



United Way
Cape Breton

2023/24

Good Neighbour Campaign

Thank you in advance for your consideration!

For more information on how you and/or your workplace can get involved contact Lynne McCarron at 905-562-5226 or lynne@unitedwaycapebreton.com



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About the Campaign

We envision a Cape Breton where all community members- your family, friends, and neighbours can realize their potential and maximize their quality of life. We understand that we succeed when we work together to solve complex social issues and challenges. At UWCB, we invest in local programs that improve lives locally. We work with all levels of government, the local non-profit sector, donors, volunteers, and partners to tackle complex social issues.

We are proud to announce we are launching the Good Neighbour initiative. This initiative addresses some of our most pressing local social issues, including reducing homelessness and chronic substance use disorder in the Cape Breton Regional Municipality (CBRM). We will implement evidence-based prevention strategies, engage community partners, and build a robust support network to empower individuals to make healthier choices, break the cycle of substance use disorder and feel a stronger connection to their community.

Help IMPROVE local lives.

The past three years have continued to challenge our communities like never before. Unfortunately, our communities most vulnerable will continue to face additional barriers related to the aftermath of COVID-19, including inflation and the rising cost of living, as well as the impacts of climate change, including last year's storm, Hurricane Fiona. United Ways have always been a bridge between donors and community need. We work in a collective, collaborative impact model. Over the last few years, we have played a more significant role in community support and facilitation. With your help, we can close social gaps and provide wrap-around and outreach support to the most vulnerable and marginalized.

Your support will directly impact local grassroots organizations that ensure our most vulnerable community members have access to support and services!

Our Ask & Recognition

United Way Cape Breton is seeking local businesses to help us achieve our goal of raising \$250,000 to invest in our Good Neighbour initiative, which will see vulnerable and marginalized community members connected to services that will improve their lives., decrease crime within the downtown core, and create a sense of community belonging, where all residents feel connected to their community, feel safe and supported.

We see charitable giving as an investment in the community. We will use your contribution to leverage additional dollars from all levels of government, foundations and grants, as well as other relevant sources so we can make the most significant impact.

Your Contribution:

\$2,500

Overall cost:

\$250,000

Social Media Promotion:	Additional Benefits:
Your Business name will be featured across United Way Cape Breton Social Media & Website.	Quarterly Updates from UWCB on the progress of our work & the impact of your donation to-date.
Post Campaign Wrap Up Thank You Video to be shared across Social Media, Website. UWCB will also support a joint press release recognizing donors who have supported this work.	Social Impact Guarantee will be provided for you to showcase your social impact on the community.

To donate TODAY: [PLEASE CLICK HERE](#)

This is how you build a better community.