



United Way EO Holiday Toolkit

Why is giving to United Way East Ontario so great?

Use the following prompts to share why you gave to United Way. Or, make your own! When you share your 'why', you inspire others to do the same.

Tips for taking a strong video:

- Find a quiet place with bright lighting. Position yourself with the window or light source in front of your face, and not behind you.
- Choose a background that's not too busy so people can focus on what you have to say.
- Keep a steady hand, or use a flat surface to prop up your phone or camera.
- Make it personal! We know it takes courage to put yourself out there, but know that your actions go a long way. People appreciate authenticity so don't be afraid to share your personal connection and speak in your own words.
- Tag [@UnitedWayEO](#) or [@United Way East Ontario](#) on social media. Thank you for helping us spread the word about our impact!

Here are some statements that you can use as a jumping off point:

- "I want to see every child succeed, no matter what neighbourhood they grow up in. That's why I donate to United Way East Ontario."
- "I don't want any young person in my community to know what it's like to sleep on the streets. That's why I give to United Way East Ontario, to end youth homelessness."
- "I give to United Way East Ontario to make sure every person facing a mental health crisis has a place to turn when they need help."
- "I want every kid to have a safe and supportive place to go after school. That's why I support United Way East Ontario."
- "I want my community to have a brighter tomorrow. That's why I donate to United Way East Ontario."
- "I love where I live. I donate to United Way East Ontario so 100% of my donation would stay right here in my community."
- "I trust United Way East Ontario to invest my donation where the needs are greatest in my community, and where it will have the greatest impact."
- "Many people in my community are in crisis because of the pandemic. I support United Way East Ontario because they are moving the mark on the most critical issues facing people in need right now."



WORKING WITH COMMUNITIES
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Continued:

- “I know United Way East Ontario takes the lead on tackling the tough challenges in my community, like poverty, social isolation, and youth addictions. That’s why I give to United Way.”
- “I want to bring brightness back into my community during a dark year. That’s why I donate to United Way East Ontario.”



THANK YOU!

By taking the time to share why you gave—whether through a video or written quote—you become an advocate for United Way and inspire others to also show their local love.

This means we can help even more people, thanks to you.



United Way
East Ontario

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