

# I BELIEVE IN MY COMMUNITY AWARDS

The *I Believe in My Community Awards* are given to organizations and individuals who achieve outstanding results in their United Way campaigns. Volunteers review the nominations and select the award recipients. Nominations must be received by December 16, 2011. Visit [www.weareunited.com/campaign](http://www.weareunited.com/campaign) for more details.

- 2010 FIRST-TIME EMPLOYEE CAMPAIGN AWARD**  
BMO Bank of Montreal Windsor Area
- 2010 EMPLOYEE CAMPAIGN COORDINATOR AWARD**  
Dorothy Greenway  
Greater Essex County District School Board,  
CUPE/ETFO/OPC/OSSTF
- 2010 CANVASSER TEAM AWARD**  
Canada Revenue Agency  
Windsor Tax Services Office  
PIPSC, UTE, PSAC
- 2010 QUANTUM LEAP GIVING AWARD**  
Dakota Integrated Systems  
CAW Local 444
- 2010 QUANTUM LEAP PARTICIPATION AWARD**  
Hiram Walker & Sons Limited  
A Pernod Ricard Company  
CAW Local 2027 and IUOE Local 772
- 2010 COMMUNITY PARTNERSHIP AWARDS**  
TransAlta Cogeneration LLP, CAW Local 444;  
Union Gas Ltd. Windsor Division;  
Caesars Windsor, CAW Local 444
- 2010 COMMUNITY WORKPLACE AWARDS**  
Workplace Safety & Insurance Board, CUPE 1750;  
Tregaskiss - a division of ITW Canada;  
Conseil scolaire de district des écoles  
catholiques du Sud-Ouest; AEFO Sud-Ouest  
catholique / SCFP Section locale 4299
- 2010 LEADERSHIP CAMPAIGN TEAM AWARD**  
CAW Local 200 & CAW Local 444

**FIRST-TIME EMPLOYEE CAMPAIGN AWARD** is presented to an organization conducting its very first United Way campaign and achieving exceptional results.

**EMPLOYEE CAMPAIGN COORDINATOR AWARD** celebrates the Employee Campaign Coordinator (ECC) who demonstrates best practices, creativity, enthusiasm and energy.

**CANVASSER TEAM AWARD** celebrates the Canvasser Team or individual Canvasser that demonstrates best practices, creativity, enthusiasm and energy.

**QUANTUM LEAP GIVING AWARD** is presented to the organization in which employees increased their giving to United Way dramatically over last year.

**QUANTUM LEAP PARTICIPATION AWARD** is presented to the organization that achieved an extraordinary increase in employee participation in their campaign.

**COMMUNITY PARTNERSHIP AWARDS (3)** designed to recognize the combined success of the workplace employee campaign giving and corporate giving who consistently embody their involvement, contributions and leadership during the Annual Campaign

**COMMUNITY WORKPLACE AWARDS (3)** 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.

**LEADERSHIP CAMPAIGN TEAM OF THE YEAR AWARD** celebrates and recognizes the Canvasser Team or individual Canvasser who demonstrates best practices, creativity, enthusiasm and energy.

## iCLIMB FOR UNITED WAY

**Over \$36,000 raised. Over 300 participants. Over 50 volunteers. One Incredible event: iClimb for United Way**

**WHAT IS iCLIMB?** It's a fun, new way to give back. Workplaces and individuals from Windsor and Essex County are challenged to register teams, collect pledges and climb up and down over one thousand steps inside the WFCU Centre Arena. Last year, we had an incredible time and raised over \$36,000 in pledges and sponsorships to support our community.

**WANT TO TAKE PART?** Join United Way at our 3rd Annual iClimb for United Way, featuring our interactive Health Fair, on October 28, 2011 at the WFCU Centre Arena. Register a team from your workplace and raise funds to support United Way. [www.weareunited.com/iclimb](http://www.weareunited.com/iclimb)



# EMPLOYEE CAMPAIGN COORDINATOR GUIDE

Thank you for accepting the role to coordinate a United Way campaign at your workplace! Engaging your co-workers in a United Way campaign is important work in building a caring, vibrant community for everyone.

Your leadership as an Employee Campaign Coordinator (ECC) is important to the success of our campaign. You play a key role in your organization by educating employees about United Way Windsor-Essex and canvassing for donations. Your assistance is vital to the campaign as the majority of donations raised come from workplace campaigns and employee payroll deductions.

Whether you are a veteran ECC or a beginner, this guide will help you run a successful workplace campaign. It provides an overview of campaign basics and ideas you can use in your organization. Remember your United Way staff partner is available as a resource for your workplace campaign, so please don't hesitate to call.

If you're looking for more information, please visit [www.weareunited.com](http://www.weareunited.com) - Click on Campaign and refer to the Campaign Toolkit. This page includes fact sheets, endorsement letters, pledge forms, posters and more.

Thank you once again for demonstrating your belief in our community by becoming an Employee Campaign Coordinator. Your efforts are truly appreciated and we wish you the best during your campaign.

