

I Believe In My Community Awards

The I Believe in My Community Awards are given to organizations, campaigns, and individuals who achieve outstanding results in their United Way campaigns. A group of volunteers review the nominations and recommend recipients to the Campaign Cabinet. Nominations must be received by December 18, 2009.

The First-Time Employee Campaign Award is presented to an organization conducting its very first United Way campaign and achieving exceptional results. 2008 Recipient: TRW Automotive, CAW Local 444

Employee Campaign Coordinator Award celebrates and recognizes the Employee Campaign Coordinator (ECC's) and/or Co-Coordinators who best demonstrates best practices, creativity, enthusiasm and energy. 2008 Recipient: Dave Binder, Reliance Home Comfort

Canvasser Team Award celebrates and recognizes the Canvasser Team or individual Canvasser that best demonstrates best practices, creativity, enthusiasm and energy. 2008 Recipient: Canadian Salt Company, CAW Locals 1959 and 240

The Quantum Leap Giving Award is presented to the organization in which employees chose to make the greatest impact in their community by increasing their giving to United Way dramatically over last year. 2008 Recipient: Deloitte and Touche LLP

The Quantum Leap Participation Award is presented to the organization that exemplifies the true meaning of teamwork by achieving an extraordinary ("quantum") increase in employee participation in their campaign. 2008 Recipient: Tregaskiss Limited

The Community Partnership Awards are designed to recognize the combined success of the workplace employee campaign giving and corporate giving. 2008 Recipient: 0-99 employees, DJ Galvanizing; 100+ employees, BASF and CEP Local 341-0; 500+ employees, TD Canada Trust

The Community Workplace Campaign Awards are designed to celebrate and recognize the many public and private sector businesses, organizations and employee groups, who consistently embody their involvement, contributions and leadership during the annual campaign. 2008 Recipient: 0-99 employees, CAW Local 1973; 100+ employees Syncreon and CAW Local 195; 500+ employees, Windsor Police Services and the Windsor Police Association

Tax Savings and Donating to United Way

Federal and provincial tax credits make it easier to donate to United Way. The real cost to you of investing \$100 in your community through United Way is only \$78.95 - a tax savings of \$21.05.

When you donate more than \$200 per year to United Way, your tax savings increase significantly. The real cost to you of investing \$300 in your community through United Way is only \$217.74 - a tax savings of \$82.26.

2009 iClimb Event

Did you know that United Windsor-Essex will be hosting a new community-wide event on Friday, November 6th, 2009? This year, United Way will be encouraging community members to step up and take part in our 1st StairClimb. Participants not only raise funds for community initiatives, but also challenge themselves to climb numerous flights of stairs at the WFCU Arena, home of our Memorial Cup Champions, The Windsor Spitfires.

The StairClimb is a signature event for many United Ways across Canada. In 2008, during the United Way CN Tower Climb, 12,000 participants climbed over 1,700 steps. In London, United Way's StairClimb has become its biggest fundraising event of the fall season, attracting thousands of climbers. For United Way Windsor-Essex County, the iClimb will be our version of this high profile and exciting event. We hope to attract hundreds of participants and encourage you to participate with your workplace.

One of the greatest things about this new opportunity is that it will allow local organizations to showcase their support of United Way. This event is a great way to get your colleagues engaged and excited about the United Way Campaign, while encouraging a healthy and fun way to get active. Also, as a workplace team, any pledges collected in support of the StairClimb will count towards your workplace campaign.

For more information, please contact your United Way representative.



CAMPAIGN COORDINATOR GUIDE

Thank You for volunteering with United Way. This Campaign Coordinator Guide contains all the information you need to talk to your co-workers and tell them about the opportunity to give to their community through United Way.

If you're looking for new ideas or more information, please visit www.weareunited.com - click on Campaign and refer to the Campaign Tool Kit. This page includes a List of Funded Programs, Fact Sheets, Endorsement Letters, Pledge Forms, Testimonials and more.

Once you have given everyone at your workplace the opportunity to give, please fill out the Workplace Campaign Summary Envelope, along with the completed Pledge Forms, and call us when it's ready for pick-up.

Hundreds of volunteers like yourself are giving time, commitment, resources and ideas towards change for the future. On behalf of United Way/Centraide Windsor-Essex County and of all who benefit from your generosity,

Thank You!

C. Bacik

Christy Bacik
The Great-West Life Assurance Company
United Way/Centraide Windsor-Essex County
2009 Campaign Chair



5 Things You Need to know about United Way

- 1 We are focused on community priorities - urgent needs today, dreams for tomorrow.
- 2 We bring the community together - business, government, organization and individuals. Collaboration is key to community success.
- 3 With your help, we've been changing lives in our community for more than 60 years.
- 4 We believe everyone has something to contribute - time, ideas or donations.
- 5 We invest in lasting change - impact and outcomes.

Imagine
Canada Ethical Code

Together, we're changing lives.
www.weareunited.com



Steps to Running A Successful United Way Campaign

1. Select Your Campaign Committee

- Choose people who are truly committed to the purpose and goals of United Way: Changing lives in Windsor-Essex County
- Choose people who are hard-working, positive, and enthusiastic
- Choose people with expertise in the areas you require, such as finance or promotions
- Consider recruiting people who have served on previous campaign committees
- Ensure that all sectors of your workplace are represented
- Ask your committee members to commit to the campaign by making their donation, first

2. Analyze and Plan Your Campaign

Together with your committee, establish objectives and strategies that are realistic, achievable, and challenging:

- Ensure all employees have an opportunity to participate
- Approach 100% of employees
- Increase employee participation from previous years
- Increase the average gift per employee from previous years
- Increase the number and amount of payroll deductions
- Increase Leadership donors (\$1,000 + givers)

Strategies to meet your campaign objectives:

- Schedule your campaign early and keep it short and full of activity
- Schedule special events for your launch to heighten visibility and create enthusiasm
- Invite guest speakers, show videos, and/or arrange other presentations to increase awareness. United Way staff can help support your campaign
- Implement a canvass that suits your company (One-on-one, group, or a combination)
- Encourage payroll deductions
- Promote Leadership Giving, which is a specially recognized group of donors who give over \$1,000 per year to United Way
- Have fun!

