



United Way
Alberta Capital Region
Change starts here.

Give. Volunteer. Act.

United Way Employee Campaign Highlights



BACKGROUND

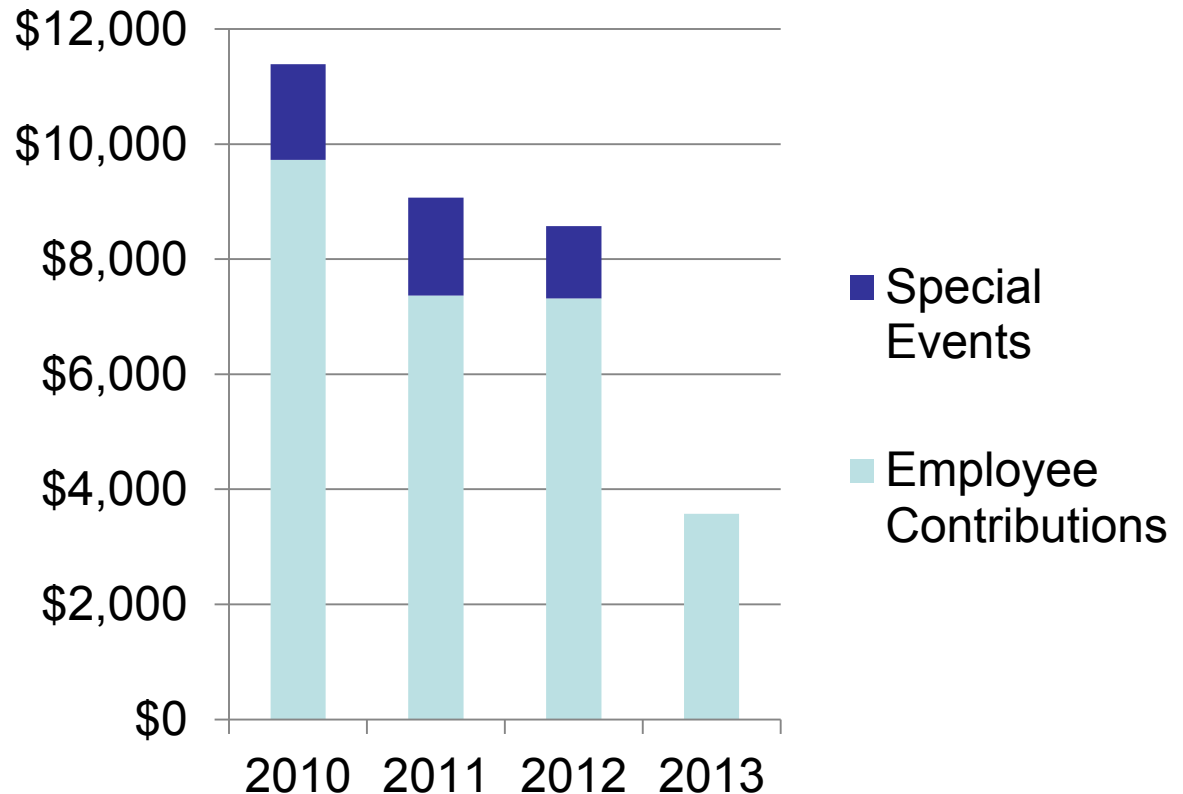
- Strathcona County employees have been partnered with the United Way since 1981.
- Prior to 2014, the campaign had stalled and lost momentum.



Past History 2010-2013

In 2013,
donations
dropped to an
all-time low of
\$3,573.

Out of over
1,500 staff,
only 10 people
donated.





2014

- A new employee campaign committee was formed with four employees and a Campaign Representative from the United Way.
- The week-long campaign ran from November 3 to 7.
- Our goal was a lofty \$15,000!

