



United Way
Winnipeg

University of Winnipeg
Ambassador Training 2022

- Why United Way Winnipeg?
- Role of the Ambassador
- FAQs



We are all
WINNIPEG 

• Why do you love Winnipeg?



**Together,
we create
opportunities
for a better life
for everyone.**

So Why United Way Winnipeg?

United Way Winnipeg creates opportunities for a better life for everyone – they do this by engaging Winnipeggers, from all walks of life, and inspiring action to help build a better community.

Together, we create opportunities for a better life for everyone.

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

By pooling our gifts, we smooth the ups and downs of individual giving choices and, together, provide stable, multi-year funding to agency partners.



By working united, we make great things happen!

- A network of more than 125 agencies & programs.
- Stable funding so agencies can focus on services.
- A network of support for the whole family.
- Agencies can tackle emerging social issues on the front lines.

Winnipeg's community fund supports a network of more than 125 agencies and programs that Winnipeggers in every neighbourhood of the city depend on.

By pooling our gifts, we 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 Winnipeggers.

Stable funding means agencies and programs will be there to help when help is needed most by our family, friends, neighbours in our community.

The community fund makes a network of support possible. Members of a single family might need help from multiple agencies and programs to stay strong.

And further, as one community, United Way Winnipeg donors tackle emerging and complex social issues, sometimes long before they are on an individual donor's radar.

Why United Way Winnipeg?



Together, we do more than we ever could on our own.



That's the power and value of collective giving.

The power of collective giving



We build
capacity



We are
accountable



We connect
people
around a
common goal



We use research

With collective giving, 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 and its effective and efficient service delivery.

In addition, We are accountable. 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 also 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, drawing on one another's experience, expertise, and influence to 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 longstanding and emerging issues. We research the most effective and innovative ways to make the biggest difference possible for people in our city.

Thank you to our partner, the Province of Manitoba



Since 1978, United Way Winnipeg and the Province of Manitoba have worked together for a better Winnipeg. This partnership provides an annual operating grant that offsets fundraising and administration expenses. As a result, every single dollar Winnipeggers invest in their city's community fund goes into the community.

This translates into our promise to our donors that 100% of their donation goes directly to agencies and programs in our community, none is used for administration or fundraising costs.

Challenges facing our community now



The pressures of inflationary strain, along with job insecurities and other stresses, are impacting all areas of our lives and escalating social issues:

- Addiction
- Depression and anxiety
- Financial strain
- Food insecurity
- Loneliness
- Domestic abuse
- Racism
- Poverty
- Homelessness



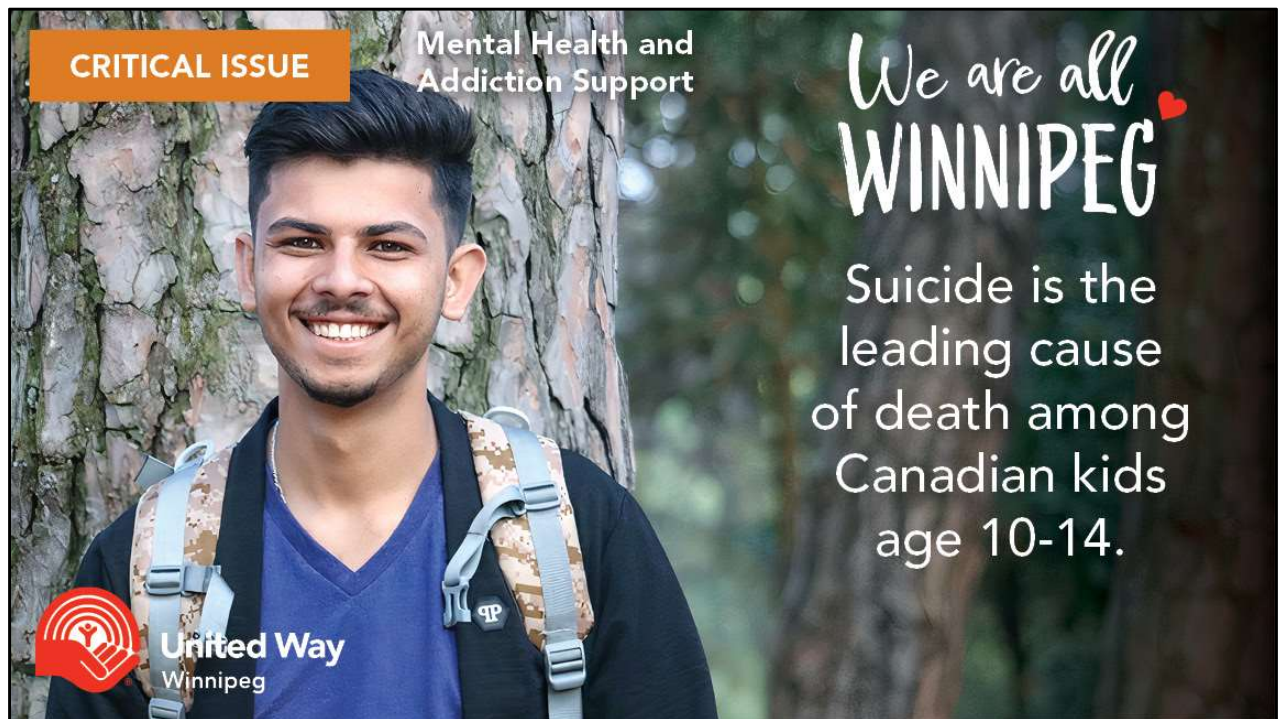
This crisis is affecting everyone, and thanks to our donors, United Way Winnipeg is tackling these challenges in a number of ways.

