



# AMBASSADOR **GUIDE**



**United Way**  
Winnipeg



# United Way Winnipeg is Winnipeg's community fund

Each year, Winnipeggers pool their gifts through United Way Winnipeg and by doing so, turn their dollars into gold for our community. Here's how:

By putting our donations together, we smooth the ups and downs of individual giving and together, provide stable, multi-year funding to agency partners. When agencies have the stability of United Way Winnipeg donors behind them, they can plan, hire qualified staff, and ensure programs are there to help thousands of Winnipeggers every day.

Stable funding means help will be there when it is needed most. And by giving together as one community, we are also able to tackle emerging and complex social issues — sometimes long before they are on an individual donor's radar.

Here's how we go even further when we give collectively:



## We Invest Wisely

United Way Winnipeg's volunteer-led panels evaluate and make recommendations to invest donor dollars into programs that make a real difference in people's lives. United Way Winnipeg volunteers work with agency partners to evaluate their impact and help improve their ability to deliver effective programs and services.



## We Connect People Around a Common Goal

Through United Way Winnipeg, people and partners from all sectors work together to create integrated responses to complex community issues like poverty, homelessness, and unemployment. By drawing on one another's experience, expertise, and influence, we can address underlying causes and make lasting change.



## We Use Research

With the help of many partners, United Way Winnipeg understands the needs in our community, both long-standing and emerging issues. We research the most effective and innovative ways to make the biggest difference possible for people in our city.



## We Build Capacity

United Way Winnipeg brings community organizations together to share best practices, standardize evaluation, and ensure an integrated approach to better serve our city. Working with partners, we strengthen the nonprofit sector, ensuring effective and efficient service delivery.



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## What a Difference We Can Make ...Together.

As an Ambassador for United Way Winnipeg, you're in a unique position to change lives. Every gift you inspire will directly support an essential network of more than 100 agencies, programs, and partnerships.

Together, we're helping kids learn and grow so they can achieve their dreams. We're helping people avoid homelessness and poverty by providing education and skills. We're giving neighbours hope and neighbourhoods safety by making sure everyone has the opportunity to participate.

That work must continue. But there are still children and families in desperate need.

Our community is counting on you to help us go even further in four community-identified priorities:

### Four Community Priorities

**More mentors for kids**, providing the guidance and encouragement to make it through the day, through their school years and beyond.

**More mental health support for young people**, giving them the support they need to remain resilient and able to make the most of their lives.

**More job skills and money management training**, giving families the tools and experience to achieve stability and stand on their own.

**More help close to home** through family resource centres, which provide families a safe and nurturing place to learn, laugh, share, and grow.

# Key Campaign Messages

Here are some messages you can share when asking people to donate. The simplest and most important thing people should know is that they can help someone in Winnipeg who really needs it, no matter how much they choose to give.

## Because we love Winnipeg...

When you love something, like your community, you want to protect it, nurture it, and see it thrive.

## Your kindness changes lives, right here in Winnipeg.

There are times in our lives when we all need a little help. Your gift makes sure that help is available for anyone in Winnipeg – including our friends and family – when they need it most.

## Together, we're making Winnipeg a better place to live.

United Way Winnipeg is all about Winnipeggers helping Winnipeggers. In fact, thanks to your kind and caring spirit, on average, someone in Winnipeg gets help every 90 seconds of every single day. That's thanks to donors like you.

## Every gift—no matter the size— makes a real difference.

If you've never donated before, let this be the year you turn your kindness into a better life for a fellow Winnipegger. If you already donate, please consider how even a small increase will give hope and opportunity to more kids and families all around our city.

## The more we raise, the more we can do.

Kids and families are counting on us to make sure the support they need is there when they need it. Imagine how much more we could do!

