



**United Way
Perth-Huron**

Hey, welcome aboard to the Paint the Town Red Community Team!

As you know United Way Perth-Huron has kicked off our 2016 campaign to support 47 partners in Huron and Perth Counties. United Way Perth-Huron is community led and community funded. This year our goal includes engaging businesses in Perth & Huron Counties in a signature event called "Paint the town Red" taking place the weekend of November 25, 26 & 27th.

Please accept our invitation to participate! The United Way team will take care of P.R. & Logistics: Here's the **5 easy steps** to be a successful member of the team:

1. Fill out the Registration form (attached) and email back to United Way Perth-Huron at campaign@perthhuron.unitedway.ca OR submit to your BIA /Chamber, in order for your "Paint the Town Red" package to be prepared and delivered to you
2. Your prepared packages will be delivered to your local BIA/Chamber to deliver or make available to all participating businesses in early to mid November. It will contain:
 - a. Participant P.R. Benefits
 - b. Window Poster for your team to share how you are participating
 - c. Donation Tally Sheet
 - d. Supported Partner Services Info that serves your specific region
 - e. Community Impact Report
 - f. Link to online Paint the Town Red resource toolbox with more tools
3. All PR for local radio, paper and online promotion marketing the event and directing local shoppers to participating local businesses will be arranged by United Way. Feel free to do your personalized touch to your followers on your websites, FB Pages and Twitter Feeds!
4. Participate in Paint the Town Red! ..weekend of Friday November 25 – Sunday November 27
5. Dec 9th closing Date - Participating businesses submit their participant envelope with tallied donation sheet and donations to their local BIA/Chamber by Friday December 9th. United Way will pick up from your local BIA/Chamber with group photo op for local participants.

Additionally, we hope this weekend event encourages 'shopping locally', promotes your business and shines a light on those that give back to important organizations like the United Way.

Further to the P.R. and photo op around Paint the Town Red, United Way Perth-Huron will send you a letter recognizing your donation and participation in the "Paint the Town Red" event, as well your business will be noted in the Spirit of Community Celebration Event in March which has upwards of 300 Perth & Huron businesses and organizations attend.

The United Way team is available as necessary to support your efforts, work with your Boards and business and answer any questions you may have.

We look forward to working with you! Please read on to see some programs you will be helping ☺

Our Goal... is that collectively we can raise funds to support some of the 47 supported partner programs like the:

- Child Witness Program at the Emily Murphy Centre: providing an in-house program for children in Perth County who have witnessed and experienced domestic violence.
- Neighbours Helping Neighbours Program that enables Huron County Food Bank Distribution Centre to provide food banks with their increasing food security needs.
- 211 - A telephone help-line and online resource to assist individuals find social services and health related resources.
- Connect Youth is a mobile friendly resource for youth to get information about physical health, mental health and social services
- Huron Safe Homes for Youth is an agency that's purpose is to respond to crisis and emergency situations involving young people and their families/caregivers in an attempt (where possible) to restore the family unit.
- YMCA membership assistance, YMCA Huron Recreation, Arts & Sports Program and the YMCA West Perth Youth Centre
-and so many more....check out our website Paint The Town Red toolkit to see more.