

— WHAT DOES —
LOCAL
LOVE
— LOOK LIKE? —



United Way
Pictou County

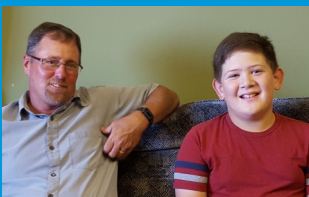
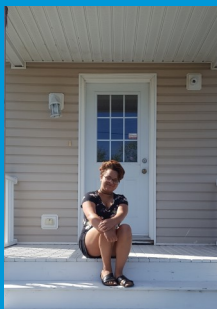
POWERING CHANGE

How can we fight back? By unleashing our local love, one generous act at a time. Your gift is what powers United Way's crucial work, allowing us to target funds and mobilize on-the-ground efforts to tackle persistent social issues at the root. That's how we change lives, today and for years to come.

HERE ARE EXAMPLES OF WHAT YOUR LOCAL LOVE CAN DO:

\$180/MONTH

keeps a warm place open
for homeless youth to
seek shelter and support.



68 grade 7 males have
a safe place to talk about
healthy relationships
with their peers, family,
and community.

\$1,000 provides seniors
living in isolation with
opportunities to engage
with their community
for the entire year.



THINKING BIG

When we work together to fight unignorable issues, the results are unignorable too. Think supports that are accessible for everyone, when they need them. Think stronger, better-connected communities. Think pathways out of poverty. What does local love look like? A transformed community— and thousands of transformed lives, including your own.



A life-changing moment:

Once a recipient of United Way support, Ken (right) now donates to help people like AJ, who struggled with mental illness and homelessness. Thanks to Ken's act of local love, AJ has a new sense of belonging, volunteering as a peer-support worker for local youth. It's proof of how one generous act can lead to another.

TAKING ACTION

Homelessness. Mental health. Social isolation. These are unignorable issues in our community. And they aren't somebody else's problem. They belong to all of us. Our only choice as a community is to stand up and confront these issues head-on.

**SHOW YOUR LOCAL LOVE.
DONATE TODAY.**

Here are 3 easy ways to make a gift:

1. Fill out a pledge form;
2. Speak to your Employee Campaign Coordinator at your workplace; or
3. Visit our office

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