

WHAT IS THE UWNL COMMUNITY FUND?

The Community Fund is our biggest campaign focus each year, and is how we give back to and invest in the communities across our province. The Community Fund invests into different programs and groups that help to support one of our three pillars of community involvement.

OUR FUNDING PILLARS

All That Kids Can Be

Providing youth with access to early literacy and development programs, recreational activities, mentors and other opportunities to discover and develop their talents and interests as they progress through school and into adulthood.



Roots of Empathy: Building Empathy and Supporting Positive Wellbeing



The Murphy Centre: Academic Readiness Program

Healthy People, Strong Communities

Improving access and availability of social and health-related support services needed to revitalize and strengthen neighborhoods and overall community engagement.



Association for New Canadians: Fresh Start Breakfast Program

WHO WE ARE

We are a LOCAL organization that provides funding and support to charities and programs throughout Newfoundland and Labrador, through our Community Fund grants. To date, we have invested over \$8.3 Million dollars to charities through our community fund right here at home since 2005, and over \$2.4 Million to other registered charities through our donor choice service!

WHAT WE DO

We partner with workplaces and organizations that help us raise funds to be distributed back into the communities that we all work and live in. We provide financial support to initiatives that make our communities stronger and more accessible for everyone – shelters, employment programs, food banks, playgrounds, community centers, camp experiences for sick children, housing initiatives and so much more. We give where the need is greatest in our community.

HOW WE DO IT

We help workplaces run fundraising campaigns through payroll deductions, one time donations and special events. We help employees discover that when they're supporting their United Way, they're helping not just one organization, but many organizations with just one easy donation.

TOGETHER, WE ARE POSSIBILITY
Connect with Amy today!

709-753-8289

amy.palmer@nl.unitedway.ca
www.unitedwaynl.ca



**When you need community support
make the connection.
Dial 2-1-1 or visit www.nl.211.ca**



United Way
Newfoundland
and Labrador

Hope. Help. Here.

UWNL COMMUNITY FUND



100% LOCAL
Everything Raised Here, Stays Here

HOPE

HOW IT WORKS

UWNL accepts applications from registered charitable organizations or other qualified recipients as defined by the Canada Revenue Agency, which operate in Newfoundland and Labrador.

Each application meeting the eligibility requirements is then passed through a screening process and successful applicants are approved by the Community Investment Committee, made up of independent volunteers with a wide range of experience, knowledge, and backgrounds in the charitable sector.

"We were fortunate to receive funding for training programs – we called the program Elevated Next Level – because it is next level to see youth who once struggled so immensely now leading some of the groups, coming back to volunteer for us and work with us in the community. This could not have happened without UWNL and the Community Fund. It isn't just about running a program for 6-8 weeks, it's about seeing the lasting effects in our community, in real time, through real support and meaningful access."

Terrilynn Barry
Executive Director, Youth 2000 Centre (Grand Falls-Windsor)

Key Points:

- **Reach:** streamlining donations to charitable organizations for communities throughout NL
- **Impact:** investing in programs that deliver real outcomes and address critical needs
- **Ease:** allows simple donation process with support and connection
- **Trusted and Informed:** UWNL works tirelessly to stay current on community issues and potential interventions, while also stewarding donors and funds with transparency, accessibility and accountability
- **Proven Ability:** over 800 funded programs and thousands of lives changed since 2004

HELP

WHY IT WORKS

At UWNL, our superpower is partnerships. We connect people who want to help with organizations actively providing essential programs and services in communities across the province. We highlight common goals, and demonstrate how by coming together, we can accomplish so much.

The Community Fund unites the donations of many, combining the contributions of like-minded individuals who have a passion for philanthropy, and pool them for widespread impact.

PRIORITIZING THE EFFORT

We know that programs, services and supports are critical, but they do not run without funding and management. At UWNL, we look after all of that, so the community agency can prioritize efforts into meaningful impact - focusing on participants, ensuring training and supports for staff, enabling access to materials and supplies, and mitigating administrative tasks.

Organizational Benefits Include:

- easier grant application and reporting process
- flexible and informed spending parameters for changing needs
- understanding of the charitable sector, with support from UWNL staff
- organizational stability without burden, stress and worry of securing funding to operate and provide services
- less time on administrative tasks such as issuing tax receipts for donors
- broader scopes of networking
- connection to more donors who want to support here at home
- and more!

HERE

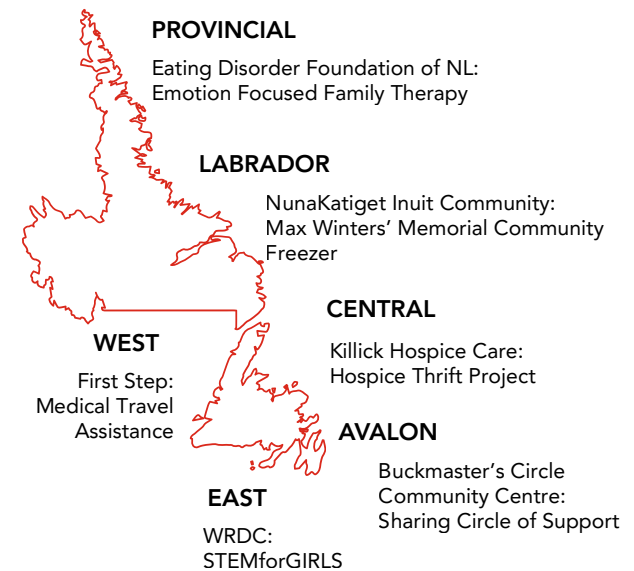
THROUGHOUT NL

UWNL is a truly provincial organization, as we ensure that funding reaches charitable organizations in all regions, in as many of our communities as possible.

Money raised for the UWNL Community Fund stays in the province where we live, work and play, ensuring local programs and services are available to our people. We strive to enable access to care, support, learning and growth, while addressing the unique needs of organizations in urban, rural and remote locations.

Being mindful of scope, reach and impact, recipient organizations are local in our towns, regional hubs, and province-wide.

Community Fund Examples:



VISIT OUR WEBSITE FOR FULL LISTINGS OF COMMUNITY FUND RECIPIENTS!