

SUPPORTING “EVERYDAY MAGIC” WITH THE UNITED WAY’S FOR EVERY FAMILY INITIATIVE IN RECOGNITION OF OUR 20TH ANNIVERSARY

September 16, 2021 – Since 1965, United Way Winnipeg has effectively gathered our community together for the collective good. In late 2015 – exactly 50 years after they first started changing lives for the better – United Way Winnipeg conceptualized and launched For Every Family. The overarching goal of this homegrown, \$15 million initiative is to provide designated support for the life-changing work undertaken by 24 family resource centres (FRCs) across the city – “safe, neighbourhood places where families can get started on the path to better lives.” This investment builds on the sustained funding already provided to the FRCs through the United Way Winnipeg community fund.

Payworks is honoured to support this extraordinary and impactful work with a \$250,000 donation to the For Every Family initiative as part of our 20th anniversary donation campaign.

For Every Family is built around three measurable objectives:

- To allow FRCs to increase and stabilize their hours of operation
- To augment programs and services in a way that keeps families healthy and united, improves readiness for school entry, and puts more money in the hands of community members
- To establish a formalized network among the 24 FRCs to share knowledge, resources and support

“The collaborative funding model that supports For Every Family is inspired by the FRCs themselves – bringing together a strong, dedicated network to magnify impact,” says Kathy Knudsen, Vice President of Community Impact at United Way Winnipeg. “It also allows the FRCs to turn their attention away from countless funding applications and back to the community! We couldn’t have achieved this without donors like Payworks. You’ve helped us cross the finish line, and we’re incredibly grateful.”

“The positive changes realized by the efforts of For Every Family and the FRCs are nothing short of inspiring,” says JP Perron, Payworks President and CEO. “Payworks is so pleased to lend our support to this vision, and thanks each member of the team at both the United Way and the centres themselves for their tireless dedication to support that makes both an immediate and long-term, multi-generational difference.”

To learn more about United Way Winnipeg and the FRCs it supports – or to make a donation of your own – please visit www.unitedwaywinnipeg.ca.

About Payworks

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