
For Information

REPORT TITLE: **2022 Region of Peel Employee United Way Campaign**

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

OBJECTIVE

To provide an update on the results of the 2022 Region of Peel Employee United Way Campaign.

REPORT HIGHLIGHTS

- The 2022 Region of Peel Employee United Way Campaign raised \$242,658, exceeding the \$220,000 goal.
 - Combined funds raised by Region of Peel employees and Peel Regional Police resulted in a total contribution of \$288,270 to United Way Greater Toronto.
 - Staff ran a successful 2022 hybrid model United Way Campaign.
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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 address diverse challenges in marginalized local communities, including tackling poverty by investing in a network of community agencies that provide supports and programs for people in crisis.

UWGT is committed to investing, increasing social supports, and collaborating with partners in Peel to respond to the increasing needs and helping to reduce and prevent poverty.

For over 45 years, employees of the Region of Peel and Peel Regional Police workplace campaigns have raised funds in support of United Way. The total amount raised by Region of Peel staff within the past ten years, including 2022 is \$3,060,234.

2. 2022 Campaign Objectives and Strategies

The main objectives of the 2022 Campaign were to:

- Raise \$220,000;
- Increase the overall percentage of employees pledging;

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- Increase awareness of the United Way and 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.

Communities across the GTA, including Peel, continue to face unique challenges after moving through the pandemic. The Campaign was flexible in adapting to the current workplace model to engage staff in raising funds, that will have a direct impact on the Peel community, through providing supports and services for vulnerable residents.

In 2022, the Region of Peel collaborated with Peel Regional Police in hosting a fundraising community barbeque in support of the United Way. In addition, Regional staff attended their first United Way softball event which was a success.

The Campaign used a multimedia approach to increase awareness of the work of the United Way and demonstrate how funds raised are re-invested in programs and services to create a safe and connected Peel community.

3. Campaign Committee

The campaign team comprised of leads and champions and the Core Committee, who worked diligently to contribute to the success of the Campaign. The Core Committee members included a Communications Specialist, Leads, Treasurer, Deputy Treasurer and United Way Campaign Chair and a Shadow Chair.

4. Campaign Achievements

The Region ran a hybrid-model campaign in response to a changing work environment. This included virtual and in-person fundraising events to connect with staff who are working remotely and at Regional worksites. The Campaign was successful in engaging employees through activities such as a 'kick off', contests, events, videos and direct appeals from the team.

Highlights of 2022 Campaign achievements are as follows:

- The Campaign raised \$242,658 exceeding the \$220,000 goal;
- The percentage of employees pledging in 2022 was 20 per cent;
- 146 first-time pledgers were added in 2022;
- 67 per cent of staff who donated, opted for automatic annual pledge rollover option;
- 60 employees donated at the leader-donor level of \$1,200 or above;
- Combined funds raised by the Campaign and the Peel Regional Police Campaign resulted in a total contribution of \$288,270 in support of the Peel community; and
- The Region of Peel was recognized as a United Way Greater Toronto 2023 Local Leader for contributions made in 2022.

5. Recognition for Additional Social Responsibility Efforts by Employees

Employees from both the Region of Peel and Peel Regional Police continue to make an impact in their local communities by adapting to the changes and volunteering their personal time, and supporting causes for greater social change.

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In 2022, Peel Regional Police engaged their employees in fundraising events, namely; a slow-pitch tournament, community BBQ, bake sale, raffle draw, chili challenge, pet costume contest, bingo and a world cup soccer pool – and raised \$45,612 in support of the UWGT.

Peel Paramedic Services (PPS) employees, participated in 'The Sirens for Life Campaign', which is a competition between Peel's emergency services and for the first time ever, won the Sirens for Life trophy, raising 66 units of blood for Canadian Blood Services. They placed first again out of all paramedic services in Canada for raising \$15,824 for the 'Movember' event. PPS employees also donated 816 pairs of socks to 'Jordan's 8th Annual Sock Drive' for shelters and the homeless population in Peel and Cobourg; organized and distributed 251 Christmas baskets for seniors in need within the Peel Community; participated in the 'CP24 Toy Drive'; distributed \$1500 cash and 4 ambulances full of toys; and visited Trillium Health Partners and donated toys to pediatric patients.

6. Next Steps

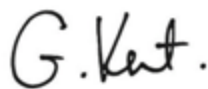
Staff will run a 2023 United Way Campaign and continue to work collaboratively with UWGT to ensure continued engagement and supports for the Peel community.

CONCLUSION

Staff from the Region of Peel and Peel Regional Police have demonstrated social responsibility through fundraising efforts and volunteering to make a difference in their communities.

As a result of the participation and generous contributions made by Region of Peel employees, the 2022 Campaign raised \$242,658. A total of \$288,270 was raised for United Way of Greater Toronto when combined with the funds from Peel Regional Police.

The Campaign will continue in 2023 with the involvement of employees contributing to the goal of achieving a thriving Peel community.



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

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