to date, a bold, 10-year strategy that builds on the lessons learned over the decades to strengthen neighbourhoods across the GTA today and into the future.



BUILDING A GTA FOR ALL ANY WAY WE CAN

Our bold new approach

With our proven history, extensive experience, dedicated partners and scale of impact, United Way Greater Toronto is uniquely positioned to affect change and lead the way to a future where everyone can thrive.

To realize this future, United Way is launching a 10-year fundraising campaign that will deliver real and lasting progress to neighbourhoods across the GTA.

By rallying our donors, partners, the broader community and supporters like you behind our ambitious vision, this historic campaign will drive the transformative change our neighbourhoods need to overcome the challenges of today and tomorrow.

**TOGETHER, WE CAN BUILD
THE GTA WE NEED TO THRIVE.
HERE'S HOW:**

OUR ROADMAP TO STRONGER NEIGHBOURHOODS

- 1. Protect and expand vital services:** United Way will continue to strengthen our social safety net — our network of agencies — through capacity building and ongoing investment, empowering our partners to respond to increased demand for basic needs, meet emerging challenges and build resiliency for times of crisis and for the future.
- 2. Future-proof our region and neighbourhoods:** United Way will ensure vital organizations can secure long-term space, remain firmly rooted in our neighbourhoods and be accessible to people in need by expanding the footprint of our Community Hubs across the GTA and launching a Community Real Estate Fund.
- 3. Scale innovation and strengthen infrastructure:** United Way will lay the groundwork for more resilient neighbourhoods by sustaining and expanding upon the community-led initiatives that revolutionize how we address our most pressing issues while leveraging our tried-and-tested approach to drive even greater impact.



1. PROTECT AND EXPAND VITAL SERVICES

Your support will sustain and enhance programs and services across United Way's network of agencies, allowing it to remain the most effective on-the-ground, frontline response to our most immediate needs and safeguarding a critical social safety net for our neighbourhoods.

By investing in our network of 300+ agencies, United Way will build capacity to meet our most basic needs, from food and shelter to mental health and employment, while addressing emerging challenges and responding in times of crisis. We will continue nurturing the next generation of community leaders across the sector while strengthening our investments in Indigenous, Black and equity-led agencies and organizations. This includes working alongside partners such as the Indigenous Partnership Council, underscoring our commitment to reconciliation and equity.

This priority will bolster the impact our network of agencies is currently making for youth, seniors, newcomers, women, families and entire communities across Peel, Toronto and York Region. This includes:

300+ AGENCIES ADDRESSING THE KEY ISSUES IMPACTING OUR NEIGHBOURS EACH YEAR

121k+ accessed nutritious and culturally relevant food

51k+ gained tools and resources to manage mental health or addiction challenges

17k+ received employment support and opportunities essential to financial security

10k+ obtained emergency and/or respite shelters while experiencing homelessness

650+ PROGRAMS HELPING PEOPLE LIVE HEALTHY, CONNECTED LIVES

Ecosource's Mississauga Garden Access Partnership Project connects 500+ residents, half of whom live on a low income, to fresh food and each other. By fostering community and access to life-sustaining resources, they are cultivating a future where people never have to choose between food and their other basic necessities — whether rent, utilities or simply a winter coat.

Residents can come together to grow the food that they want and need, rather than being reliant on what's on the shelves in the food bank or what's being served by a meal program. United Way's funding allows us to support that work over the long term.

— Britt McKee, Executive Director of Ecosource



1.8 MILLION PEOPLE ACCESSING THE SERVICES THEY NEED, CLOSE TO HOME

At 15, Serpil was about to enter the shelter system. Then, United Way-supported 360°kids provided her with a safe place to live, connecting her with immediate relief and setting her up for a stable future where she could pursue her dreams and thrive in ways she once thought impossible.

It really did make a difference for me. I didn't think I was going to have a future. The housing program gave me more opportunity to see what I can do for myself. Putting in that work put a lot of things in the future for me.

— Serpil, United Way program participant



CLUSTER TABLES

Collaborating to meet neighbourhood needs

To support the region's most vulnerable residents during the COVID-19 pandemic, United Way Greater Toronto worked with the City of Toronto and regional governments to establish Cluster Tables. Bringing together dozens of community agencies and local stakeholders, these groups were tasked with tackling the rapid and emerging challenges of this unprecedented crisis, most notably food insecurity, mental health and equitable access to vaccines.

