

## gen-next *noun*

1. young professionals
2. future community leaders
3. ambassadors of united way



### ► ABOUT GENNEXT

The GenNext movement is a unique opportunity for the next generation of volunteers, leaders, and young professionals to bring about change in our community. As part of the United Way of Thunder Bay, we aim to impact our community in meaningful and long-lasting ways.

In short, we care for Thunder Bay and have fun while doing it!

### ► GENNEXTER'S ARE AMBASSADORS OF CHANGE!

GenNexter's aim to fully understand the issues that people in Thunder Bay are faced with; to actively connect with and contribute to the community; and to influence positive change through volunteering and giving opportunities.

As a **GENNEXTER**, your actions inspire others to dream more, learn more, do more, and give back more.

### ► WHO ARE GENNEXTERS?

Enthusiastic and energetic individuals who:

- Want to learn about Thunder Bay issues;
- Want to make a difference;
- Want to inspire other young philanthropists;
- Want to promote volunteerism.



## ► GENNEXT OPPORTUNITIES

GenNext is dedicated to improving the quality of life for everyone in Thunder Bay. We try to make a difference by providing diverse opportunities for young people to engage and get involved in the community. We actively participate in opportunities that fall within these following areas of focus:

- **LEARN** — Learn how the work of the United Way of Thunder Bay and GenNext positively impacts our community by attending events and being involved.
- **ACT** — Participate in activities like the Day of Caring or other engagement or volunteer opportunities.
- **GIVE** — Support the community & our organization by giving of your time or making a donation through our GenNext giving membership opportunities (outlined on website). Contribute by attending & participating in GenNext events, as well as our workplace campaigns.

## ► BECOME A GENNEXTER

### AS A GENNEXTER, WHAT'S IN IT FOR ME?

- Become engaged and connected to your community
- Be knowledgeable and aware of issues in Thunder Bay
- Be part of a group that shares in common goals
- Connect, network, and build meaningful relationships with like-minded individuals
- See the difference you can make

## ► BRING GENNEXT TO YOUR WORKPLACE

### HELP MOBILIZE UP-AND-COMERS TO MAKE A POSITIVE IMPACT IN THE COMMUNITY.

Today's employees want more than a pay cheque. They want a sense of pride and fulfillment from their work, a purpose and most importantly a company whose values match their own.

GenNext in the Workplace provides an opportunity for your employees to step up as leaders and get involved in the community through GenNext.



Become a GenNexter and support our community. Visit [uwaytbay.ca](http://uwaytbay.ca) to learn about GenNext Giving Levels.



**United Way**  
Thunder Bay

1085 Carrick St., Upper Level  
Thunder Bay, ON P7B 6L9

T: (807) 623-6420

F: (807) 623-6180

[uwaytbay.ca](http://uwaytbay.ca)

Questions? Contact [GenNext@uwaytbay.ca](mailto:GenNext@uwaytbay.ca).

