



LONDON FOR ALL

A ROADMAP TO END POVERTY



System Change

8.11 Promote charitable gift-giving toward programs with sustained, transformative impacts on poverty

As key partners, anchor fundraising organizations, and leadership table members, United Way Elgin Middlesex and London Community Foundation have included LFA recommendations in recent fundraising campaigns and in the development of cases for support directed at donors. For example:

United Way Unignorable Campaign

You can't solve a problem if you don't know it exists. In our busy world, important local social issues can often go unnoticed. United Way wants to change that.

That's why United Way has partnered with the Pantone® Color Institute™ to create **Unignorable** – a brand new colour developed specifically to highlight local issues and bring attention to the millions of Canadians impacted by them. This new colour is the foundation of United Way's largest national integrated public awareness campaign to date.

United Way in Canada and the Pantone® Colour Institute™ have joined forces in a national campaign to help make local issues **unignorable**. With a shared goal of raising awareness of local issues that are easily ignored, the organizations have come together to help motivate individuals to support their local communities. The Unignorable campaign, in tandem with the United Way's ongoing Local Love campaign, aims to encourage people to act and address core issues affecting their local communities.

The colour created by Pantone®, aptly named Unignorable, is a friendly and engaging orange coral whose animated luminosity positively glows. Spirited yet sociable, the viewer is boldly drawn in to notice Unignorable, and is encouraged to connect with their communities, sharing their love locally.

London Community Foundation – Vital Signs Campaign

What are the issues facing our community? How are we responding? Is there a way you can make a difference? These are just some of the questions tackled by Vital Signs, a national program of Community Foundations of Canada. This biennial report measures the vitality of our community by examining a variety of issues that are significant to well-being and quality of life.

Creating awareness of our community's most pressing issues, Vital Signs allows the Foundation to connect philanthropy with our community's needs. A catalyst for change, Vital Signs inspires civic engagement, provides focus for public debate and inspires Londoners to dream of ***what London can be***.