3. Talk to Senior Management

Senior Management support of your United Way campaign is one of the keys to its success. Ask them to:

- Donate
- Keep in contact with the Campaign Committee
- Authorize adequate time and resources for the Committee
- Approve time for training canvassers and special events
- Show support by attending committee meetings and events
- Send an email or add a letter to payroll asking for employee support
- Host a Leadership Giving presentation for staff and ask for their donation
- Host and assist in a congratulatory event recognizing campaign volunteers

4. Recruit Canvassers

Canvassers are those individuals who will talk to their co-workers and collect donations for the campaign. A guideline is to assign no more than 20 employees to each Canvasser. Additional considerations when recruiting Canvassers:

- Select individuals who are well respected
- Select individuals who are volunteers in the community or who have benefited from a United Way program
- Ensure that Canvassers are given sufficient time to canvass their co-workers
- Arrange for a Canvasser training session with United Way
- Ask Canvassers to make their donation, first

5. Publicize Your Campaign

- Use print materials, posters, and/or videos supplied by United Way
- Hold special events in addition to your campaign's launch to increase visibility and create enthusiasm
- Report on your campaign's progress, highlight outstanding volunteer achievements, and acknowledge volunteers and donors after the campaign
- Encourage friendly competition between departments or areas within your workplace to stimulate interest
- Develop fun and interesting messages for your Intranet and e-mail services
- Arrange for one or more guest speakers through the United Way's Speaker's Bureau
- Recognize and thank your volunteers and donors publicly

6. Monitor and Report

- Monitor and analyze results during all phases of your campaign, and report them back to your Canvassers and co-workers
- Consult with Canvassers and departments when there seems to be low response
- Report campaign progress to Senior Management and to your United Way staff representative
- Ensure that all donations are reported to the United Way so that they are recognized and thanked by United Way
- Ensure final results are reported to the United Way

7. Say Thank You!

- Send committee members a letter thanking them for their willingness to serve in the campaign
- Publish a special thank-you article in your workplace newsletter or send an email to all workers
- Hold a special event to thank donors and volunteers. Be sure to thank your Canvassers and publicly recognize them

8. Evaluate

Identify aspects of your campaign that worked well and those that did not. Document your findings for next year's committee, make recommendations for future campaigns. Share this information with United Way staff.

Canvassing 101

8 Easy Steps:

1. Be informed about United Way/Centraide. Visit www.weareunited.com to answer your own questions before starting your canvass.
2. Make your own pledge first!
3. Find the most effective way to get the United Way campaign message to 100% of your workforce, including those that work shifts, part-time, off-site, contract, and new employees.
4. Canvass each person individually and personally ask them to join you in supporting the United Way.
5. Ask for a donation and encourage payroll deduction and inform them of other options for giving (see pledge form).
6. Listen and answer questions or concerns (see FAQ's) or contact United Way.
7. Thank everyone!
8. Report your results promptly and regularly.

Frequently Asked Questions

1. Who decides how the money is spent?

You do. By giving through United Way, you are investing in programs that support your community. To ensure your dollars are well invested, experienced volunteers and staff make investment decisions based on community needs, research and funding criteria. We invest to minimize duplication, look for measurable results, improve quality of services and encourage innovative approaches.

2. I already give to (name of charity). That's my priority. Why should I give to United Way?

If you're like most of us, you probably support a number of local or national charities - and that's a great thing. When you are choosing causes that are important to you, keep in mind that a gift through United Way makes a powerful impact on your community. Imagine a single gift that will feed the hungry, provide after-school care for children, take care of the elderly, provide assistive services for persons with disabilities and offer counselling for families. That's value for your charitable dollar!

3. My spouse/partner already donates to United Way through their workplace campaign.

That's great! Many families make giving decisions together. Others choose to each make a contribution at their own workplace, and combine their gift on one tax return (it increases the amount of tax credit you receive). We want to make sure that each and every individual is invited to support their community through the United Way campaign.

4. I want to know more before I make a decision. Where can I find information about United Way?

You can always check out the United Way website at www.weareunited.com, or if you have very specific questions, you can call the United Way directly at 519-258-0000. Is there a question I can answer for you?

5. United Way is a large organization. How do I know my dollars are well spent?

Strict oversight by local volunteers in every aspect of United Way ensures accountability. United Way's budget is audited by an independent accounting firm and is carefully scrutinized by United Way's volunteer Board of Directors. The names of local Board Members are on the website (check it out - maybe you'll recognize someone you know). Also, United Way of Windsor-Essex is a member of Imagine Canada's Ethical Code, which is a set of standards for fundraising and financial accountability.

6. I keep hearing about United Way moving toward being an organization of "Community Impact". How is that different/what exactly does that mean?

Community Impact is about ensuring that we are an organization that makes sustainable, positive changes based on the needs of our community. The best way to help the most people is get to the heart of the problems to prevent them from happening in the first place. That's why United Way chooses to make lasting change by directing our efforts towards root causes and prevention.