



What is United Way Next Gen?

United Way Next Gen is an initiative in the KFL&A area focused on developing a community of younger stakeholders in their twenties and thirties, encouraging them to invest their time, energy and money in the community through the United Way. This initiative creates opportunities for future leaders to participate in the community and empowers them to support and advance the impact of the United Way in the local community. The Next Gen movement is a unique opportunity for the next generation to become an integral part of the local community and bring about meaningful change.

NextGen Workplace Ambassadors

The Next Gen Cabinet is creating a network of contacts known as 'Next Gen Ambassadors' to spread their message and ensure the next generation of leaders are engaged in their community. These leaders participate in Next Gen activities, promote events and engagement opportunities within their workplaces. This is a great opportunity for someone in the Next Gen demographic at a workplace to become an active member of a peer group, supporting the Next Gen's efforts.

The Ambassador's Role

The Ambassador's role is to work with their workplace committee to develop and execute fundraising and engagement strategies specifically tailored to their workplace, with the following objectives:

- Increase awareness of the Next Gen and United Way message and presence in the community at a place of business;
- Provide information about events and network opportunities to employees, and;
- Act as a point of contact between the United Way Next Gen and your employees in the Next Generation.

In this role, individuals are able to:

- Learn about critical issues affecting the community and become part of the solution
- Build leadership skills through the workplace campaign volunteer committee
- Network with peers at engaging events
- Contribute to the philanthropic efforts of their workplaces

Those interested in becoming part of the Next Gen movement are invited to contact the United Way office at 613-542-2674, email campaign@unitedwaykfla.ca or visit our website at www.unitedwaykfla.ca for more information.