Cluster Tables engage agencies beyond those we fund and exemplify our mission to meet urgent human needs and improve social conditions by mobilizing volunteer and financial resources. They enable our staff to hear directly about issues emerging across the region and respond faster, while government partnerships mean the most urgent issues can be escalated for more systemic responses.

Their positive impact is being felt across our region. For example, through the North York, York Western Pelham and North Etobicoke Tables, neighbourhoods benefitted from community health fairs, wellness clinics, technology hubs and training for seniors, and even food programs supporting nearly 1,000 households.

These Tables have become a best-in-class approach to meeting emerging and ongoing needs. Fifteen Cluster Tables continue to support various local neighbourhoods and specific populations through the Newcomer Table and the Black Resilience Cluster. They bring together dozens of our agencies with local governments and other stakeholders to tackle rapidly evolving issues in dynamic and cohesive ways, 365 days a year.

211

Connecting people with vital social and community resources

Knowing where to turn when facing challenges is not often simple. That's why United Way-supported 211 was created.

211 provides a number to call when you need non-emergency help but aren't sure where to turn, connecting you to community-based health, social and government services. The first operator was opened in Toronto in 2002 and has since expanded to other provinces through funding support from local United Way Centraides and provincial and municipal governments.

Today, anyone living anywhere in Canada can pick up the phone and dial 2-1-1 to reach a Service Navigator who can direct them to services in or near the neighbourhood they call home. The service is free, confidential, available in more than 150 languages and can be accessed by phone, text and web chat 24 hours a day, seven days a week.

More than two million Canadians are connected with the help they need each year through 211.



2. FUTURE- PROOFING OUR REGION

Your giving will expand United Way's Community Hubs and help us launch our Community Real Estate Fund, ensuring that the community organizations at the heart of our work can continue to exist in the neighbourhoods that need them.

By investing in a future-focused approach and long-term sustainability across the GTA, United Way will enable community organizations to secure permanent space within the neighbourhoods they serve, overcoming ongoing real estate challenges. We will also grow our network of transformative hubs to more neighbourhoods in need, consolidating services and ensuring greater and more reliable access for every resident who calls them home.

This priority will **establish a stronger and more lasting foothold for vital community programs and supports**, paving the way for a more resilient and prosperous future that will endure for generations to come. This includes Community Hubs and a Community Real Estate Fund.

STORIES OF IMPACT

COMMUNITY HUBS

Through our network of Community Hubs located in neighbourhoods across the GTA, United Way enables access to a range of vital services and programs under a single roof. We currently support 10 of these Hubs and are committed to expanding our reach by building **an additional 10 over the next 10 years in Peel, Toronto and York Region.**

Seeing more than 4.5 million visits since first opening their doors, these Hubs create a safe space for connection and community engagement. They also reduce the need

