

Dear United Way Friend,

Greg could have been one more statistic – **a kid that just got missed in our system.**

But, because of your support of the United Way in our region, he wasn't!

Everyone matters – that's why United Way Perth-Huron is here. I believe that with all my heart. Every child, woman and man is important to our community. We are here to make sure kids like Greg and adults like Francis are not overlooked.

Just 10 years old, Greg hated school and he was terrified to go home. **His young world was desperately sad.** He knew their family needed help. Defencelessly, he watched as his dad beat his mom. His sister would come home in tears, bruises telling their own sad story. The kids at school sensed Greg's vulnerability. Everyday he was teased and ridiculed. As you might expect, Greg was singled out – he had developed significant behavioural issues.

He needed help.

His mom reached out to the Emily Murphy Centre – **a safe place for kids to tell their own story and learn skills to move forward in a healthy and safe manner.** Recently he came to the centre clutching a very important piece of paper. Greg got 100% in a math quiz! **It was the first time he felt that he truly accomplished something!**

One of the biggest reasons I came to United Way is because I love my community. This is one of the best places in Ontario to raise my children. I believe in the power of our community. The United Way is at the very hub of our community – we care about the things you care about.

I feel extremely lucky to hear the **many stories of how you have invested in our community – making life much better for those going through struggles.**

Men and women like Francis.

Francis was diagnosed with MS as a young man. The journey has not been easy. He was determined to succeed. He started walking with a cane. As the disease progressed, he had to use a walker. **Even though he endeavoured to maintain his mobility, today he is in a wheelchair.**

But because of your support, he can **access ONE CARE's mobility service called 'EasyRide'**. With this United Way supported partner service, he can go shopping, go to medical appointments and attend an Adult Day Program. He is grateful for EasyRide. **"Without it,"** he tells us, **"it would be me looking at four walls in my apartment everyday."** He was so relieved and thankful to be able to attend his sister's out-of-town funeral recently. Prior to EasyRide this would have been so very challenging.

As you may know, United Way Perth-Huron is more than just a **funder**. By **collaborating** with community leaders and service providers we seek to understand the needs of our community, and mobilize community members to successfully meet these needs. Furthermore, we provide

research, planning and funding efforts to **financially support, advocate** and **incubate programs and services** that help all of us to not only survive, but to thrive.

As an example, we're thrilled to report to you, that after six years of successful incubation under United Way Perth-Huron's governance and charitable number, the Local Community Food Centre has 'graduated' into an organization with their own charitable status and governing body. This vital community service and program remains a funded partner of United Way and is proof that your community investment in United Way Perth-Huron works, and has positive return on your donor dollar.

As your United Way, our focus of support with your donations is in three vital areas:

1. **Helping kids be all they can be**
2. **Moving people from poverty to possibility**
3. **Building a strong community**

As always, our campaign goal is determined by the current needs of our community. Because the need is greater, this year our goal is much larger. With every dollar counting to meet these focused needs, I encourage you to share with others how your donor dollars invested into United Way's efforts are bettering our incredible communities. We trust this will inspire others to follow your lead.

Thank you for your previous gift of <<Amount of Last Donation>>. To maintain our 48 valuable supported partner services and provide new programs necessary for our community's well being, such as a service to welcome New Comers that provides tools for successful integration in our community, I encourage you to join us and give generously again to our annual campaign – because everyone matters.

I invite you to call me at 519-271-7730 | 1-877-818-8867 or visit our website perthhuron.unitedway.ca to discover more.

Please use the enclosed form to give your gift today. Every dollar is an investment into our community.

Sincerely,



Ryan Erb, Executive Director

P.S. Your annual contribution is so important – you make it possible for kids like Greg and adults like Francis to reach their full potential.