

CHANGING LIVES

We mobilize the power
of our community to
create lasting change.

More than
ever

Please give

without you,
there would be no way



United Way
of London & Middlesex



uwlondon.on.ca

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United Way
of London & Middlesex

United Way creates real, lasting change

More than ever, the needs of our community are urgent.

And more than ever, we have the opportunity to respond.

We believe that together, we can do so much more than we can alone. By inspiring people to come together, we have the power to make a real difference.

United Way mobilizes the power of our community to create lasting change.

This helps to improve everyone's quality of life and helps individuals, families, neighbourhoods and communities to reach their full potential.

More than
ever

we are changing lives ... and you make it possible.

JOHN'S STORY



If you can't write, it's hard to find success in life. John grew up with an undiagnosed learning disability that prevented him from getting his thoughts in writing. When he was connected to the help and support he needed, he found the way to communicate his abilities. Today, John has a successful career.

“More than ever, I believe in myself.”

John

An investment of \$1 per pay (\$26 per year) enables an adult with a learning disability to attend support groups for one year.



Investing in real change

Community's generosity through the 2008 Campaign enabled United Way of London & Middlesex to make a record investment of \$6.3 million for 2009/10. This investment helps individuals, families, neighbourhoods and communities to reach their full potential through a focus on:

- strengthening families who are struggling with poverty, violence and/or mental health issues
- preparing children and youth for future success
- building the capacity of neighbourhoods and local communities, including Middlesex County communities
- enabling Aboriginal people and newcomers to be successful participants in community life

2009/10

community investment

United Way funded agency allocations:

United Way invests in programs and services at 37 agencies that provide proven results for our community.

Community building: United Way is a leader in understanding the root causes of social issues and bringing together the people and resources to find lasting solutions. We mobilize our community's resources of time, money, expertise and influence to achieve maximum impact for positive, lasting change. Examples of United Way's community building initiatives include Family Networks and Literacy in London and Middlesex.

Strategic initiatives funding: Working to respond to the ever-changing needs of our community, United Way provides short-term strategic funding to projects that address new and emerging issues.

Across Languages • Big Brothers Big Sisters* • Boys' & Girls' Club • Canadian Hearing Society* • Canadian Mental Health Association* • Changing Ways* • CNIB* • Community Living London • Community Schools Program/YMCA of Western Ontario • Crouch Neighbourhood Resource Centre • Daya Counselling Centre* • Epilepsy Support Centre* • Family Networks • Family Service Thames Valley* • Glen Cairn Community Resource Centre • Horton Street Seniors Centre • Hospice of London* • John Howard Society* • Labour Adjustment • Learning Disabilities Association* • Literacy in London and Middlesex • London and District Distress Centre* • London Coffee House Program • London Employment Help Centre* • London InterCommunity Health Centre • London Life Youth Leadership Programs (Youth in Action, Young Leaders of Tomorrow) • London Occupational Safety & Health* • LUSO Community Services • Meals on Wheels • Muslim Family Support Service/Family Service Thames Valley • Mutual Aid Parenting Programs*/Children's Aid Society • My Sister's Place – WOTCH • NAmerind Friendship Centre • Next Wave Strathroy Youth Centre*/YOU • Ontario March of Dimes* • Outcome Evaluation Initiative • SARI Therapeutic Riding* • Scouts Canada* • Sexual Assault Centre* • South London Neighbourhood Resource Centre • Stevenson Children's Camp* • Welcoming Cultural Diversity • Women's Rural Resource Centre Strathroy & Area* • Youth Action Centre/YOU

*provide direct services to Middlesex County residents

With your help, we can build a stronger community

COLTON'S STORY

Your contribution:

- stays in London and Middlesex County
- achieves immediate impact and builds long-term solutions
- guarantees cost-efficiency
- consolidates your charitable contributions
- mobilizes people and resources to shape our community
- for companies, demonstrates good corporate citizenship

How you can help

More than ever

we have the opportunity to respond to the needs of our community.

- Run a workplace campaign.
- Run a Leadership campaign. Become a Leadership donor with a gift of \$1,000 or more and inspire others to make a powerful impact in our community.
- Give a corporate contribution.
- Sponsor an employee to work on our annual Campaign.
- Make a personal donation through payroll deduction, pre-authorized chequing, monthly credit card deductions (VISA, MasterCard, Amex), cash or cheque. Call 519-438-1721 or donate online at uwlondon.on.ca.
- Make a planned gift such as gift of securities, life insurance, memorial, real estate or trust.

Charitable giving is a personal decision

Here are some guidelines that may help you decide:

- Donate one hour's pay per month.
- Donate the equivalent of a coffee break (15 minutes) per pay period.
- Match the average donation in your organization.
- Increase your donation from last year by one or two dollars per pay period.
- Donate 1% of your annual salary.

