

On October 19, 2018, get ready to

PAINT THE TOWN RED!

United Ways across the country have a strong focus on supporting local people in their local areas. United Way of Lethbridge & South Western Alberta is no different.



We want to invite you to participate in an event that not only raises funds to support essential local programs for people and families, but one that shows that small acts of **Local Love** can truly make a difference in the community!

How does it work?

We're inviting local merchants to raise funds in a way that is unique and personal to their business, product or service.

The event on October 19 encourages people to "keep it local" by promoting participating local businesses, and highlighting those that support local community organizations like United Way.

In turn, participating businesses:

Donate either a percentage of their total Paint the Town Red day sales

OR

Donate a portion of the sales from a featured product or service

We know there are limits on what individual businesses may be able to do. We want to give you options to participate in the way that works best for you. Got another idea? Let us know!

What happens to the funds?

United Way's Community Fund supports a variety of local programs for people and families in the areas of poverty relief and prevention, healthy living and inclusion, and positive child and youth development.

Each year, thousands of local people are helped by United Way-funded programs in Lethbridge and South Western Alberta.

More...

Steps to Sign Up

1. Register your business at www.lethbridgeunitedway.ca/red
2. Download tools, ideas and posters. Use #PaintLethRed to show that you're participating (We'll spread awareness too!)
3. Participate on October 19
4. Submit your donations to United Way on or before November 9, 2018
5. Join us for a Photo Op in November to celebrate your achievements (Time/Location TBA)

Benefits of Participating

- Help improve the lives of people in our local community
- Strengthen your business' brand for social responsibility
- Be part of a team. On any other day, they might be the competition, but on October 19, we're all teaming up to inspire acts of local love
- Alignment with an internationally recognized brand, which locally, has served South Western Alberta for 77 years
- Increase your digital footprint. United Way is committed to using its social media voice to drive traffic to like, and follow participating businesses
- Positive employee morale and engagement. Your staff are proud to work for a local business that cares
- Personal connections. United Way support a variety of community programs each year. It is possible that an employee, or someone you know, has needed them, or will need them sometime in their life
- Promotion. In addition to the media coverage the event will receive, we'll be promoting, tweeting, Instagramming and talking about participating businesses
- New business. Some people may use the event as a reason to try something new, expanding your audience and customer base
- Corporate tax receipt for your business
- Recognition. Even after the event is over, we're going to continue to thank you. Your business name will stay on our website, and we hope you'll join us in November for a photo op.

When the whole town is painted red, can your business afford to be any other colour?

Contact:

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