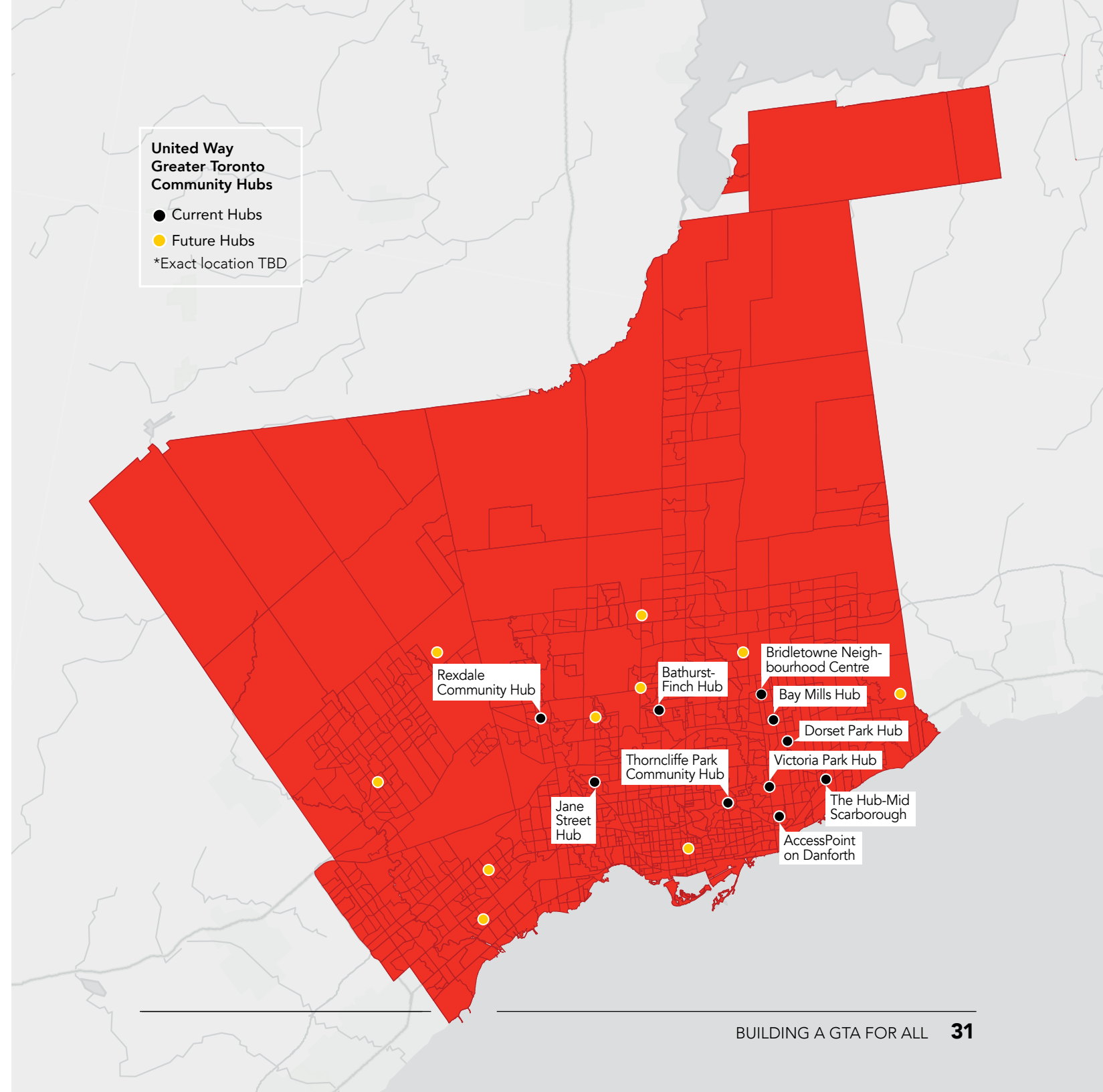
for residents to travel when participating in after-school programs, social clubs, community kitchens, settlement services, seniors' programs, health clinics, employment initiatives and so much more.

The success of our existing Hubs has established a blueprint we can follow as we replicate and scale this tried-and-true strategy across the GTA to support specific populations, like the Bridletowne Hub, which will serve a large Chinese community in North Scarborough.

IN THE NEXT 10 YEARS:

100 organizations will have secured or stabilized long-term space, thanks to United Way

10 new Hubs to be planned and funded in Peel, Toronto and York Region





STORIES OF IMPACT

COMMUNITY HUBS

Empowering new beginnings

Nafisa has spent her adult life championing human rights. In Afghanistan, she worked for the United Nations and the Afghanistan Human Rights Commission, making life better for women and children. But as she faced immense personal loss and danger due to her work, she decided to flee to Canada with her daughter, arriving in Toronto with limited resources.



I was really struggling with my mental health when I was having financial problems. My daughter was asking for support, and I couldn't support her.



"I was really struggling with my mental health when I was having financial problems," she says. "My daughter was asking for support, and I couldn't support her."

In this time of need, Nafisa was connected to the United Way-funded Rexdale Community Hub, accessing essential support through its health centre, food pantry and community programs. The Hub's assistance, particularly during the pandemic, helped her manage her finances and provided her family with culturally relevant food and a sense of security. Nafisa even began volunteering at the Hub, which led to employment with one of the programs, improving her financial stability.

"Volunteer work brought me out of my isolation and anxiety. When I had just come to Canada, I felt such loneliness but now I know that I'm not alone. I have a lot of people who are like family members I love. I receive a lot of love, hugs and kindness. It saved my life."

Hundreds of people like Nafisa come through the Hub's doors every year for after-school programs, for someone to talk to and for help making ends meet.

