

METAMORPHOSIS CAMPAIGN: WHAT MATTERS TO YOU?

WHAT'S IN THIS OUTREACH TOOLKIT?

We're excited to share with you material from our new 'What Matters to You?' campaign.

As we advocate for stronger community services across Peel, we want to know: what services and priorities matter most to you? We're inviting our members to take part and help us shape this important conversation by completing the surveys on our website. Your answers will make an impact and become part of the data used to tell the story of what families and communities in Peel need to thrive.

The input we gather from the surveys will help us understand the realities residents are facing and the supports they rely on, and strengthen our advocacy for better funding for community services ahead of the 2026 provincial budget.

Please find below a whole series of ways you can help!

We hope you find this toolkit helpful in engaging people and encouraging participation.

What's Inside?

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1. A STEP-BY-STEP GUIDE: HOW TO SUPPORT THE CAMPAIGN

Step 1: Share Campaign Information In Your Newsletter

Copy and paste the text below, or adapt it as needed, to include the surveys in your newsletters.

Headline:

Have Your Say: You Can Shape the Future of Community Services in Peel

Body:

What do you want to see in your community? Fill out the [What Matters to You? surveys](#) today. Metamorphosis is advocating for community services and wants to hear from you. [Your input strengthens our data and deepens our understanding of community priorities](#). Tell Us What Matters! Every response helps us build a clearer understanding of what matters to people in Peel. If you have not yet [completed the surveys, we encourage you to take a few minutes today to participate](#).

Please share with your neighbours and friends!

Links above:

<https://communitymetamorphosis.ca/>

<https://communitymetamorphosis.ca/community-snapshot/>

<https://communitymetamorphosis.ca/rank-your-priorities/>

Order free printed campaign materials here: <https://forms.gle/wVuBaq7LhbzuEjL8>

You can simply download resources here:

<https://communitymetamorphosis.ca/resources/general/what-matters-to-you-resources/>

If you have any questions about the surveys or the What Matters To You? campaign, reach out to the Metamorphosis Team at info@communitymetamorphosis.ca

Step 2: Share Campaign Information Through Social Media

Follow, tag, and re-share our posts on Facebook, Instagram, X, WhatsApp, and other community group chats.

Copy and paste the sample posts below to share on your platforms.

Use campaign hashtags: #WhatMattersPeel #PeelVoices #PeelRegion #FairFunding #OntarioBudget

Post 1

Tell Us What Matters Today

Your voice counts. Share what matters most to you and help shape funding for Peel's growing communities.



communitymetamorphosis.ca

Follow Metamorphosis Network on socials for updates:

Instagram: [@peelmetamorphosis](https://www.instagram.com/peelmetamorphosis)

Facebook: [@PeelMetamorphosis](https://www.facebook.com/PeelMetamorphosis)

X (Twitter): [@peelmetamorphosis](https://twitter.com/peelmetamorphosis)

#WhatMattersPeel #PeelVoices #PeelRegion #FairFunding #OntarioBudget

Post 2

Have Your Say for Peel

What does your community need most? Share your priorities today and help shape Peel's 2026 provincial budget.

communitymetamorphosis.ca

Follow Metamorphosis Network on socials for updates:

Instagram: [@peelmetamorphosis](https://www.instagram.com/peelmetamorphosis)

Facebook: [@PeelMetamorphosis](https://www.facebook.com/PeelMetamorphosis)

X (Twitter): [@peelmetamorphosis](https://twitter.com/peelmetamorphosis)

#WhatMattersPeel #PeelVoices #PeelRegion #FairFunding #OntarioBudget

Post 3

Help Build a Better Community

Together, we can make Peel stronger. Tell us what matters most to your family and your future.

communitymetamorphosis.ca

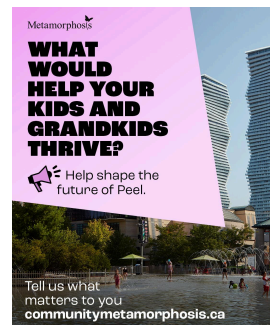
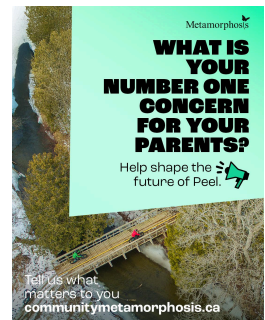
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Instagram: [@peelmetamorphosis](https://www.instagram.com/peelmetamorphosis)

Facebook: [@PeelMetamorphosis](https://www.facebook.com/PeelMetamorphosis)

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#WhatMattersPeel #PeelVoices #PeelRegion #FairFunding #OntarioBudget



Step 3: Order Free Printed Materials, and Put Up Posters And Postcards

Multilingual posters and postcards are available at no cost. Let us know how many you need, and we'll deliver them to you. Order materials at: <https://forms.gle/wVuBaqr7LhbzuEjL8>



Place or distribute campaign materials in high-traffic areas:

- Reception or front desk
- Programs
- Bulletin boards
- Community rooms
- Meeting rooms
- On tables at events

You can use the printed materials you ordered, or if you can print them yourself, you can download the files directly from:

<https://communitymetamorphosis.ca/resources/general/what-matters-to-you-resources/>

Step 4: Make an Announcement

Use the information below at team meetings, AGMs, and community events.

Have Your Say: What Matters to You?

Metamorphosis is gathering input from Peel residents to better understand community priorities.

Your feedback will guide advocacy and investments to create stronger, more equitable community services across Peel.

Metamorphosis represents more than 100 non-profit agencies across the Peel region that support families, seniors, newcomers, youth, and local communities.

You can help them advocate for better funding for social services ahead of the 2026 provincial budget. Every survey submission helps.

You can visit communitymetamorphosis.ca to complete three short surveys and share your perspective.

And if you want to learn more about the campaign, you can reach the Metamorphosis Team at info@communitymetamorphosis.ca.

Step 5: Take the Surveys Yourself

- Go to: communitymetamorphosis.ca
 - Fill out all three surveys and encourage your staff, volunteers, members, and networks to complete all three.
- The campaign includes three short, interactive surveys:

[Survey #1 - Slide and Decide](#)

Be a Community Treasurer and Distribute Funds Across Peel

It's not every day residents get to decide how \$868 million could be invested in community services.

[Survey #2 - Community Snapshot](#)

Share which community services matter most to you — and why.

Your input will help Metamorphosis advocate for stronger, fairer funding across Peel.

[Survey #3 - Rank Your Priorities](#)

Drag and drop to rank the community services that are most important to you.

2. IMPORTANT LINKS

Survey link (all surveys):

communitymetamorphosis.ca

Individual surveys:

Survey #1 - [Slide and Decide](#)

Survey #2 - [Community Snapshot](#)

Survey #3 - [Rank Your Priorities](#)

Download posters and postcards:

<https://communitymetamorphosis.ca/resources/general/what-matters-to-you-resources/>

Order free printed materials:

<https://forms.gle/wVuBaqr7LhbzuEjL8>

3. CHECKLIST

- Fill out the surveys
- Order printed materials
- Put up posters and postcards
- Share the surveys in a newsletter
- Share the surveys on social media
- Share the surveys in a group chat
- Make an announcement about the campaign at a meeting
- Encourage staff, volunteers, clients, and members to fill out the survey

For support or materials, reach out to Metamorphosis Network at info@communitymetamorphosis.ca