Here are just a few examples:

- Huddle youth hubs are bringing multiple health and wellness supports to young people under one roof.
- Agencies are providing basic needs like food, winter clothing, toiletries kits, and more.
- Family resource centres are offering connection, classes, tax assistance...
- Programs are training people to find meaningful work in our community.

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WE NEED YOU NOW MORE THAN EVER!



1 in 4 Winnipeggers age 10+ has a diagnosed mood/anxiety disorder.
And only 1 in 4 children who need mental health support actually receive it.

If not treated, Mental health challenges can be disruptive to a child's development and can have long term repercussions on relationships, school, and job prospects.

However, when treated, 80% of people with diagnosed mental health issues are able to better manage at home, school, work, and in the community.

Support aimed at prevention, education and treatment is critical.

CRITICAL ISSUE

Mental Health and
Addiction Support

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•36 agencies provide counselling and wellness services.

•17 agencies serve individuals experiencing homelessness and/or are precariously housed.

Please keep this support in place—and help us to do more.



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CRITICAL ISSUE

Family Supports

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Financial and job
stress is high and
domestic violence
is on the rise.



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Many families are struggling to pay their bills and purchase essentials such as food, rent, baby formula and supplies, hygiene products, and cleaning supplies.

Relationships are strained, and domestic violence sets in.

We can lower the stress in families with supports for basic needs, parenting, respite and youth activities—and we need to make sure there's always a safe place to go.

CRITICAL ISSUE

Family Supports

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•24 Family Resource Centres (FRCs)
support Winnipeg families.

•17 agencies serve Winnipeggers
experiencing homelessness.

Please keep this support in place—and
help us do more.



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CRITICAL ISSUE

Job Readiness
and Training

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Women, especially those earning a low income, are bearing the brunt of job losses.



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We need Services that assist people with job readiness and skills training, and programs that help people manage their finances, file their taxes and learn money management skills, are critical to helping individuals and families be self-sufficient.

CRITICAL ISSUE

Job Readiness
and Training

We are all
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•12 agencies provide life and employment skills programming.

•12 agencies offer asset building, money management, and financial empowerment programs.

Please keep this support in place—and help us to do more.



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The image is a promotional graphic for 211 Manitoba. It features a dark background with a woman in the foreground, her face partially obscured as she talks on a mobile phone. In the top left corner, there is a red horizontal bar containing the '211 Manitoba' logo. Below this bar, the text 'NEED HELP, BUT DON'T KNOW WHERE TO TURN?' is written in large, white, bold, sans-serif capital letters. Underneath this text, it says 'Dial 2-1-1 or visit mb.211.ca' in white. At the bottom of the graphic, the text 'FREE | CONFIDENTIAL | 150+ LANGUAGES' is written in red. A small graphic of a smartphone with the 211 Manitoba app icon is positioned to the right of the top logo.

211 is a free, confidential phone line and online searchable database available 24 hours a day, 7 days a week, 365 days a year. It connects individuals to thousands of government and community-based health and social services available across the province.

