About United Way

United Way works so that every person in every community across our region has a fair shot at their best life. As the largest non-government funder of social services in Elgin and Middlesex counties, we tackle issues linked to poverty and social exclusion through strategic leadership, advocacy and investment in programs proven to get results. Donations stay 100% local, always.

Our vision: A community where everyone matters.

Our core values: • Demonstrate trust, integrity, respect, inclusivity and transparency • Energize and inspire volunteerism and volunteer leadership

Our brand personality: Caring • Connected • Optimistic • Empowering • Trustworthy • Courageous

Our community impact strategies:

Ignite
Ignite awareness and understanding of the root causes of our community’s social challenges to inform social planning and collaboration

Inspire
Inspire contributions of dollars, influence, time and knowledge to social change in our community

Our mission: To improve lives and build community by engaging individuals and mobilizing collective action.

Our impact areas:

From poverty to possibility
Meeting basic human needs and support people in moving out of poverty by prioritizing: • Basic needs • Housing stability • Income stability

A strong community with resilient and healthy people
Supporting personal wellbeing and strengthening communities by prioritizing: • Community mental health supports & services • Wellbeing & resilience for all • Addressing gender-based violence • Neighbourhood & community development

All that kids can be
Helping children and youth and their full potential by prioritizing: • Success in education • Community connection and emotional & physical wellbeing

100% LOCAL. ALWAYS.