With more people than ever now coming in for food support since the pandemic, the Hub is also rising to meet this surge



The Hub brings all these great things to the community due to this infrastructure that United Way created.



in need. Beyond connecting people to programs addressing food insecurity, housing, employment and settlement, United Way helps these Hubs uncover the underlying issues behind these challenges through research, advocacy and policy work.

"The Hub brings all these great things to the community due to this infrastructure that United Way created," says Amra, the Executive Director of Rexdale Community Hub. "We engage everyone in the community and build capacity through initiatives like the Food Access Committee. It's not just us as an organization talking about food security, everyone in the community is talking about what the issue is and how the issue should be addressed."

STORIES OF IMPACT

COMMUNITY REAL ESTATE FUND

Rising rents and a volatile market are threatening the existence of community centres, local agencies and other spaces crucial to each neighbourhood's prosperity.

Over the past two years, 61% of these organizations have reported experiencing rent increases, while roughly 1-in-10 are at risk of closing a location as a result, meaning services would no longer be readily available to those who need them.

To meet this challenge, United Way will establish a **Community Real Estate Fund**, enabling resilient and sustainable community spaces by supporting organizations every step of the way. Beginning with pre-development and capacity-building grants, the Fund will scale to small-capital grants for refurbishing or retrofits, and capital or acquisition grants to secure property. In this way, United Way is building equity into the bricks and mortar of our region's neighbourhoods.





3. SCALE INNOVATION & STRENGTHEN INFRASTRUCTURE

Your support will scale United Way's leadership, innovation and collaborative initiatives, helping us bring together the people and partners who will strengthen our community-led infrastructure, bolster our response to the deep-seated challenges and advance real change across our region, neighbourhood by neighbourhood.

By investing in our innovative solutions to some of the region's greatest challenges, you will enable United Way to convene the expertise and resources needed to address pressing issues such as homelessness, community safety and inequality. From broadening our reach into other neighbourhoods to securing new partnerships and opportunities for expansion, we will connect with the community champions whose collective vision and dedication will guarantee these proven strategies continue to be discovered, pursued and expanded upon.

This priority will **magnify the incredible and meaningful difference being made by our community-led and -serving programs** while amplifying their potential to address more complex challenges. This includes our Inclusive Local Economic Opportunity (ILEO) initiative, Furthering Our Community by Uniting Services (FOCUS), the Social Medicine Initiative (SMI) and Community Action Plans.

STORIES OF IMPACT

INCLUSIVE LOCAL ECONOMIC OPPORTUNITY INITIATIVE

ILEO is a bold initiative that unites corporate, community, labour and government partners in the Greater Golden Mile to ensure development benefits local neighbourhoods. Alongside co-convener BMO Financial Group, United Way launched ILEO in 2021 to reinvest profits into

the neighbourhood and kickstart a healthy local economy. Since then, the initiative has connected residents to jobs in construction and related fields, supported local entrepreneurs as they grow their businesses and fostered a majority-community-owned construction venture.

\$10.3M estimated financial return to the neighbourhood

160 residents hired to date

\$2.7M cumulative revenue for Greater Golden Mile businesses

6,000+ cumulative resident interactions — an indicator of strengthening participation in this rapidly transforming neighbourhood

1,000 Golden Mile residents registered for the ILEO hiring fair, which connected job seekers with employers offering career opportunities in various industries, including customer service, finance, insurance and real estate development

STORIES OF IMPACT

FURTHERING OUR COMMUNITY BY UNITING SERVICES

Behind incidents of violence are often cycles of trauma that require holistic support, yet solutions to manage these crises cannot be found in one place.

That is why FOCUS takes a collaborative approach, bringing together United Way Greater Toronto, the City of Toronto,

Toronto Police Service and community services to intervene in high-risk situations before they erupt into fatal or devastating incidents. These include those situations related to mental health, housing, addictions, unemployment and other basic needs. The results are reduced crime, victimization and harm, and more resilient neighbourhoods.

5,950 interventions in high-risk situations over the past decade

10k+ lives impacted in the last 10 years

83% reduction in risk in over 1,150 interventions in 2023 alone

86% high-risk situations redirected away from law enforcement in 2023

STORIES OF IMPACT

THE SOCIAL MEDICINE INITIATIVE

While the Parkdale neighbourhood has long offered low-cost housing, a decade of gentrification has now changed that. In response, United Way partnered with University Health Network and the City of Toronto to launch the Social Medicine Initiative, coming together to address challenges of homelessness, mental health and health care access. Central to this initiative is building housing right onto a hospital campus, ensuring residents have a safe place to live, wraparound supports and easy access to medical care.