### Dorothy Greenway

Greater Essex County District School Board  
Recipient of the 2010 Employee Campaign Coordinator Award



## WHAT'S INSIDE?

- UNITED WAY CAMPAIGN CHECK LIST
- HELPFUL HINTS FOR CANVASSING 101
- TAX SAVINGS AND DONATING TO UNITED WAY
- LEAD UNITED
- QUICK FACTS
- I BELIEVE IN MY COMMUNITY AWARDS



*Together, we're changing lives.*

## UNITED WAY CAMPAIGN CHECK LIST

- Connect with your United Way representative for support and to answer any questions or concerns you may have
- Speak to your CEO and Union representatives to ensure their support of your workplace United Way campaign
- Recruit co-workers to help you with your campaign (collecting donations, planning, events etc.)
- Identify key dates – Kick-Off, Wrap-up and Recognition
- Arrange a training session for your committee with your United Way staff partner
- Educate yourself and your co-workers about United Way through print materials, posters, videos and speakers provided by United Way
- Be a leader and make your donation first
- Ask each person individually and personally to participate
- Report on your campaign's progress and success
- Recognize and thank your volunteers and donors
- Report your campaign totals to United Way
- Ensure your campaign is completed by November 30<sup>th</sup> to ensure payroll donations start in January and to qualify for the *I Believe in My Community Awards* (see reverse for details)

## HELPFUL HINTS & CANVASSING 101

- Be informed about United Way/Centraide. Visit [www.weareunited.com](http://www.weareunited.com) to answer your own questions before starting your canvass
- Make your own pledge first!
- 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
- Canvass each person individually and personally ask them to join you in supporting the United Way
- Ask for a donation and encourage payroll deduction and inform them of other options for giving (see pledge form)
- Listen and answer questions or concerns (see Quick Facts) or contact United Way
- Thank everyone!
- Report your results promptly and regularly to your Employee Campaign Coordinator
- When selecting your team reach out to people who are well-respected, volunteer in the community or who have benefited from United Way programs
- Focus on reaching 100% participation
- For previous donors focus on a percent increase on their donation
- United Way has guest speakers that can help show the impact of donor dollars. Schedule a speaker with your United Way staff partner
- Hold special events to increase visibility, enthusiasm and donations
- Use internal resources to help promote United Way; for example announcements, emails, newsletters and your company's intranet
- Consult with your team and departments when there seems to be a low response
- Visit [www.weareunited.com](http://www.weareunited.com) for further information

## 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 \$79.95—a tax savings of \$20.05.

When you donate more than \$200 per year, your tax savings increase significantly. The real cost to you of investing \$300 in your community through United Way is only \$219.74—a tax savings of \$80.26.

Tax savings depend on an individual's own circumstances. For help with questions on tax savings, please contact [abothamley@weareunited.com](mailto:abothamley@weareunited.com) or 519-258-0000 x1144.

United Way/Centraide Windsor-Essex County | Together, we're changing lives. | [www.weareunited.com](http://www.weareunited.com)

## LEAD UNITED

When you give \$1,000 or more to the United Way/Centraide, only \$20 per week, you become a Leader!

### \$1,000 dollars can help support

- Nutritious snacks for the 690 children participating in after-school programs
- Exercise equipment for the 539 older adults participating in health and fitness classes
- Transportation incentives for 30 families to be able to participate in the Strengthening Families program
- Kitchen equipment and supplies for community kitchens and cooking classes as part of the Food Security strategy
- Training supplies for educational workshops delivered to 515 family members of a person with a disability

### Why be a Leadership donor?

- **Tax Benefits:** A donation to United Way qualifies for a charitable income tax receipt, which will generate tax savings in Ontario of 22% on the first \$200 and 40% on the balance (both provincial and federal taxes)
- **Recognition:** United Way will recognize your generous contribution and community example by inviting you and a guest to Leadership Giving events and include your name in the LEAD UNITED Brochure as a member of the United Way Honour Roll

## QUICK FACTS

Here are some quick facts that will help you answer questions about **United Way:**

- 83% of every dollar raised supports community programs that are important to you
- Fundraising costs are well below Canada Revenue guidelines for % costs vs. dollars invested
- Adheres to Imagine Canada's Code of Ethics
- Is governed by a local volunteer Board of Directors
- Volunteers who are part of the Community Impact council decide how the dollars will be spent
- The dollars raised here in Windsor Essex, remain in Windsor Essex
- Dollars are invested in three priority areas: Basic Needs; Kids and Families and Creating Thriving Neighbourhoods
- There are 17 staff members at United Way, working with literally hundreds of volunteers. These volunteers donate their time (i.e. canvassing, committees, etc.)
- Over 500 workplaces in our community support the annual campaign
- Local organizations sponsor loaned representatives to work with staff and volunteers to support the annual campaign
- Fundraising events raised over \$181,200 in 2010
- All events are either sponsored, or paid for by participants attending the event
- Days of Caring match workplaces with not-for-profit organizations to donate time to a deserving project
- Information is available on our website at [www.weareunited.com](http://www.weareunited.com)



### Why there is a need to lead?

- Almost 10% of Windsor-Essex County residents live in low income situations
- In 2009, 94,000 visits to local food banks were by families with children
- Even though Windsor's crime rate decreased 20% for 2006-2007, Windsor had a higher crime rate per 100,000 populations than Toronto and Hamilton

United Way/Centraide Windsor-Essex County | Together, we're changing lives. | [www.weareunited.com](http://www.weareunited.com)