

# Community Engagement

There is increasing awareness that money alone cannot address the complex and pervasive issues facing our communities today. United Way Waterloo Region Communities offers local workplaces a variety of opportunities to inform, engage, and inspire their employees. Together we can improve lives and make a true difference where we live, work, and grow.

## **IMPACT SPEAKERS**

Sharing stories is a great way to help people understand what we do and why it matters, and our Impact Speakers are passionate storytellers. Hosting an Impact Speaker at your workplace is an opportunity to hear from someone who has experienced United Way's impact first-hand and demonstrates the difference your donation makes.

## **SEEING IS BELIEVING TOURS**

Seeing is Believing tours provide a first-hand, behind-the-scenes look at the programs and services in which United Way invests. Tours can be as short as 90 minutes or as long as a full day with stops at multiple agencies. The tours provide a more direct line of sight to the impact of donations and are often described as "eye opening."

## **DAY OF CARING (THURSDAY, OCTOBER 3, 2019)**

United Way's Day of Caring provides opportunities for local workplaces to make a difference through volunteerism. Employee groups are matched with local community agencies to participate in a partial day of volunteer activities (length of time is dependent on each project). It's a meaningful and fun opportunity to work together to improve our community.

## **MAKE THE MONTH POVERTY SIMULATION**

For 30 minutes to 1 hour, United Way facilitates a session with a small to medium-sized group in a hands-on or online option. Participants gain a greater understanding of poverty through simulations that put you in someone else's shoes to feel the stress of making decisions about things that so many of us take for granted.

## **MARCH OF 1,000 UMBRELLAS (FRIDAY, SEPTEMBER 20, 2019)**

The March of 1,000 Umbrellas is a vibrant, boisterous celebration that helps launch United Way's fundraising campaign in September. It is an opportunity for your team to walk alongside hundreds of other community members in support of the largest annual fundraising effort in Waterloo Region. Teams are encouraged to wear branded attire and carry colourful branded umbrellas on this 3km march which ends with a delicious lunch.



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