Work on the first SMI building initiated in 2020. In addition to serving as a convener on this project, United Way funds an on-site community kitchen and neighbourhood welcome committee to tackle hunger and social isolation. Before even opening its doors, SMI in Parkdale catalyzed public support for housing, showcasing how health care and housing security are inextricably linked.

57% of high-needs patients with chronic disease live in low-income neighbourhoods or don't have stable housing

1.4X In 2022, the median age of death for people experiencing homelessness was about 1.4 to 2 times younger compared to the general population in Toronto

STORIES OF IMPACT

COMMUNITY ACTION PLANS

Where rapid growth leads to displacement, notably in Cooksville, Jane-Finch and South Markham, United Way is taking a tailored approach to positive change, supporting each neighbourhood with its own **Community Action Plan**. The roadmaps leverage development projects to enrich these neighbourhoods — creating public recreation and gathering spaces, equipping youth to succeed in their studies, careers and daily lives, or connecting residents to employment opportunities.

In creating these plans, United Way convenes local government, the private sector and other stakeholders, ensuring that all collaborate and invest in the neighbourhood's well-being and that of its existing residents. Each plan is anchored by a long-time United Way partner agency, deeply embedded in the community and positioned to lead the development and execution of these targeted strategies. For instance:

● IN COOKSVILLE

United Way is working with Indus Community Services to activate underused public spaces in apartment towers

● IN JANE-FINCH

we are collaborating with the Jane/Finch Community and Family Centre to drive resident-led action towards priorities such as youth employment training

● IN SOUTH MARKHAM

the Agincourt Community Services Association is helping us champion training for residents on local-issue advocacy and mobilization, even enabling a successful campaign for a local food pantry

As part of this work, United Way will invest up to \$1 million in Quick Action Grants in each of these three neighbourhoods, providing residents with funding to launch their own initiatives that align with the goals of each Community

Action Plan. This approach has been successfully piloted in four neighbourhoods in York Region and Toronto's Regent Park, funding more than 50 resident-led programs and 10 agency-led programs.