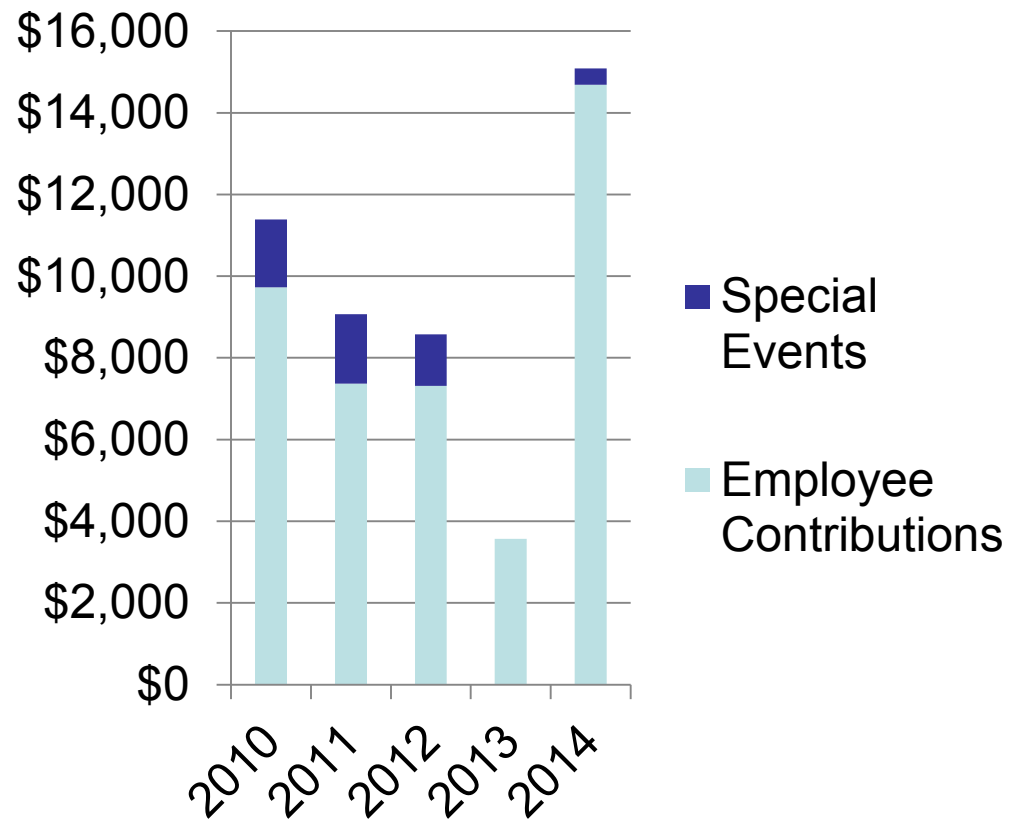


2014

The campaign was hugely successful, and raised a total of **\$15,083!**

Number of donors increased from 10 to 51.

Majority of donors came from the four departments that had an ambassador.





2014 Quantum Leap Award Recipient

The United Way nominated Strathcona County for the “Quantum Leap” Award in recognition of our 400% increase in employee contributions.

We were one of two organizations that received the award out of 15 nominees.



Red Tie Gala 
2014 AWARDS OF DISTINCTION

Photo Booth Sponsored By
**INNOVATIONS
MUSIC**
In tune with your musical needs



2015

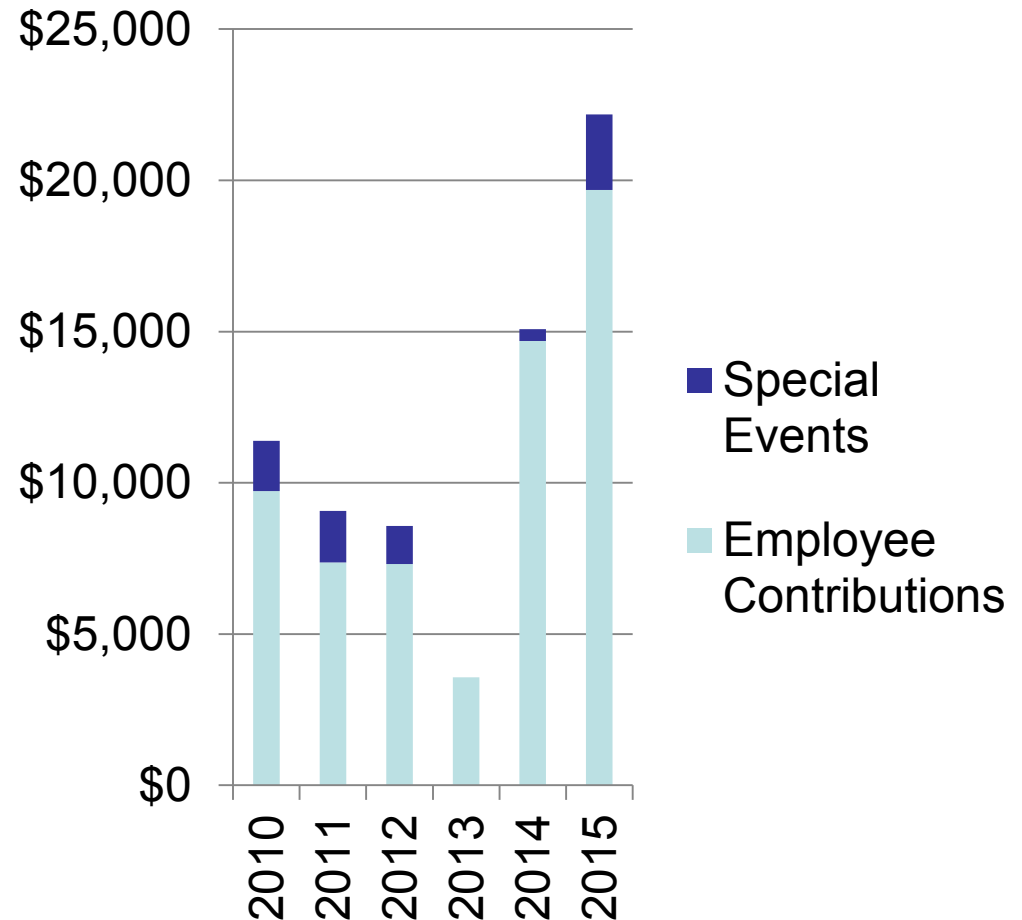
- One new ambassador joined us from PDS.
- \$16,500 goal (10% increase).
- Campaign ran for two weeks in October, plus we added the “Be Seen in Jeans” campaign during Rodeo Week.
- We added a few fun and unique fundraising events, including a chili cook-off and different raffles.