Services such as housing supports, parenting support, home care for seniors are available through this service.

211 Manitoba receives 300 calls a week

Campaign Information

2021 Campaign Numbers

1. Inspire

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

- Become familiar with United Way Winnipeg materials.
- Watch campaign and impact speaker videos and, when available (and when you feel comfortable), attend 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.



Now how do you as an Ambassador ensure a successful campaign. There are three steps to doing so. The first is inspiring those around us.

2. Connect

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

- Set up in-person or virtual meetings based on where your co-workers are located, so you can connect with everyone.
- Direct co-workers to United Way Winnipeg's website to learn more about our campaign and the work of our agency partners.
- Provide them with your reason why.
- Equip your co-workers with information.
- Answer questions honestly.



3. Act

The #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 consideration.
- Collect and turn in any paper pledge forms.
- For any outstanding ePledge gifts, check if a decision has been made.
- Respect donor privacy.



Making a gift—Pledge forms



Our community thrives when we work together and support each other. Let's make sure all Winnipeggers have opportunities to succeed. Your donation can make a difference in many ways:

MENTAL HEALTH & ADDICTION SUPPORT

\$2 (monthly)

You can connect up to 50 youth with one hour of online mental health support each week, so they have someone to talk to about their challenges.

80% of people who get support for mental health report one step to successfully return to regular activities.

FAMILY SUPPORTS

You can help five women learn new stress management skills and build healthy relationships with their families in a month-long group therapy program.

\$4 (monthly)

Our donors support 36 agencies in Winnipeg that provide counseling and wellness services.

JOB READINESS & TRAINING

You can provide a person facing barriers to employment with one hour of knowledge coaching to help get a job.

\$3 (monthly)

90% of participants had increased knowledge and tools needed to secure and maintain jobs.

We are all Winnipeg—nobody should have to struggle alone!

United Way Winnipeg

Name _____

Home Address _____

City _____ Province _____

Postal Code _____ Phone (55) _____ (88)

Company Name _____

Email Address _____

Area (Area) _____

OPTIONAL Don No Yes In Other _____

To help us better understand our donors, please respond to the following:

I prefer to be contacted by email when appropriate.

I am born in (Country) _____

I would be willing to work for United Way Winnipeg and want to be compensated with _____

I am interested in making a financial appeal.

United Way Winnipeg's involvement kind _____

I am a member of a trade union _____

YES, I WANT TO HELP A BETTER FUTURE FOR WINNIPEG!

I'd like to make an annual gift of \$ _____

Required (Canadian Donor Information After December 31, 2015)

THIS IS HOW I WANT TO MAKE MY DONATION

Payroll Deduction **Credit Card**

Fill out section 5 below and forward it to your payroll office.

Visa MasterCard American Express

Card # _____ Exp. Date _____

Other

Cash in hand In Full Monthly (3rd City)

Personal Cheque Quarterly (on Jan. 1st)

Post-dated Cheques Monthly (on Jan. 1st)

Beginning _____

Signature _____ Date _____ **THANK YOU!**

For the purposes we require a home address. Please ensure it is current and correct address. For records for charities, it is not valid for another after December 31. To update your email address, please contact Charitable Services at 496-6666 or charitableservices@unitedway.ca or 204-624-4275. For donations made through payroll deduction your cheques given will be included on your T4.

THIS SECTION REQUIRED FOR Payroll Deduction ONLY

Detach and forward to your payroll office.

I authorize the deduction of \$ _____ per pay period for a **TOTAL GIFT** of \$ _____

Name _____ Organization _____

Signature _____ Date _____

Employee Number _____

United Way Winnipeg requires your primary tax identification is subject to address verification and donor consent. Please see our Privacy Policy at our website: www.unitedwaywinnipeg.ca

- Necessary information:
 - Name
 - Address
 - Phone number
 - Email address
 - Complete the annual gift amount
- How they want to make their donation
- Payroll deduction: complete bottom slip and return to HR
- Other: Cash, Personal Cheque or Post-dated Cheque (made payable to United Way Winnipeg)
- Credit Card
- Select type of card
- Card #, Expiry Date, Payment schedule (monthly, quarterly, and date of first payment)
- Signature and date: authorization to deduct your gift



- Some workplaces using ePledge or perpetual (continuous) giving think they do not need to canvass.
- It's important to re-canvass employees to ensure they've had another opportunity to ask questions, and it is often seen as a friendly reminder to renew or make their gift.
- For workplaces that do perpetual giving, it gives an employee the opportunity to increase their gift.
- Some advice to help start the conversation:
 - Ask if they've received their link to pledge online? Were they able to log in?
 - Explain how they can pledge online
 - If there was a video at the kickoff or Speaker during employee presentations, you can ask what they thought about it.
 - Share some facts about United Way Winnipeg... e.g.: ~~On average, every 90 seconds in our community, someone accesses a United Way Winnipeg donor-supported program or service.~~
 - Did they want to increase their donation this year?

