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September 2025

TO ALL CUPE CHARTERED ORGANIZATIONS

Dear Sisters, Brothers, and Friends:

2025 United Way Campaign

We are proud to share that CUPE is once again endorsing the United Way's annual campaign for 2025.

For decades, the United Way has worked hand-in-hand with the labour movement to strengthen our communities—by addressing the root causes of social issues, advocating for public policy change, and funding vital programs and services. In the wake of the global pandemic and the ongoing challenges of rising inflation, this work is more important than ever.

As Canada's largest union, CUPE's continued support plays a vital role in helping care for the most vulnerable people in our communities.

The key priorities for this year's United Way campaign are:

- **Community Investment:** Focusing on addressing pressing social challenges through a community-informed roadmap;
- **Youth and School Supports:** Prioritizing school-based services, mentorship programs, and nutrition initiatives to support youth;
- **Sexual Health and Mental Wellness:** Addressing the intersecting crises of sexual violence, STIs, and mental health, especially among marginalized groups;
- **Housing and Homelessness:** Supporting wraparound services, safe housing, and innovative solutions like tiny homes; and
- **2SLGBTQI+:** Acknowledging disparities and supporting inclusive spaces and services for Queer and Trans individuals.

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MARK HANCOCK

National President/Président national

CANDACE RENNICK

National Secretary-Treasurer/Secrétaire-trésorière nationale

PATRICK GLOUTNEY, FRED HAHN, SHERRY HILLIER, GINA MCKAY, KAREN RANALLETTA

General Vice-Presidents/Vice-présidences générales

These priorities reflect a commitment to equity, inclusion, and sustainable impact across various sectors.

But this campaign is about more than just fundraising. It's also about solidarity and community engagement. Here's how you and your local can get involved:

- Help organize or participate in workplace fundraising events;
- Volunteer your time or share your expertise with local United Way agencies.

Across the country, CUPE members have long been the backbone of United Way campaigns. Each year, we see our members stepping up—showing compassion, leadership, and a deep commitment to making life better for those around them.

We encourage you to connect with your local United Way and find out how you can contribute. Your support—whether through time, energy, or donations—makes a real difference in our communities.

In solidarity,



MARK HANCOCK
National President



CANDACE RENNICK
National Secretary-Treasurer