# Three Steps to a Successful Campaign

## 1. Inspire

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*Build and strengthen understanding of United Way Winnipeg and its impact in the community.*

- Become familiar with United Way Winnipeg materials
- Attend impact speaker presentations and agency visits
- Reflect on your past experience as an Ambassador OR, if applicable, your experience accessing a United Way Winnipeg agency partner
- Get a baseline understanding of past campaign achievements to help your team understand your goals for this year

## 2. Connect

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*Work as a team and connect – peer to peer – with your co-workers.*

- Set up a meeting(s), find a way that works for you and your workplace environment
- Meet in person
- Set the tone
- Provide them with your reason why
- Equip your co-workers with information
- Answer questions honestly

## 3. Act

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*The number #1 reason people don't give is because they weren't asked.*

- Make your own pledge
- Ask your co-worker to consider a gift
- Thank them for their gift or for consideration
- Collect and turn in any paper pledge forms
- For any outstanding ePledge gifts, check if a decision has been made
- Respect donor privacy



Invite your co-worker to learn more on United Way Winnipeg's impact in community.  
Here are a few tips for guiding this conversation:

**SET THE TONE:**

Be relaxed and positive. Begin by thanking your colleague for meeting with you.

**CONVERSATION STARTER →**

*"Did you receive your pledge form (or your link for online donations through ePledge)?"*

**STATE YOUR CASE:**

Talk about why you support United Way Winnipeg, whether it was someone who inspired you, or a personal story or reason.

**CONVERSATION STARTER →**

*"Recently, I had a chance to see my donation at work while on a visit at a United Way Winnipeg agency partner..."*

**ASK FOR THEIR INVESTMENT:**

Be clear that no matter the amount, every donation to United Way Winnipeg adds up to powerful change in our community. Explain the various levels of giving. Suggest existing donors increase their gift this year for even greater impact.

**CONVERSATION STARTER →**

*"I started giving a dollar a paycheque. It was so easy, I didn't even notice it. I've been a donor for \_\_\_ years now. Every year, I increase my gift by 5%, 5 dollars, etc. My goal is to become a Partner, Leader, etc."*

**ENCOURAGE PAYROLL DEDUCTION, IF AVAILABLE.**

**CONVERSATION STARTER →**

*"Have you considered doing the payroll deduction? It's so easy, you don't even have to think about it. And it's all right there when you file your income tax, no receipts to track, no extra forms to fill out."*

**ASK FOR QUESTIONS:**

If you don't know the answer, refer to the Frequently Asked Questions section of this guide or contact your Employee Campaign Chair.

**CONVERSATION STARTER →**

*"What questions do you have? Do you need help logging in or completing your pledge form?"*

**TAKE THE COMPLETED PLEDGE** or arrange a time to come back for it. Encourage online donors using ePledge to make their gift today and ask whether they need help to do so.

**THANK YOUR CO-WORKER** for their time and consideration.





# Tips for Responding to Questions or Concerns

## Listen and show you understand your co-worker's concerns

Begin your response with:  
"I understand how you might feel that way. Have you considered...?"

## Encourage discussion

Invite the opportunity to dispel misconceptions and provide a better understanding of United Way Winnipeg's impact.

## Relax and be yourself

You have a very important message and job. Make it your own. Share your story and the reasons you give, provide information on United Way Winnipeg, make the ask and let the decision be theirs.

## Don't worry if you don't know the answer

No one expects you to know everything. If you're stumped by a co-worker's question, simply tell them you'll get back to them after speaking with your Sponsored Executive or another member of the United Way Winnipeg team.

# Frequently Asked Questions

*Here are some of the most common questions you might encounter about United Way Winnipeg.*

*If there's an issue we haven't covered here, contact your Employee Campaign Chair, Sponsored Executive, or Partnership Development Manager.*

## ABOUT UNITED WAY WINNIPEG

### There are so many organizations looking for donations. Why should I give to United Way Winnipeg?

**Reach** — With a single donation to United Way Winnipeg's community fund, you are supporting 100+ agency partners, programs, and partnerships throughout Winnipeg.

