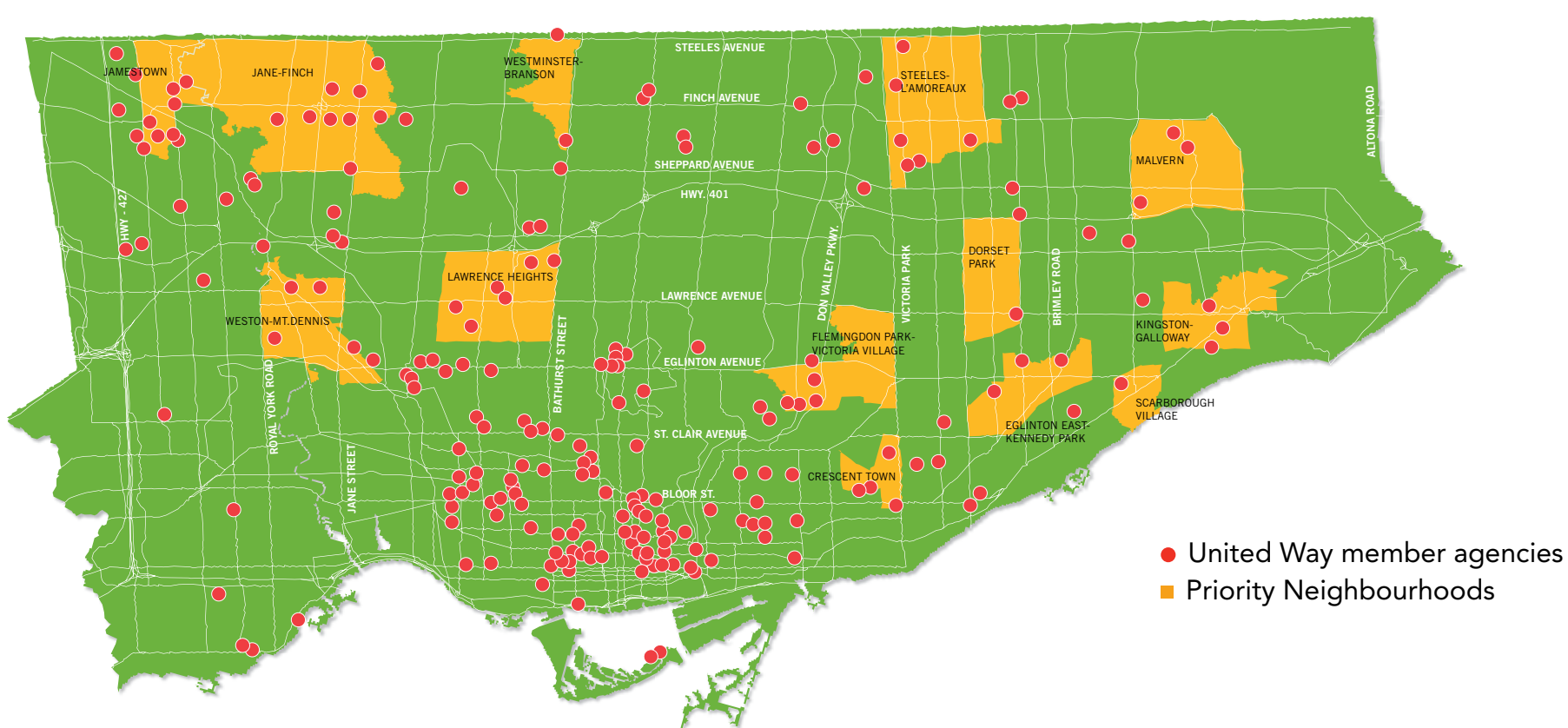


## We've always given help when it was needed most

For almost half a century, United Way has been ensuring help is available when individuals and families in our city have needed it most. With the crucial support of our donors, we've been building a strong, efficient and effective network of people helping people. Through program support and core funding, we've been helping agencies working on the frontlines to meet the immediate and changing needs of our community. From helping people find shelter to employment supports to programs for at-risk youth, we're making a difference every single day.

