
For Information

REPORT TITLE: **2019 Region of Peel Employee United Way Campaign**

FROM: Kathryn Lockyer, Acting Commissioner of Corporate Services

OBJECTIVE

To provide an update on the results of the 2019 Region of Peel Employee United Way Campaign.

REPORT HIGHLIGHTS

- The 2019 Region of Peel Employee United Way Campaign raised \$302,132, exceeding the \$300,000 goal.
 - Combined funds raised by the Region of Peel employees and Peel Regional Police resulted in a total contribution to United Way Greater Toronto of \$337,854.
 - The total amount of funds raised by the Region of Peel Employee United Way Campaign over the past ten years is \$3,439,099.
 - Staff will run a 2020 United Way Campaign and engage with United Way Greater Toronto to ensure continued partnership and supports for the Peel community.
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DISCUSSION

1. Background

United Way of Greater Toronto (UWGT) is the largest non-governmental funder and supporter of social services in the greater Toronto area. It is geographically comprised of Peel, Toronto and York regions. United Way supports local agencies to respond to local needs, reducing and preventing poverty and supporting people in crisis. UWGT has made a commitment to sustain and grow investments in Peel, including enhanced advocacy efforts and access to local research in order to better assist underserved communities.

The Region's Employee United Way Campaign supports the Region's Corporate Social Responsibility Strategy; in particular, by increasing a sense of social conscience among employees through education, volunteering and fundraising.

For more than 40 years, employees of the Region of Peel and Peel Regional Police have raised funds in support of United Way.

2. 2019 Campaign Objectives and Strategies

The main objectives of the 2019 Campaign were to:

2019 Region of Peel Employee United Way Campaign

- Raise \$300,000;
- Increase the overall percentage of employees pledging;
- Strengthen social conscience among employees;
- Demonstrate the impact of donations on the well-being of the Peel community;
- Increase the number of employees donating at the leader-donor level; and
- Continue progress on achieving Campaign administration efficiencies.

Strategies to engage employee participation in giving and volunteering that align with Regional values and goals were fundraising sales, leadership auction, book sales, staff presentations, partnering with local non-profit agencies for Days of Caring volunteer opportunities, and featuring twelve employees in Campaign materials. A multimedia approach was used to circulate information to staff. Campaign materials were used to demonstrate the impact of donations and volunteering to creating a healthy, safe and connected community in Peel.

3. Campaign Committee

The success of the Campaign is attributed to the commitment and efforts of employees from across the organization. The core Committee members, including departmental Leads and Champions helped organize events and secure pledges from their peers. The 2019 Campaign Co-Chairs were Judy Labelle and Oliviy Purakal. The Leadership Donor Co-Chairs were Sandy Viana-Tavares and Jacqueline Dixon.

4. Campaign Achievements

In 2019, the Campaign increased employee engagement across the organization. The impacts of UWGT funding were showcased during the six-week pledge period. It was a challenging campaign year due to political and economic uncertainties. Despite these challenges, the employees rallied and contributed funds towards exceeding the goal. Highlights of 2019 Campaign achievements are as follows:

- The Campaign raised \$302,132, exceeding the \$300,000 goal;
- The percentage of employees pledging in 2019 was 31.7 per cent;
- 271 first-time pledgers were added in 2019;
- Sixty-three employees donated at the leader-donor level of \$1200 or above;
- Forty-seven per cent of staff opted in for the new automatic annual payroll pledge rollover option;
- The Region of Peel, including Peel Regional Police, OPSEU Local 277, 280, ONA, UFCW, CUPE 966, and Peel Regional Police Association was recognized by United Way of Greater Toronto as a Gold Level Leader at their February 5, 2020 United Way Workplace Leaders Reception;
- Combined funds raised by the Campaign and the Peel Regional Police Campaign resulted in a total contribution of \$337,854 in support of the Peel community; and
- The total amount of funds raised by the Region of Peel Employee United Way Campaign over the past ten years is \$3,439,099.

5. Recognition for Additional Social Responsibility Efforts by Employees

The social responsibility approach of employees from both the Region of Peel and Peel Regional Police is demonstrated in many ways beyond the fundraising campaigns. For example, staff from all departments participated in an Acts of Kindness initiative as well as the United Way Days of Caring volunteering events.

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Peel Paramedic Services employees, for many years have raised funds and awareness for several causes. These include breast cancer, prostate cancer, a benevolent fund, and 'Dreams Take Flight,' a wish-granting initiative for children not easily able to take a trip such as going to Disney due to medical, mental health, physical, social or emotional challenges. In 2019, Peel Paramedics continued to support these partnerships.

The 2019 fundraising efforts by Peel Regional Police included events such as a bake sale, a hockey tournament with Toronto Maple Leafs alumni Mike Pelyk, Dave Poulin and Mark Napier, parking spot raffles, chili cook-off, donation collection at a local grocery store, dress down days, collaboration with a restaurant in Square One to donate a percentage of daily proceeds, and an online auction. These events garnered great community support with many volunteers making these efforts successful.

Furthermore, many Region of Peel and Peel Regional Police employees spend their personal time volunteering and privately offer financial support within their home communities. These socially conscious commitments are acknowledged for helping to achieve the goal of building stronger communities

6. Next Steps

Staff will run a 2020 United Way Campaign and engage with the United Way of Greater Toronto (UWGT) to ensure continued partnership and supports for the Peel community

CONCLUSION

As a result of the participation and generous contributions made by Region of Peel employees, the 2019 Campaign raised \$302,132. When combined with funds from Peel Regional Police, a total of \$337,854 was raised for UWGT.

The Campaign will continue in 2020 with continuing commitment and participation of employees demonstrating their sense of social responsibility to the well-being of residents across the Peel communities.

For further information regarding this report, please contact Aretha Adams, Acting Director Clerks, Ext. 4095, aretha.adams@peelregion.ca.

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Reviewed and/or approved in workflow by:

Department Commissioner and Division Director.

Final approval is by the Chief Administrative Officer.



N. Polsinelli, Interim Chief Administrative Officer