The InSpiring Match Challenge



Leaders, rise to the challenge!
and help even more Winnipeggers in need

Your donation could be doubled!

There has never been a better time to rise to the challenge and make more of an impact in our community. With the InSpiring Match Challenge, Wellington-Altus will double your donation* so your gift can go further to create opportunities for everyone who calls Winnipeg home. We all have a role in building a strong and resilient city—and by leading the way, you will inspire change.

* See website for details.



How your match inspires change

NEW LEADERS	EXISTING LEADERS	NEW MAJOR DONORS	EXISTING MAJOR DONORS
INCREASES UP TO \$1,200 BECOMES \$2,400	INCREASES UP TO \$300 BECOMES \$600	INCREASES UP TO \$5,000 BECOMES \$10,000	INCREASES UP TO \$2,500 BECOMES \$5,000
<small>Your gift inspires people whose access to mental health programs that strengthen their physical and mental health.</small>	<small>Your increase supports a health program for a community to help to ensure healthy food on a budget.</small>	<small>Your gift creates a foundation of public funding for business expansion in southeast part of the north.</small>	<small>Your increase provides support being in touch with emergency response like and has helped in counselling.</small>

unitedwaywinnipeg.ca/give

- The InSpiring Match Challenge is new for 2022.
- 2022 Volunteer Campaign Chair Dayna Spiring and Charlie Spiring of Wellington-Altus are facilitators of the match.
- The match is to inspire giving and increased commitments.

Details / Talking Points:

- Rise to the Challenge and help even more Winnipeggers in need!
- Your donation could be doubled!
- There has never been a better time to rise to the challenge and make more of an impact in our community.
- With the InSpiring Match Challenge, Wellington-Altus will double your donation* so your gift can go further to create opportunities for everyone who calls Winnipeg home.
- We all have a role in building a strong and resilient city—by leading the way, you will inspire change.





There are so many organizations asking me for money. What makes United Way Winnipeg special?

- Through United Way Winnipeg, you can change the lives of people right here in Winnipeg.
- Your donations through United Way Winnipeg provide stable, core, multi-year funding, which means that the people on the front line at over 125 agencies, programs and partnerships can focus on meeting the needs of the people they are helping, instead of worrying about how to keep their doors open.
- That means tens of thousands of people in our community get the help they need when they need it most.
- By working together through United Way Winnipeg, you are helping build a Winnipeg where kids can be all they can be, where more people can move from poverty to possibility and where we support healthy people and stronger, safer neighbourhoods.



I heard that most of my donation goes to administration and operating costs. Is that true?

No. Every dollar you donate to United Way Winnipeg's annual campaign goes directly into the community where it adds up to powerful change, thanks to an annual grant from the Province of Manitoba that supports the cost of fundraising and administration.



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; conform to procedures required by law; understand donor relationships; and meet service expectations. United Way Winnipeg does not sell or trade personal information and does not rent out mailing lists.



Why should United Way Winnipeg decide where my money goes?

- Decisions surrounding United Way Winnipeg's community investments are guided by a group of senior volunteers with support from professional staff. Together, this group spends a considerable amount of time researching community issues and effective practices, reviewing and monitoring current investments to ensure every dollar donated is achieving maximum results.



Why should I give?
I never use these services.

United Way Winnipeg's agency partners' programs and services are used widely in our community and is available to everyone. These services are accessed, on average, once every 90 seconds. You would be amazed by how many Winnipeggers use these services-- from bereavement support when you used a loved one, to youth programming, to financial support – all these services and supports make our community stronger and safer for everyone.



How do we know if we are 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 these statistics and countless personal stories and testimonials of lives changed, this evidence provides a powerful case for the impact Winnipeggers are having through United Way Winnipeg.

Thank you!

