

For Information

DATE: February 15, 2012

REPORT TITLE: **2011 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 2011 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 35 years
- Employees' United Way Campaign surpassed its 2011 corporate goal, reaching a total of \$377,777
- Region of Peel/Peel Regional Police reached a combined total contribution of \$519,748.
- Region of Peel was also recognized with the 2011 Outstanding Joint Union-Management Campaign Award
- Success of the 2011 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 35 years and provides services to 56 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. Campaign Goal

At the start of the employees' campaign in September 2011, the Region set an ambitious fundraising goal of \$350,000. Not only were last year's efforts surpassed, but employees exceeded this goal by \$27,777, with the total amount raised equaling \$377,777. An increase in both the annual pledge participation (over 2 per cent) and an increase in leadership donors to 60 donors (donations of \$1,000 plus) was realized.

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The Region of Peel and Peel Regional Police combined the funds raised from each of their campaigns to contribute an exemplary \$519,748 to the United Way. Peel Regional Police also exceeded their campaign goal, raising \$141,971.

3. Employee Committee

The success of the 2011 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 2011 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: Elka Vandenburg, Employee & Business Services
Andre Oliveira, Employee & Business Services

Co-Vice Chairs: Judette Walker-Miller, Health Services
Gagan Buttar, Health 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 2010 campaign; engage the community at large; raise awareness of the United Way; and reach the fundraising goal of \$350,000.

Beginning the week of September 12, 2011, kick-off events for the corporate campaign were held at various sites across the organization. The 2011 Region of Peel United Way Golf Tournament held on May 27, 2011 was a resounding success, raising \$66,642. We are also proud of the level of participation at our annual Run, Walk and Roll event held on October 29, 2011. A comprehensive, co-ordinated plan allowed us to enjoy our 2nd annual 5K event in Brampton, in which just over \$20,000 was raised. Over 450 staff and community members participated in the event. In addition, individual departments sponsored several fundraising events across the Corporation including barbeques and our annual friendly competitive softball game with Peel Regional Police.

One hundred and seven employees served as Champions to personally deliver and discuss pledge cards with employees, and Champions were trained on how to encourage donations respectfully and educate 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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5. Campaign Successes

At the United Way of Peel Region's 2011 Community Achievement Celebration on February 9, 2012, the Region of Peel was honoured with the **2011 Outstanding Public Sector Joint Union-Management Campaign Award**, which was presented to the Region of Peel in partnership with the Canadian Union of Public Employees Local 966; Ontario Public Service Employees Union Local 277; Ontario Nurses' Association; Ontario Public Service Employees Union Local 280; and United Food and Commercial Workers Local 175. This award recognizes workplace campaigns run jointly by union members and management that exemplify teamwork, leadership and community giving in the public sector.

CONCLUSION

As a result of the generosity of Regional employees and an outstanding employee campaign in 2011, a total of \$377,777 was raised for the United Way of Peel Region. For 2011, the Region again joined forces with Peel Regional Police to contribute a total of \$519,748.

We plan to build upon the successes of last year in developing our campaign for 2012, and we 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

APPENDIX I

**REGION OF PEEL
2011 EMPLOYEES' UNITED WAY
CAMPAIGN COMMITTEE**

EMT SPONSORS

Kent Gillespie	Commissioner, Employee & Business Services		
Janette Smith	Commissioner, Health Services		

CO-CHAIRS

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

CO-VICE CHAIRS

Name:	Judette Walker-Miller	Name:	Gagan Buttar
Dept.:	Health Services	Dept:	Health Services

TREASURER

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

COMMUNICATION SERVICES

Name:	Lesley Robinson	Name:	David Hodkin
Dept.:	Employee & Business Services, Communications Lead	Dept.	Employee & Business Services

LEADERSHIP CAMPAIGN

Name:	Steven Hall		
Dept.:	Employee & Business Services		

DEPARTMENTAL LEADERS

Name:	Glenys Cowan	Dept.:	Corporate Services
Name:	Anne Bersek	Dept.:	Employee & Business Services
Name:	Maria Toth	Dept.:	Employee & Business Services
Name:	David Arbuckle	Dept.:	Executive Office
Name:	Elisabeth Catalano-Bon	Dept.:	Health Services
Name:	Virginia Oprea	Dept.:	Health Services
Name:	Lawrence Saindon	Dept.:	Health Services
Name:	Shari Finnegan	Dept.:	Human Services
Name:	Sarah Graham	Dept.:	Human Services

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Name:	Grace Gyles	Dept.:	Human Services
Name:	Franca Labella	Dept.:	Human Services
Name:	Kathleen Lewis	Dept.:	Human Services
Name:	Lisa Pagani	Dept.:	Human Services
Name:	Rosemary Phillips	Dept.:	Human Services
Name:	Robert Ragbirsingh	Dept.:	Human Services
Name:	Mollie Hampton	Dept.:	Public Works
Name:	Anna Mammone	Dept.:	Public Works
Name:	Lorine Prince	Dept.:	Public Works
Name:	Melodie Reaume	Dept.:	Public Works
Name:	Trevor Reid	Dept.:	Public Works
Name:	Sheree Watkins	Dept.:	Public Works
Name:	Judy Yack	Dept.:	Public Works

ADVISOR	
Name:	Arlene Appleton
Dept.:	Executive Office

UNITED WAY OF PEEL REGION ADVISOR	
Name:	Susan Kulkarni Campaign Manager