



Canadian Union of Public Employees
Manitoba Division

October 23, 2025

TO: ALL CUPE LOCAL PRESIDENTS AND RECORDING SECRETARIES

RE: CUPE'S UNITED WAY & LABOUR CAMPAIGN 2025

Sisters, Brothers, and Friends,

CUPE Manitoba is proud to endorse the 2025 United Way Campaign in Manitoba and will be running a 'CUPE Stronger Together' Labour Campaign throughout the months of November - December in Manitoba, and we are inviting CUPE Locals to join our efforts in your community!

As unionists, we recognize the long-standing relationship between the labour movement and United Way as an important tool towards supporting the communities that workers and unions are a part of. Together, we continue to build strong communities through solidarity, collective action, collective impact, and collective giving.

Our union understands the challenges faced by working people and their families and communities during this time, and we recognize the importance of investing in accessible, public social services that help strengthen each one of our communities. United Way's partner agencies play a key role in addressing these needs, and this work is made possible through local campaigns and the contributions of both union members and workplaces.

The following are ways that CUPE Locals can join CUPE Manitoba in taking part in the 2025 United Way Campaign:

- **Have your Local join your workplace's United Way Campaign** to bring a voice of CUPE solidarity and invite CUPE MB to help kick off a "CUPE Stronger Together" initiative to boost engagement!
- **Consider a monetary gift from the Local** to the United Way Labour Campaign to build recognition of your Local's efforts separate to the employer campaign;
- **Consider joining the campaign as an individual** through direct payroll deductions, a one-time donation;
- **Invite the Labour Director** from United Way to make connections and help build ideas for members to participate.

- **Request a Campaign Tool Kit** for your Local to help launch a Stronger Together Campaign. Kits can be requested to Labour Director, Stephanie Swain, and picked up at the CUPE office at Union Centre.

This year, CUPE Manitoba has made a Union Organizational gift to both United Way Winnipeg and United Way Brandon, to represent the importance of community programming in all parts of Manitoba.

To read more about our efforts, visit:

<https://cupe.mb.ca/building-strong-communities-through-solidarity-and-giving/>

Let's come together to help strengthen our communities. United Way is Canada's only labour endorsed charity and is an organization in Manitoba that puts 100% of funds raised directly into community funding. United Way & Labour have been partners in building community support since the Winnipeg General Strike.

To learn more about Labour's partnership with United Way Winnipeg, visit www.unitedwaywinnipeg.ca/labour or connect with United Way Winnipeg's Labour Director, Stephanie Swain (CUPE 2348) at: LabourDirector@unitedwaywinnipeg.ca.

Thank you-Merci-Miigwetch.

In solidarity,



GINA McKAY
President
CUPE Manitoba

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Cc: Lee McLeod, Regional Director; CUPE MB Executive Board

Attachments:

- CUPE National United Way Endorsement Letter
- CLC United Way Endorsement Letter
- Union Pledge for Union Local Donations in Manitoba

2025 CUPE Manitoba's Stronger Together
Labour Campaign