**Balance** — While donors may recognize the larger, more established of these agencies, many lesser-known organizations are doing important and innovative work. By levelling the field, United Way Winnipeg's community fund gives these smaller agencies a chance to grow and contribute where they may not have been able otherwise.

**Stability** — Besides government, United Way Winnipeg is the only organization providing core, multi-year funding, offering stability for agencies' operating budgets and giving them the ability to plan ahead. Sustained funding means these organizations can focus less on fundraising and more on finding long-term solutions to our city's most challenging social issues.

**Value** — When you invest in United Way Winnipeg's community fund, every dollar of your donation goes right back into the community, thanks to a long-standing partnership with the Government of Manitoba that provides a grant to support fundraising and administration costs.

### How much of my donation actually goes to programs and services?

**All of it!** Every dollar you donate to United Way Winnipeg's annual campaign is invested directly into our community thanks to a long-standing partnership with the Government of Manitoba that provides a grant to support fundraising and administration costs. United Way Winnipeg's typical operating budget is between 15 and 17% of total revenue, well below the guideline of 35% set forth by Revenue Canada.

### Why should United Way Winnipeg decide where my money goes?

Decisions surrounding United Way Winnipeg's community investments are guided by volunteers from the community with support from professional staff. Together, this group spends thousands of hours researching community issues and effective practices, and they also review and monitor current investments, ensuring every dollar donated is achieving maximum results.



Online Resource

[unitedwaywinnipeg.ca/faq](https://unitedwaywinnipeg.ca/faq)

## ABOUT GIVING

### **Why should I give? I never use these services.**

United Way Winnipeg's programs and services are for everyone in our community and are accessed, on average, once every ninety seconds. You would be amazed at how many Winnipeggers use our services. From bereavement support following the death of a loved one – to information and referral at the onset of a chronic condition – to programming for youth that makes our communities stronger and safer, there are programs and services for everyone.

### **I feel pressured to give.**

No one should feel pressured to give, but everyone should be given the opportunity! United Way Winnipeg works because so many people contribute voluntarily. The more Winnipeggers involved, regardless of their level of participation, the more lives we can change. Together, we can do so much more than we ever could alone.

### **Why is United Way Winnipeg asking me to increase my gift?**

As with all things, the nonprofit sector is not immune to rising costs. We must keep pace with these increases to maintain our commitment to stable, sustained funding for the programs and services that mean so much to so many. Every additional dollar raised also enhances our agency partners' ability to reach more people with more services.

### **Why does United Way Winnipeg need my personal information?**

United Way Winnipeg respects your privacy. Adhering to Canadian legislation, personal information gathered by United Way Winnipeg is kept in strict confidence and used only to administer transactions, abide to procedures required by law, understand donor interests and demographics, build strong relationships, and meet service expectations. United Way Winnipeg does not sell or trade personal information and does not rent out mailing lists. For a complete description of United Way Winnipeg's privacy policy, visit our website.

### **What if I want to make a gift to another organization besides the ones United Way Winnipeg supports?**

United Way Winnipeg offers a donor-directed giving service as a convenience for donors who want to consolidate all their charitable giving, both to United Way Winnipeg and to other registered Canadian charities, in a single pledge, often by way of payroll deduction.

### **Is there a cost associated with donor-directed giving?**

Yes. To offset administration costs and maintain the resources necessary to fulfill United Way Winnipeg's own mission and business focus, each gift directed to another charitable organization is subject to a \$12 cost recovery fee. The fee is a flat amount because the administrative costs are the same regardless of the donation amount.

### **Will my donor-directed gift be reflected in my United Way Winnipeg giving level, or workplace campaign achievement?**

Since gifts directed to specific charities are not used in United Way Winnipeg's community investment strategy, they will not be included in United Way Winnipeg's total campaign achievement nor recognized through United Way Winnipeg's recognition program.



