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**For Information**

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**REPORT TITLE: 2021 Region of Peel Employee United Way Campaign**

**FROM:** Gary Kent, CPA, CGA, ICD.D, Chief Financial Officer and Commissioner of Corporate Services

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**OBJECTIVE**

To provide an update on the results of the 2021 Region of Peel Employee United Way Campaign

**REPORT HIGHLIGHTS**

- The 2021 Region of Peel Employee United Way Campaign raised \$227,799 exceeding the \$200,000 goal.
  - Combined funds raised by the Region of Peel employees and Peel Regional Police resulted in a total contribution of \$257,799 to United Way Greater Toronto.
  - Staff will run a hybrid model 2022 United Way Campaign and collaborate 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 (GTA). It is geographically comprised of Peel, Toronto, and York regions. UWGT helps to fight local poverty by supporting and investing in local community agencies to respond to needs in neighbourhoods, reducing and preventing poverty and supporting people in crisis.

The pandemic has disproportionately affected residents of the GTA, including residents of Peel. In 2021, the UWGT invested \$1.2 million across the GTA to respond to urgent needs caused by the impacts of the pandemic. UWGT has made a commitment to sustain and grow investments in Peel aimed at tackling the growing issue of poverty and giving residents opportunities to thrive.

For more than 40 years, employees of the Region of Peel and Peel Regional Police have raised funds in support of United Way. As shown in Appendix I, the total amount of funds raised by the Region of Peel Employee United Way Campaign (the "Campaign") over the past ten years is \$3,161,655.

## **2021 Region of Peel Employee United Way Campaign**

### **2. 2021 Campaign Objectives and Strategies**

The main objectives of the 2021 Campaign were to:

- Raise \$200,000;
- 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.

The Campaign remains relevant even as we continue to navigate through the pandemic. As such, the Campaign strategy to engage employee participation in giving was revised to remain in alignment with Regional values, goals and priorities. The Region ran a scaled-back virtual Campaign as the typical in-person fundraising activities and volunteer opportunities were not possible. A multimedia approach was used to circulate information to staff to demonstrate the impact of donations in creating a healthy, safe and connected community in Peel.

### **3. Campaign Committee**

The Campaign team was reduced to four members due to retirement and staff re-deployments to support pandemic efforts. Despite this modification, the Campaign was successful in achieving the set goal. The Core Committee members included a Communications Specialist, Treasurer, Deputy Treasurer and United Way Campaign Chair.

### **4. Campaign Achievements**

The pandemic brought many challenges to the Campaign. All in-person fundraising events were cancelled. Amid the impacts on typical fundraising efforts, staff across the organization adapted and engaged in a scaled-down virtual four-week Campaign and contributed funds throughout the pledge-period. Highlights of 2021 Campaign achievements are as follows:

- The Campaign raised \$227,799 exceeding the \$200,000 goal;
- The percentage of employees pledging in 2021 was 18.7 per cent;
- 77 first-time pledgers were added in 2021;
- 60 employees donated at the leader-donor level of \$1,200 or above;
- 70 per cent of staff opted for the automatic annual payroll pledge rollover option;
- The Region of Peel and Peel Regional Police were recognized by UWGT as 2022 local leaders; and
- Combined funds raised by the Campaign and the Peel Regional Police Campaign resulted in a total contribution of \$257,799 for the well-being of the Peel community.

### **5. Recognition for Additional Social Responsibility Efforts by Employees**

Employees from both the Region of Peel and Peel Regional Police continue to demonstrate social responsibility amidst the pandemic, through volunteering their own personal time in their communities and participating in initiatives that support causes that are in alignment with Regional values.

## **2021 Region of Peel Employee United Way Campaign**

Peel Paramedic Services employees, for many years have raised funds and awareness for several causes including prostate cancer. In 2021, they participated in the 'Movember' event and were recognized as the top fundraising team in Peel and Canada wide. Their fundraising efforts raised \$27,447 towards the 'MoPeelFirstResponders' team grand total of \$86,529.

Peel Regional Police 2021 fundraising events, even though challenged by the pandemic, engaged staff to increase their contribution. In addition, they hosted a 50/50 draw and silent auction to raise \$30,000 in support of the UWGT.

The social responsive approach and efforts of staff are acknowledged for contributing to the goal of improving the quality of life for individuals and families, and to building stronger communities.

### **6. Next Steps**

Staff will run a 2022 United Way Campaign and collaborate with UWGT to ensure continued collaboration and supports for the Peel community.

## **CONCLUSION**

As a result of the involvement and generous contributions made by Region of Peel employees, the 2021 Campaign raised \$227,799. When combined with funds from Peel Regional Police, a total of \$257,799 was raised for United Way of Greater Toronto.

The Campaign will continue in 2022 with continuing commitment and involvement of employees demonstrating their sense of social responsibility to the well-being of residents across the Peel communities.

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*Authored By: Jacqueline Dixon, Chair, Employee United Way Campaign 2022*