



2022 Employee United Way campaign

2022 and 2023 Jackie Dixon and Meena Pandit, United Way Chairs March 23, 2023

unitedwaygt.org/localleaders



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Hybrid Model

Peel ran a hybrid model employee United Way Campaign in 2022, with;

- some in-person fundraising activities
- some virtual fundraising activities
- first hybrid Campaign 'kick off'

Team members

Thank you!

Achievements

The Campaign raised \$242,658 exceeding the \$220,000 goal

There was an increase in the percentage of employees pledging in 2022.

146 first-time pledgers were added in 2022.

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. The Region of Peel was recognized as a United Way Greater Toronto 2023 Local Leader for contributions made in 2022.

Collaboration

Peel Region's employee UW campaign continues to work in partnership with the Peel Regional Police UW campaign.

The following Peel Police events were supported by Peel Region:

- United Way Softball fundraising event
- Fundraising community BBQ
- United Way Wrap Up event



Event photos

2022 FUR BABY CONTESTANTS







Thank you!

Thank you to employees of the Region of Peel and Peel Regional Police for contributing to the respective UW campaigns.

Together, we have raised over \$288,000 for the UWGT in support of the Peel community.