STORIES OF IMPACT

QUICK ACTION GRANTS

Supporting mental health in South Markham

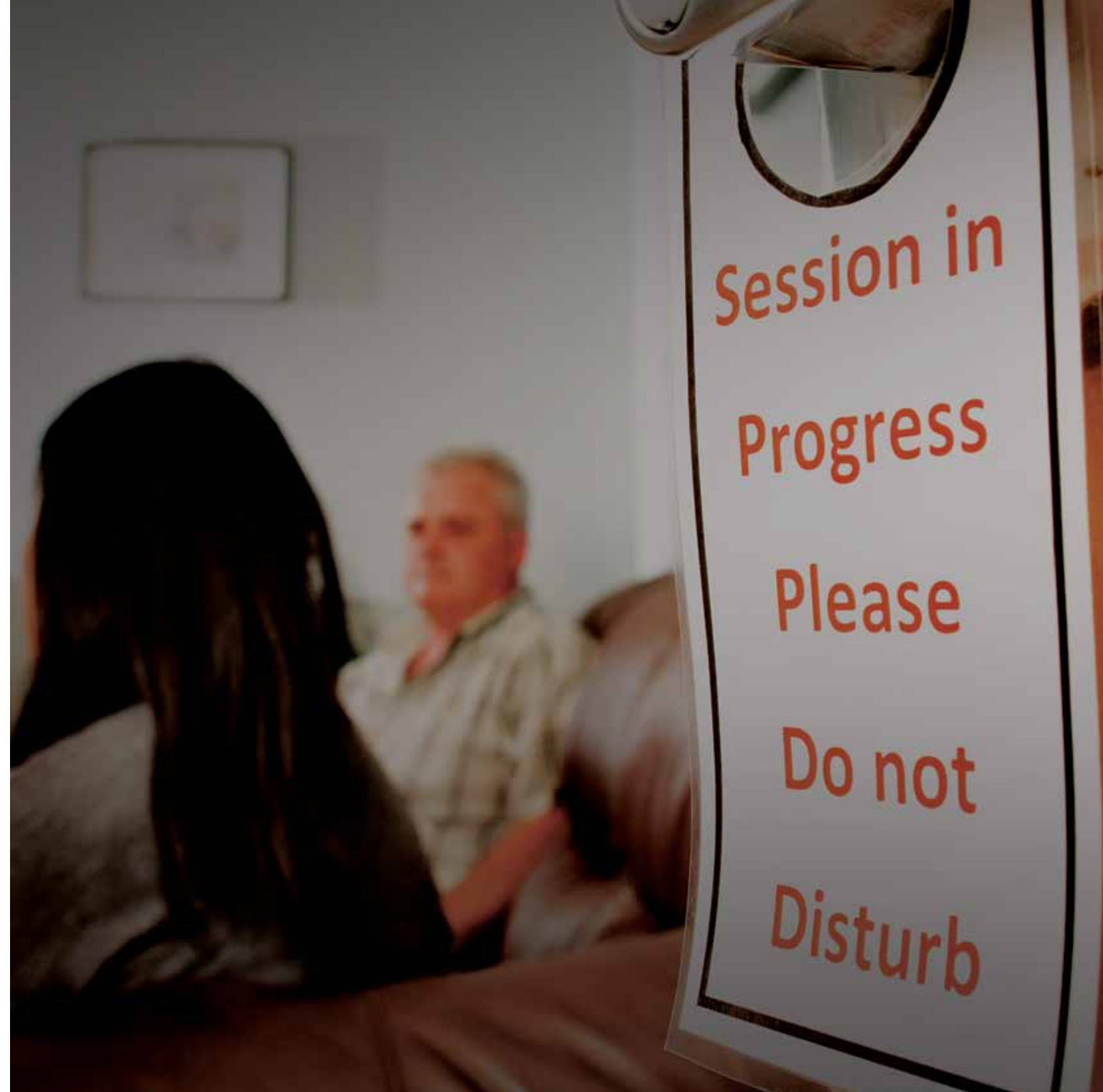
United Way has always worked closely with residents to meet the unique needs of the neighbourhoods we serve. In York Region, we are building on that tradition with a new approach to funding: Quick Action Grants.

These micro-grants enable residents to create non-traditional mental health and well-being programs, which are informed by lived experience, reflect the diversity of participants and fill significant gaps in services. Most importantly, they enable residents to share resources and support each other long-term.

“Many programs are offered in a variety of languages and are culturally appropriate, which helps engage residents,” says Ronni Gorman, United Way’s Manager, Neighbourhoods. “They’ve reached populations that would otherwise not have access to mental health programming.”

One example is a program funded for Tamil women in South Markham, which created a space for participants to connect in their own language and expand their social networks. As time went on, the women opened up, sharing stories about their lives and traumatic experiences like fleeing civil war. Through peer support, these women nurtured deeper connections. They felt seen and understood, and United Way was able to help pioneer a community-led approach to mental health to meet the specific needs of diverse people in our region.

“We’ve heard from project leads and our community partners that these programs are reducing isolation and providing an opportunity to have conversations that destigmatize mental health issues before they become crises,” says Ronni.



YOUR SUPPORT WILL SHAPE THE GTA'S FUTURE

**This vision is no small feat but, with your support,
United Way is up to the challenge.**

Through your transformational gift to create stronger neighbourhoods, you will empower United Way to quickly mobilize resources and deliver impact for people throughout the GTA. From **expanding vital services, empowering innovation and investing into the future of our region**, we are paving the way to a more equitable future with opportunity and hope for all.

**WILL YOU JOIN US IN A BRIGHTER
TOMORROW FOR THE GTA?**

It will take all of us, working together, to build the future we want to see in the place where we live, work and raise our families. And however you give, and whatever the amount, there are many powerful ways you can take part in the future of your neighbourhood and neighbourhoods across the region.



TO MAKE A GIFT TO UNITED WAY

To discuss the different ways to give (including multi-year or monthly giving, gifts of securities or legacy giving), get in touch with your staff partner or contact us by email at MajorGifts@uwgt.org or by phone at 416-777-1444 ext. 327.

You can also learn more about the impact of our work and make an online donation by visiting unitedwaygt.org.

Become part of United Way's historic movement and invest in a future where everyone can thrive.

Join us at unitedwaygt.org



WORKING WITH
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