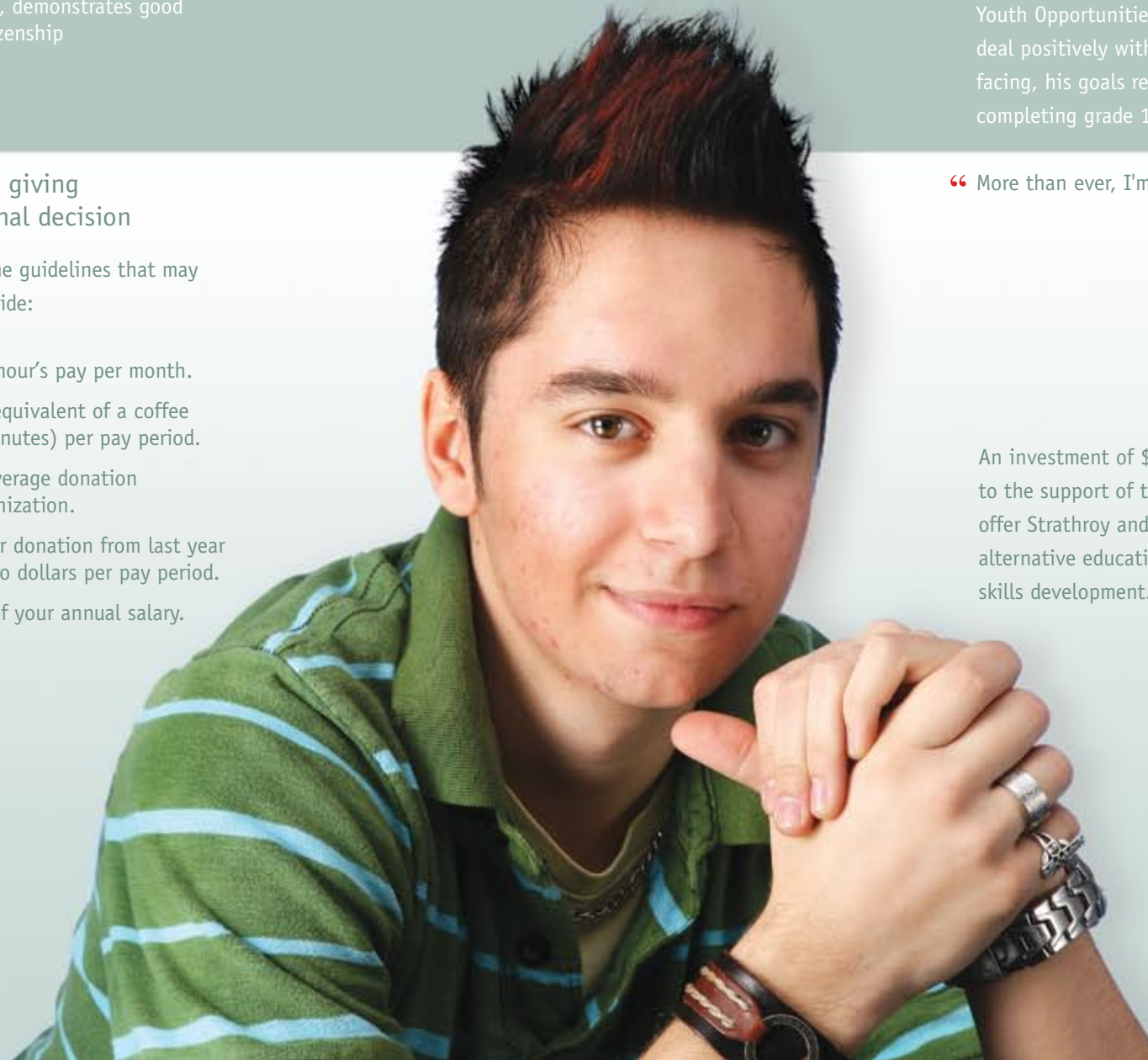
* The challenges youth face are hard to deal with alone. Colton was doing well in high school; but halfway through grade 11, stress from cyber bullying caused Colton to drop out. When Next Wave Youth Centre in Strathroy (a program of Youth Opportunities Unlimited) helped Colton deal positively with the challenges he was facing, his goals returned. Today, Colton is completing grade 12.

“ More than ever, I'm excited about my future. ”

Colton

An investment of \$1,000 per year contributes to the support of two youth workers who offer Strathroy and area youth like Colton alternative education and job skills development.

An investment of \$1 per day (\$365 per year) provides 25 homeless or at-risk youth with essential hygiene supplies.



* The transition to life in a new country isn't easy. Bernardine and her husband left Dubai to be with their children in Canada. Despite their impressive skills and confidence, there were hurdles in settling as newcomers. When Bernardine was connected with guidance and resources, she found a job. Today, she is very active in her community.

BERNARDINE'S STORY

“ More than ever, I have stability as a proud Canadian. ”

Bernardine

An investment of \$500 will provide more than 10 hours of support and advocacy to someone who is seeking work.

Get to know John, Colton and Bernardine. See their videos and read their full stories at uwlondon.on.ca

