
DATE: February 9, 2011

REPORT TITLE: **2010 REGION OF PEEL EMPLOYEES' UNITED WAY CAMPAIGN**

FROM: David Szwarc, Chief Administrative Officer

OBJECTIVE

The purpose of this report is to provide Regional Council with an overview of the success of the 2010 Region of Peel Employees' United Way Campaign.

REPORT HIGHLIGHTS

- Region of Peel has supported the efforts of the United Way of Peel Region for more than 30 years.
- Employees' United Way Campaign surpassed its 2010 corporate goal, reaching a total of \$355,085.
- Region of Peel/Peel Regional Police reached a combined total contribution of \$510,985.
- Success of the 2010 Campaign can be attributed to the hard work and generosity of Peel employees.

DISCUSSION

1. Background

The United Way of Peel Region has been the Region of Peel's corporate charity for more than 30 years and provides services to 53 community agencies to support both our customers and employees in the Peel community. Last year, our Regional employees' fundraising efforts in support of the United Way of Peel Region once again proved exemplary.

2. Corporate Goal

At the start of the employees' campaign in September 2010, the Region set an ambitious fundraising goal of \$325,000. Not only were last year's efforts surpassed, but employees exceeded this goal by \$30,085, with the total amount raised equaling \$355,085. An increase in both the minimum annual pledge and pledges from leadership donors (donations of \$1,000 plus) was realized.

The Region of Peel and Peel Regional Police combined the funds raised from each of their campaigns to contribute a total amount of \$510,985 to the United Way. The Peel Regional Police campaign raised \$155,900.

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3. Employee Committee

The success of the 2010 campaign can be attributed to the dedicated employees behind the scenes and across the Corporation.

Teams comprised of departmental representatives from among the Corporation's many locations were involved in fundraising efforts under the direction of the 2010 Core Employees' United Way Campaign Committee. This corporate Committee was responsible for leading the campaign and decision-making regarding campaign approach, finances, event logistics, and communication and awareness/education. The Co-Chairs and Co-Vice Chairs of this Committee were:

Co-Chairs: Joanne Pattison, Human Services
Karen MacGougan, Human Services

Co-Vice Chairs: Elka Vandenburg, Employee & Business Services
Andre Oliveira, Employee & Business Services

This group of individuals, along with their departmental team members and "Champions", is to be commended for their commitment to the cause and tremendous accomplishment. Attached as Appendix I is a complete listing of our corporate Committee members, including Departmental Leaders.

4. Campaign Highlights

The main objectives of this year's employee campaign were to maintain momentum by building upon the success of the 2009 campaign; engage the community at large; raise awareness of the United Way; and reach the fundraising stretch goal of \$325,000.

Beginning the week of September 13, 2010, kick-off events for the corporate campaign were held at various sites across the organization. The 2010 Region of Peel United Way Golf Tournament held on May 28, 2010 was a resounding success, raising over \$47,000. We are also proud of the level of community participation at our inaugural Run, Walk and Roll event held on October 30, 2010. A comprehensive, co-ordinated plan allowed us to enjoy our first ever 5K event in Brampton. Over 300 staff and community members participated in the event, and OPSEU sponsored their members to walk alongside people from the Glenway Court neighbourhood to support the United Way of Peel Region. In addition, individual departments sponsored several fundraising events across the Corporation including barbeques and our annual friendly competitive softball game with Peel Regional Police.

Over 100 employees served as "Champions" to personally deliver and discuss pledge cards with employees, and Champions were trained on how to encourage donations respectfully and about the United Way in general. As well, throughout the year our internal website profiled information for staff about the United Way of Peel Region and provided details regarding the employee campaign.

The enthusiasm and commitment of our employees to United Way fundraising is evident in their continued overwhelming support this past year.

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CONCLUSION

As a result of the generosity of Regional employees and an outstanding employee campaign in 2010, a total of \$355,085 was raised for the United Way of Peel Region. For 2010, the Region again joined forces with Peel Regional Police to contribute a total of \$510,985.

We plan to build upon the successes of last year in developing our campaign for 2011, and I have every confidence that with the continued support of Regional employees, our Campaign Committee will meet the challenge to ensure financial assistance and support for those most vulnerable in our Peel community.



D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Arlene Appleton at extension 4313 or via email at arlene.appleton@peelregion.ca

c. Legislative Services

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APPENDIX I

**REGION OF PEEL
2010 EMPLOYEES' UNITED WAY
CAMPAIGN COMMITTEE**

EMT SPONSORS

Janet Menard	Commissioner, Human Services
Kent Gillespie	Commissioner, Employee & Business Services

CO-CHAIRS

Name:	Joanne Pattision	Name:	Karen MacGougan
Dept.:	Human Services	Dept:	Human Services

CO-VICE CHAIRS

Name:	Andre Oliveira	Name:	Elka Vandenburg
Dept.:	Employee & Business Services	Dept:	Employee & Business Services

TREASURER

Name:	Jim Alpous	Name:	Trevor Lindley
Dept.:	Corporate Services, Finance	Dept:	Corporate Services, Finance

COMMUNICATION SERVICES

Name:	Joan Endersby	Name:	Anna Da Costa
Dept.:	Employee & Business Services, Communications Lead	Dept:	Employee & Business Services

LEADERSHIP CAMPAIGN

Name:	Steve Hall	Name:	Sue Ritchie
Dept.:	Employee & Business Services	Dept:	Human Services

ADVISOR

Name:	Arlene Appleton
Dept.:	Executive Office

UNITED WAY OF PEEL REGION ADVISOR

Name:	Susan Kulkarni Campaign Manager
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2010 REGION OF PEEL EMPLOYEES' UNITED WAY CAMPAIGN

DEPARTMENTAL LEADERS

Corporate Services	
Glenys Cowan	Fabrizio Gatta
Employee & Business Services	
Sia Mitchell	Maria Toth
Public Works	
Judy Yack	John Kew
Sheree Watkins	Jimmy Chong
Mollie Hampton	
Health Services	
Judi Guaragna	Christiane Maris
Lawrence Saindon	
Human Services	
Veronica Kapunan	Sherry Rea-Clarke
Grace Gyles	Robert Ragbirsingh
Lisa Pagani	Shari Finnegan
Kim Wallace	Kathleen Lewis
Executive Office	
David Arbuckle	