

# 2022 Employee United Way campaign

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

[unitedwaygt.org/localleaders](http://unitedwaygt.org/localleaders)



United Way  
Greater Toronto

WORKING WITH  
COMMUNITIES IN  
PEEL, TORONTO &  
YORK REGION



# Campaign highlights

8.3-5

# 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'

2022 United Way Campaign

Team members

Thank you!

## 2022 United Way Campaign

# 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.

# 2022 United Way Campaign 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:

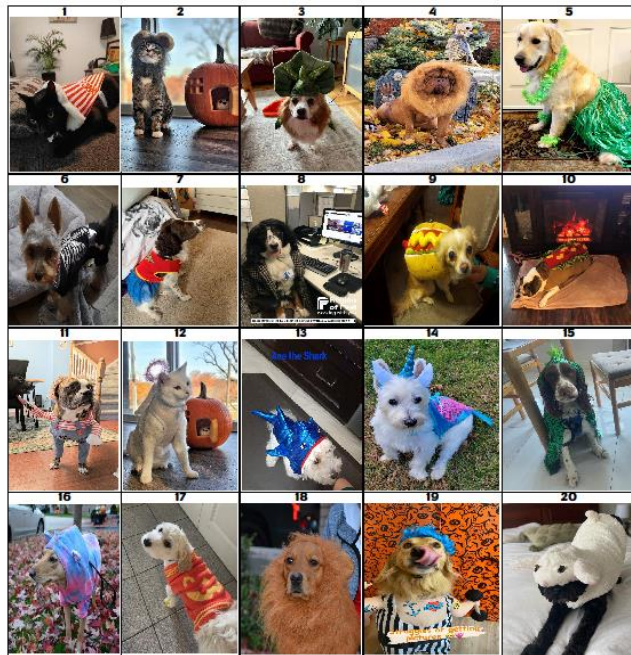
- United Way Softball fundraising event
- Fundraising community BBQ
- United Way Wrap Up event





# 2022 United Way Campaign Event photos

## 2022 FUR BABY CONTESTANTS



8.3-10

# 2022 United Way Campaign 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.