### **How will my gift to other charities be recognized?**

Upon your consent, we can provide your name to the recipient charity for use in their own recognition program.

### **When will the other charity receive my gift?**

One-time donor-directed gifts will be paid in full to recipient charities at the beginning of each year, following the completion of United Way Winnipeg's annual campaign.

### **What if I signed up for payroll deduction?**

Donor-directed gifts made in installments (i.e., through payroll deduction) will be paid to recipient charities as they are collected each quarter beginning in April, to ensure United Way Winnipeg does not pay out more than it collects.



## ABOUT THE FOUR COMMUNITY PRIORITIES

### How were these priority areas chosen?

In conversations across our community, Winnipeggers told us they are worried about the growing challenges many kids and families in our city are facing. And because families are the foundation of a strong community, the stronger they are, the stronger we all are. Combined with research on emerging trends and proven interventions, United Way Winnipeg volunteers were able to make informed decisions regarding priorities. Beyond the real difference this will make in the lives of kids and their families, we believe this sends a signal to all sectors about the importance of these issues and the commitment of Winnipeggers to address them.

### How do we know if we're making a difference?

United Way Winnipeg works closely with agency partners to monitor and measure the effectiveness of all investments. Each year, partners report on the results of their programs. They report on outcomes, along with the number of participants who use their programs and services. Together with hundreds of personal stories and testimonials of lives changed, this evidence provides a powerful case for the impact Winnipeggers are having through United Way Winnipeg.

### Could these priorities change?

Every year, senior volunteers on United Way Winnipeg's Board of Trustees and Community Investment (CI) Committee evaluate current investments and emerging issues to determine how best to invest donor dollars for the greatest impact. Informed by research on best practices, the Board and CI Committee also rely on a skilled team of 100 Agency Liaison Volunteers who make recommendations based on annual meetings with existing partners to assess board strength, strategic plans, financial management, program outcomes, and a number of other benchmarks.

### What are our community's goals?

4,000 more youth connecting with mental health support; 1,800 more kids connected to mentors; 2,800 more people with job and money management skills; and 2,700 more families getting help close to home at family resource centres.

### Is United Way Winnipeg changing to focus solely on kids now?

No. United Way Winnipeg is about bringing people together to make Winnipeg a better place for everyone. We must continue to support an essential network of programs and partnerships to ensure help is ready and available for ALL Winnipeggers.

### Are we talking about new programs and services?

No. Through United Way Winnipeg, Winnipeggers already make these services possible. Through research, experience, and regular evaluation, we know these resources are making a real difference for people in our community. That's why we want to build on these tried-and-true supports by strengthening resources while making available even more of the help so desperately needed by kids and families.

### Why not reallocate funding from other areas to support these priorities?

For many agency partners, United Way Winnipeg is one of the only sources of core, multi-year funding, and this is critical to keeping doors open and lights on. This stability makes it possible to help thousands of Winnipeggers every day. Without it, many of the programs and services Winnipeggers rely on would no longer be available, creating more instability and need. Pulling back is not an option. Our community has been clear: we must go further.

# United Way Winnipeg Giving Levels

	ANNUAL GIFT	TAX SAVINGS*	NET COST
LEADERS OF THE WAY	\$ 3600	\$1629	\$1971
	\$ 2400	\$1072	\$1328
	\$ 1200	\$516	\$684
PARTNERS	\$ 730	\$298	\$432
	\$ 550	\$214	\$336
	\$ 365	\$128	\$237
FRIENDS	\$ 100	\$26	\$74





Your gift will result in a non-refundable tax credit. This table represents approximate savings.

## Tax benefits

Charitable donations to United Way Winnipeg fully qualify for non-refundable federal and provincial tax credits, which can potentially save donors money and bring down the real cost of giving.

If you have any questions about United Way Winnipeg's annual campaign, or your role as an Ambassador, please don't hesitate to contact your Employee Campaign Chair, Sponsored Executive or Partnership Development Manager.



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