

CUPE MANITOBA

Canadian Union of Public Employees
Manitoba Division

November 30, 2023

TO: ALL CUPE LOCAL PRESIDENTS AND RECORDING SECRETARIES

RE: UNITED WAY & LABOUR CAMPAIGNS 2023

Sisters, Brothers, and Friends,

CUPE Manitoba is proud to endorse the 2023 United Way Labour Campaigns in Manitoba, and will be running a CUPE strong campaign throughout the month of December in Manitoba!

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 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 2023 United Way Campaign:

- Have the Local join the workplace's United Way campaign to bring a voice of CUPE solidarity;
- Consider a monetary gift from the Local to the United Way Workplace Campaign;
- Consider joining the campaign in your community through direct payroll deductions, a one-time donation or participating in community activities;
- Speak up for a cause through events, initiatives or using social media, and consider inviting in the Labour Director from United Way to make connections for members.

This year, CUPE Manitoba has made a Union Organizational gift to United Way Winnipeg, United Way Brandon & Portage, and United Way Morden/Winkler, to represent the importance of community programming in all parts of Manitoba. We have also signed up to run a workplace campaign at the CUPE Manitoba office, alongside the CUPE Regional campaign with CUPE staff and support staff.

If you or your Local would like to join the efforts, please reach out.

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, Evan Krosney (CUPE Local 2348 member) at LabourDirector@unitedwaywinnipeg.ca.

Thank you – Merci – Miigwetch.

In solidarity,



GINA McKAY
President
CUPE Manitoba

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

Attachments:

- CUPE National United Way Endorsement Letter
- United Way Pledge for Locals in Manitoba