



United Way
Elgin Middlesex

Do Good Look Good Feel Good

**CONNECT WITH YOUR COMMUNITY.
ENGAGE YOUR TEAM.
GIVE BACK AND CHANGE LIVES.**



1 in 4

kids in our community
live in a household
that struggles to pay rent
and put food on the table



1 in 5

Canadians live with
a mental illness



1 in 7

People across our region
used a United Way
funded program or
service last year



250+

**Businesses
& organizations**
partner with United Way
Elgin Middlesex

Good for Your Team. Great for Your Community.

Our region is home to tens of thousands of people facing real challenges: poverty, housing instability, mental health crises, and more. United Way Elgin Middlesex has been meeting those challenges head-on for decades, and when your company stands with us, you're standing with one of the most trusted names in local community-building.

Individual giving is changing. Volunteerism is shifting. But the needs in our community haven't slowed down. Local businesses are stepping up to fill that gap in a big way. Your company has more power to create local impact than you might realize.

Partnership with United Way isn't just about writing a cheque. It's about giving your people something to rally around: a shared purpose that builds team spirit, sparks conversations, and creates a genuine sense of pride in where they live and work. From pulling a 40,000-pound airplane to rolling up your sleeves on a Day of Caring, our events are designed to be fun, memorable, and meaningful.

Whether you're looking to sponsor an event, run a workplace campaign, match employee donations, or simply show up and volunteer — there's a place for your organization in building what comes next. We'd love to sit down and find the right fit for you.

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Choose your Impact

Direct Corporate Gift

- Maximum community impact with one-time or multi-year commitment

Event Sponsorship

- Brand visibility while supporting community connection

Workplace Campaign

- Employee engagement through payroll giving or team fundraising

Volunteer Partnership

- Hands-on community service through Day of Caring or other events

Donation Matching

- Inspire generosity by showing your own

Why Partner with United Way?

Reach an Engaged, Affluent Audience

- 7,184 people attended our events in 2025
- 94% are 35 or older with decision-making authority
- 68% earn over \$100,000/year
- 83% are more likely to consider sponsors' products or services

Exceptional Digital Reach

- 61,879 subscriptions to our newsletter
- Email open rate of 3x the nonprofit benchmark
- Social media engagement 5x the industry average
- 243,000 annual website visits



United Way is one of the most recognized and trusted charitable organizations in our region. We are the largest non-government funder of social programs.

2026 Event Lineup



April 2026

This celebration honors our Campaign Champions, the everyday leaders who inspire action in their communities.

Participate: Nominate a ChangeMaker you know!

Sponsor: \$5,000 - \$10,000

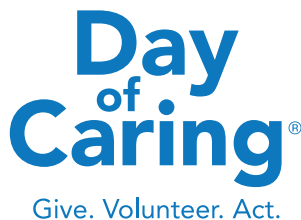


June 2026

An evening to recognize local labour community activists who go above and beyond to ensure everyone in this region has a fair shot at their best life.

Participate: Buy tickets and attend!

Sponsor: \$500 - \$2,500



June, August & December 2026

Day of Caring brings people together in communities across Elgin and Middlesex counties, demonstrating the power of volunteering and what we can get done when we are united in local love.

Participate: Register your team for a volunteer outing!

Sponsor: \$500 - \$10,000



September / October 2026

Teams of up to 15 participants will gather to pull a 40,000 pound airplane for an unforgettable experience and raise funds for the community.

Participate: Register a team!

Sponsor: \$1,500 - \$25,000



October 2026

This exclusive donor appreciation event brings our most generous supporters together to learn about the local impact of their contributions.

Sponsor: \$1,000 - \$5,000



November 2026

Be part of the sizzle! Dozens of restaurants across Elgin & Middlesex craft an 'Ultimate Burger', and for a whole month donate \$2 from every burger sold to United Way.

Participate: Plan a team outing to a participating restaurant or order in!

Sponsor: Opportunities starting at \$5,000



February 2027

Women United is an inclusive, vibrant group of women donors and changemakers bound together by a shared commitment to ignite positive change for women, families, and our community.

Participate / Sponsor: Get in on the ground floor as part of a local revival of this successful program.





Sponsored Employees & Newcomer Placements

Be part of something truly transformative. The Sponsored Employee Program offers a unique experience where staff step into the heart of United Way's annual community campaign. Each participant is "sponsored" by their full-time employer to receive special training from United Way and work with our team for 16 weeks. Throughout their placement they get hands-on experience with community impact, campaign strategy, and donor engagement. Participants and their employers alike highlight how the program builds knowledge of and connection to the local community. The leadership, communication, and storytelling skills they gain often last far beyond the placement.

Sponsored Employees are an invaluable part of our busiest season. They bring energy, fresh perspectives, and amplify our capacity to engage with workplaces and the community.



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I've become more confident in speaking publicly and sharing stories that connect with and inspire others. I've also developed a deeper sense of empathy... Seeing the real impact of United Way programs has shown me how small actions can create meaningful change.

Israa Youssef, 2025 Sponsored Employee from St. Joseph's Health Care



Program participants are seconded by local businesses. In some cases, program partners support financially instead, allowing us to provide paid employment opportunities to newcomers and students through community partners like WILL Employment Services.

Other Ways to Support

Donation Match



Pledge to match individual donations during our Year-end campaign — dollar for dollar, up to an amount you choose. Research shows that when donors know their gift will be matched, average donation amounts increase by 51%.

Your match creates a powerful incentive for the community to give more generously while doubling the impact of every dollar raised. As our matching sponsor, your company will be credited on all digital and print campaign materials and recognized in our newsletter and social media channels. Details to be discussed. We can customize a matching package that suits your target audience, schedule, and budget.

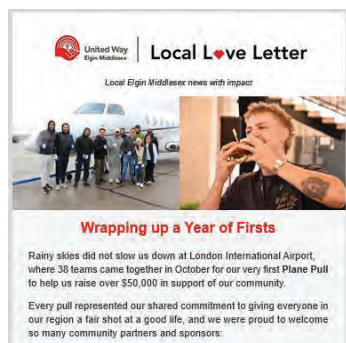
Impact Report



Our annual Impact Report shows our supporters exactly how their donations have created impact the community. Your sponsorship would cover printing and mailing this important annual communication. And you will be recognized with a logo on the hardcopy, and included on the web version for a full year.

Sponsorship available for \$2,500

eNewsletter



With over 63,000 recipients, our “Local Love Letter” reaches a huge range of households across our region. It keeps them informed of the issues we’re addressing and their opportunities to participate in events and activities. Sponsorship covers the licensing cost of our email platform, and includes logo and recognition in four quarterly issues.

Sponsorship available for \$5,000

Because of generous donors like you

112,000

people were helped through
United Way-funded
programs last year

227,827

meals and snacks
were provided last year

3,795

people accessed mental
health services thanks to
United Way funding

6,479

kids from low-income
families got access to
healthy food

351

clients maintained their
housing last year with
our support



United Way
Elgin Middlesex

When we stand together, we can tackle poverty
and give everyone in our community
a fair shot at a good life.

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