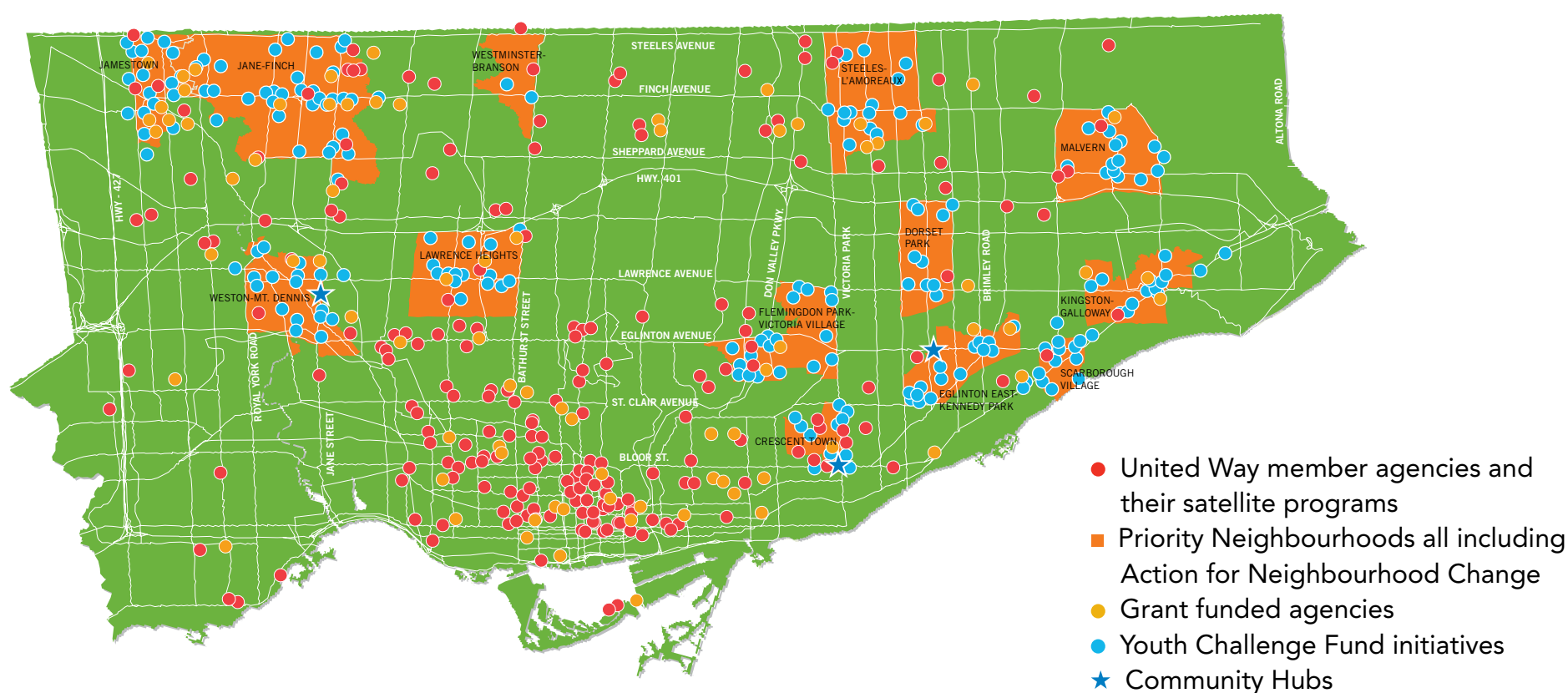
But not long ago we came to understand that despite all of the money raised and the hundreds of thousands of lives changed, many of the challenges facing our city were becoming more serious. So we made the biggest decision in our 54 year history—we decided to change. Our core values didn't change. Our commitment to our partnership with donors and frontline agencies didn't change. What changed was how we targeted your support in our city.



## We knew we could do even more

With the commitment of our donors behind us, we knew we could go beyond treating the symptoms of the social problems of our city and address the root causes. We conducted research to better understand those challenges. Our research revealed neighbourhoods with increasing concentrations of poverty

that are in serious decline. And we began to invest in those neighbourhoods, helping to strengthen whole communities. Because we know that when each part of our city is strong—every person, every neighbourhood—our city as a whole is stronger, healthier and more prosperous.



## We know we can't do it alone

To create that kind of deep-rooted, positive change, we know we can't do it alone. Some of our best-known partnerships are with our agencies and donors like you. We target your support in the inner suburbs, supporting some of the most vulnerable groups in those neighbourhoods through initiatives like the Youth Challenge Fund.

Every day your support is making a difference. We invest in three areas that are essential for our city to thrive. We're

helping to move people from poverty to possibility by funding agencies providing programs like job training and investing in research to understand the nature and extent of poverty in our city. We're also helping people to build healthy lives through programs like newcomer settlement services and creating strong communities through our Community Hubs initiative. And we're providing opportunities for kids to be all they can be through funding homework clubs, mentoring programs and supporting initiatives like Pathways to Education.

Together, we are building  
a better city for everyone

# Mission

To meet urgent human needs and improve social conditions by mobilizing the community's volunteer and financial resources in a common cause of caring.



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Toronto

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Investing in the community in which you do business is an investment worth making.

People want to know that the products they buy and the services they use are provided by companies who care. And employees who are engaged are willing to do all they can to help achieve corporate success.

**When you partner with United Way:**

- You demonstrate your commitment to improving the health of the city where your customers live and you do business
- United Way's support of a broad range of programs, services, and initiatives means there is something in our work together to inspire every one of your employees
- Our strong, well-respected brand in the charitable sector can enhance your brand with customers and clients
- Your employees will have access to meaningful volunteer opportunities that include not only a hammer and paint-brush, but roles that leverage their expertise as well

— Tim Penner  
President  
Procter & Gamble Inc. (Canada)

**“**At Procter & Gamble, we feel a responsibility to improve the lives of our consumers and the communities in which we work. That's why we have chosen United Way as our primary charity. They have a research-based approach to their work that is both broad and deep in its scope, so we can feel confident that our donation is going to the top priorities in the area. It's an organization whose mission we can confidently support, that engages our employees, and is one of the reasons that P&G is a great place to work.”