



*Together, we're changing lives.*

## LANGUAGE MAP

A Language Map is used as a single point of reference to guide the development of any written materials. From presentations and speeches to ad copy and brochures, every piece of communications should align with the Language Map.

### Key Messages

- Raising money is important, but it isn't enough.
- Lasting impact means preventing problems before they start and measuring results so we know we're making progress.
- No one can do it alone.
- United Way coordinates the collective strength of our community to identify social issues and take action towards meaningful change.
- It's about building a better community for all of us.
- We need to focus on our community's strength.
- This community has what it takes to make meaningful, lasting change.
- A strong voluntary sector has a big impact in the community.
- United Way encourages organizations to provide exceptional volunteer experiences and supports volunteers in finding the right opportunities.

### Copy

**Building a better community takes all of us working together and doing our part.** United Way brings the whole community together – business, government, community organizations and people like you. Together, we're sharing ideas, setting priorities and taking action towards meaningful change.

**Your time, commitment, resources and ideas are important investments.**

--

**This community has what it takes to make meaningful, lasting change.** Imagine a place where every neighbourhood is safe, every child has opportunity, every person is valued. Quick fixes or band-aids won't get us there. We need to prevent problems before they start and measure results so we know we're making progress.

**Your investment in United Way is an investment in our community.**

--

**Making life better for one person can change the community for all of us.** With your help, United Way invests in programs and services that have a lasting impact.

**Your investment is building our community.**

### Impact Statements

When we invest in a therapeutic riding program, we're giving children with disabilities more than just a great experience. We're helping them build confidence and self-esteem.

When we invest in a living skills program we're giving people with visual impairments more than just information. We're helping them build independence and self-reliance.

When we invest in programs that improve social skills for children, we're doing more than just reducing conflict on the playground. We're building peer support and increasing accountability. We're building a better learning environment for all children.

### "My Community"

I believe in my community. I believe that its success depends on the people who live in it. That everyone has something to contribute. That everyone deserves respect. That everyone's potential can be realized. That diversity is vital. That every person has value. That everyone needs help and everyone can offer help. That a safe, supportive community is everyone's responsibility. I believe in possibility.

United Way / Centraide Windsor-Essex County

300 Giles Blvd. East, Windsor, ON N9A 4C4 t. 519-258-0000 | f. 519-258-2346

[www.weareunited.com](http://www.weareunited.com)