

inspire **Build** change

Why Participate?

- Build a positive image in your community
- Improve customer loyalty
- Increase staff morale
- Build a stronger community

Our Commitment to Participating Organizations

Free newspaper and media coverage

Free online advertising at www.unitedwaysimcoecounty.on.ca

Free limited license use of the designation
"United Way Community Business Partner"

United Way Day

The goal of United Way Day is to become an annual major fundraiser which engages a wide spectrum of residents of Simcoe County to raise funds, as well as increase the level of awareness of United Way of Greater Simcoe. 100% of the funds raised will stay in Simcoe County to fund programs that will enable Simcoe County to become a stronger and more caring community. We encourage groups and businesses to be creative in their fundraising and to have fun on the first United Way Day - November 26, 2009!

capacity **building**

Ideas for Making United Way Day a Success

Plan Promote Publicize

- Appoint or nominate someone in your business to coordinate United Way Day at your store
- Employee Campaign - request your employees to sign up for payroll deduction
- Point of Sale - ask your customers to make a cash donation
- Casual Day - allow employees to dress down for a specified donation to United Way
- Employee Competition - employee who collects the most donations receives an award
- Additional activities to create excitement at your location: face painting, silent auction, eating contest

Materials Provided by United Way of Greater Simcoe County:

- Posters
 - Pre-announcement
 - Day-of
 - Post-event
- Cash register toppers
- Pre-announcement bag stuffers
- United Way logos (Helping Hands)
- Balloons

thank **you**

Thank your employees for being part of an organization that is helping to build a stronger community.

Thank your customers for their business and for helping help others in need.

United Way thanks you for caring about our community and supporting our Inaugural United Way Day!

United Way's Mission Statement

To improve lives and build community by engaging individuals and mobilizing collective action.

United Way of Greater Simcoe County currently supports 19 agencies providing 45 programs, along with 14 New Initiative Programs across Greater Simcoe County. Adequate funding is critical in ensuring these agencies are able to tackle our region's toughest issues, including mental health, domestic violence and abuse, and affordable housing and homelessness, to mention but a few.

INSPIRE BUILD CHANGE

HELP MAKE A DIFFERENCE TODAY BY SUPPORTING UNITED WAY!

I believe in **My Community**

**United Way
of Greater Simcoe County
supports the
following communities:**

**Adjala-Tosorontio
Barrie
Bradford
Essa
Innisfil
New Tecumseth
Midland
Orillia
Oro Medonte
Penetanguishene
Ramara
Severn
Springwater
Tay
Tiny**

I believe in
possibility



Jennifer Robinson
Six-Time National Figure Skating
Champion

United Way
of Greater Simcoe County

United Way of Greater Simcoe County
136 Bayfield Street, Suite 100, Barrie, ON
L4M 3B1
tel 705-726-2301
fax 705-726-4897
www.unitedwaysimcoecounty.on.ca
Charitable Business # 11879 9485 RR0001

Be a part of **United Way Day**

United Way
of Greater Simcoe County
presents
Inaugural
**United Way
Day**



Inspire * Build * Change
....50 years strong!!!

it's so easy to give