



# **YORK CARES**

United Way Campaign

- Shows York's commitment to social justice
- York partnerships with UW funded agencies (360 Kids, 519 Church Street Community Centre, Access Alliance Multicultural Health and Community Services, Big Brother Big Sisters of Toronto, Fred Victor, Centre for Equality Rights in Accommodation, CEE Centre for Young Black Professionals, Canadian Centre for Victims of Torture, etc.)
- Fuelling youth for success through opportunities, connections and access
- Building strong neighbourhoods
  - Focus efforts where they're needed most
  - Support neighbourhood change from within
  - Improve access to community support



**Pledge Drive**  
**Nov 2 – Dec 2**  
**Goal is \$150,000**

- You will receive an email with your personalized electronic pledge form on November 2<sup>nd</sup>.
- UWGT senior volunteers inspire you to show your local love. Because of the increased need in community, this group has pledged to match your gift to United Way Greater Toronto before December 31<sup>st</sup>, dollar for dollar\*.  
*\*up to maximum of \$2.2 million*
- Reminder: Donations are best made via your computer especially if you want to designate your gift to a specific organization.



When our community was impacted by COVID-19, we faced unprecedented challenges—and met them, head on.

COVID-19 stretched the social services sector to its limits, pushing some of our most vulnerable friends and neighbours even further into crisis.

## Because of this crisis:

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### Food bank demand has skyrocketed

From April 1-8, 211 referred 2,700 people to local food banks.



### Mental health calls have increased

211 experienced a 90% increase in calls to mental health support agencies in one weekend.



### Domestic violence reports have soared

Rates of gender-based violence increased by 20-30% in some parts of the country.

## Thanks to your support, our agencies:



Delivered 3,000+ meals each week to people experiencing homelessness and street-involved residents.



Launched a centralized hub for seniors to access support remotely, including establishing a centralized intake hotline.



Created a new isolation site for emergency housing that allowed residents to maintain a safe two-metre social distance.

# Your generosity made a real difference in people's lives. You helped:



Parents working part-time  
jobs make ends meet.



Friends who struggle with  
depression and anxiety access  
remote mental health resources.



Elderly family members  
continue to get visits from  
personal support workers.

Your donation...

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Provides flexible funding to community services so they can respond quickly to emerging needs.

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**\$7.5 million**

invested per month to support communities across Peel, Toronto and York Region. United Way helps our network of 280 agencies work in new ways, ensuring the people and communities they serve continue to have access to critical supports.

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Helps vulnerable people find shelter and stay housed.

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**61,764**

people experiencing, or at risk of, homelessness received support to improve their condition in one year.

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Ensures basic needs—food, shelter and employment—are accessible.

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**67,765**

people accessed healthy and culturally appropriate food through United Way-supported programs in one year.

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**Gets people working again,  
including our youth.**

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**13,449**

people received support to improve their employment opportunities and financial security in one year.

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**Helps residents in  
their efforts to support  
and strengthen their  
neighbourhoods.**

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**2,811**

community members participated in events that increased resident civic engagement and connections to decision-makers in one year.

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# GetUP for your community Nov 9 – Nov 22

- All you have to do is GetUP and move your body for 280 minutes (1 minute for each of the frontline agencies we support across the GTA) as part of United Way's first-ever virtual physical challenge. You get to pick the activity—running, jumping, skipping, dancing, biking, yoga—anything goes! It's your chance to get your heart pumping, show some local love and raise funds for our community.
- Register at  
<https://www.unitedwaygt.org/getup> and join "York University-York Cares" team



Our community  
can't recover  
without you

Please give  
generously today.

Your gift will help keep our community  
strong, connected and supported today  
and for years to come.

Questions: contact us at  
[yucares@yorku.ca](mailto:yucares@yorku.ca)

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