



Improve lives. Build community.

For over 70 years, United Way of Guelph & Wellington has been working to improve lives and build community. When you donate to the United Way, your support:

- provides for the hungry, homeless and less fortunate.
- builds strong, safe and welcoming communities.
- ensures those in need have access to the equipment and services that will help them live healthy lives.
- helps seniors participate fully in community life.
- gives families the tools they need to give children a good start.



Your donation stays in our community and is used to respond to pressing needs. Your money is well-used, with less than 19% going toward fundraising costs, well below the Canadian benchmark standard of 26%.

This year, United Way is funding over 80 local programs. Help support the programs that your friends and neighbours use every day.

Give to United Way.



A lot happens in a day.

Thanks to United Way donors, every day we are making a profound difference to people in our community. Every day, seniors get support to maintain healthy and independent lives. Every day, the hungry are fed and the homeless find shelter. Every day, the dying and their families find comfort. Every day, children are given the opportunity to be all they can be.

United Way donations make all of this possible.

I hope you'll join me and thousands of local donors. Together, we are supporting programs that respond to people's immediate needs today while working toward real solutions in the long term.

With your support of United Way, every day our community is a stronger and better place to live, work and play.

— Marva Wisdom
2011 United Way Campaign Chair



→ Give today.
unitedwayguelph.com/donate

Donating is easy:

- Participate in the payroll deduction plan at your workplace. Be an Everyday Hero by giving \$1 a day.
- Authorize monthly donations from your credit card or bank account.
- Give a one-time donation by cash, cheque or credit card. You can donate by mail, phone or online.
- Join our Leadership Donors by giving at the \$20 per week level (\$1,000 per year).
- Consider a lasting gift to our endowment fund for social programs, The Tomorrow Fund™.

United Way of Guelph & Wellington

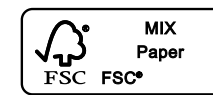
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Registered Charitable Number: 10754 7053 RR0001

Thanks to our sponsor:



United Way
Guelph & Wellington
unitedwayguelph.com

Campaign 2011



United Way.
Every Day.





Are you an Everyday Hero?

By giving \$1 a day to United Way, you'll be a hero. What can \$1 a day do? It can help:

- provide an individual who struggles to read with 15 hours of literacy assessment, training and support. *Action Read Community Literacy Centre*
- 6 people with early stage Alzheimer's connect with a support group to share coping strategies and manage the feelings and changes this disease brings. *Alzheimer Society of Guelph-Wellington*
- 3 women who have experienced physical and/or sexual abuse access much needed supports. *Guelph-Wellington Women in Crisis*

Visit unitedwayguelph.com for more examples of how your donations are improving lives in our community.



United Way: All day. Every day.



Your donations are at work around the clock, helping your family, friends and neighbours. With your support, programs in Guelph, Wellington and Dufferin are providing services and skills to improve lives and build community.

- 6 am** A teenager heads out to start her first job, a job found at a youth employment centre.
- 7 am** First aiders pack up their truck before heading out to a soccer tournament.
- 8 am** Volunteers serve students a healthy breakfast at local schools.
- 9 am** A gardener wheels up to tend her flower bed at the Guelph Enabling Garden.
- 10 am** Seniors smile and joke as they warm-up for their fitness group.
- 11 am** A recent widower meets with a volunteer bereavement counsellor.
- 12 pm** Volunteers deliver lunch with a friendly smile for a housebound senior.

- 1 pm** A rural patient waves to the driver picking her up for her doctor's appointment.
- 2 pm** A volunteer stops to visit a housebound senior in Mount Forest.
- 3 pm** A tutor pulls out a book to share with a young student struggling with literacy.
- 4 pm** Children arrive at a neighbourhood after school program.
- 5 pm** A dad starts making a family meal with food from a local food bank.
- 6 pm** A worried couple consider their debt options with credit management counsellor.
- 7 pm** Breast cancer survivors practice their dragon boat paddling at Puslinch Lake.

- 8 pm** A Big Brother high-fives his Little Brother good-bye after playing ball in the park.
- 9 pm** A mother learning to read shares a story with her children.
- 10 pm** An elderly man with hearing loss understands the pharmacist's instructions because of the counselling he has received.
- 11 pm** After finishing his homework, a teenager turns off his lights and goes to bed at a local home for homeless youth.
- 12 am** A husband and wife curl up under donated blankets from a local clothing cupboard.
- 1 am** A woman makes a call to get her and her children out of an abusive situation.
- 2 am** A young mother comforts her baby with skills learned at program for teenage parents.
- 3 am** A trained crisis volunteer answers a telephone call from a young man considering suicide.
- 4 am** Using her donated walker, an elderly woman makes a safe and independent trip to the kitchen for a drink of water.
- 5 am** The doors open and preparations for breakfast begin at a local drop-in centre.