2015

The momentum continued to grow, and we reached a new record of **\$22,195.74!**

Number of donors stayed the same at 51.





2016

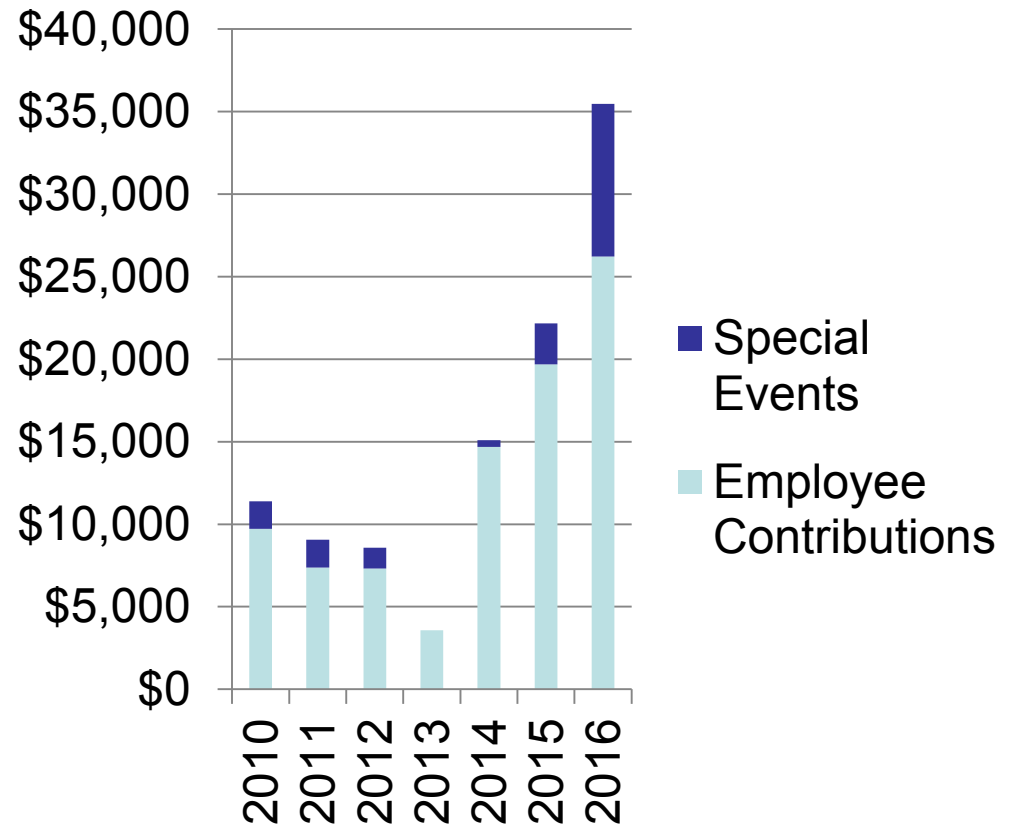
- Six new ambassadors joined the team!
- Campaign ran for 8 weeks from October 7 to December 2.
- A goal of \$25,000 was set.



2016

The response was overwhelming and another new record of **\$35,462.23** was set!

Number of donors increased from 51 to 80.





2016 Staff Events

Connor McDavid
Jersey Raffle

\$2,000 raised



PDS and FCS
Soup Kitchens

\$1,800 raised





2016 Staff Events

Be Seen In Jeans (and a jersey!)

Over \$1,200 was raised

SPSY Chili Cook-Off

Almost \$500 was raised





Rising Star Award Nomination

Once again the United Way has nominated the Employee Campaign Team for an award. This award is presented to the Workplace Campaign Committee that:

- achieved stronger than expected results and engagement compared to previous years;
- followed Best Practices to promote the United Way Campaign, and;
- showed creativity and enthusiasm in the promotion and execution of the workplace campaign.



United Way in Strathcona County

- Over 5,000 people live in poverty in Strathcona County.
- In 2015, \$187,841 was invested by the United Way in the Boys and Girls Club of Strathcona County, the Saffron Sexual Assault Centre, and the Strathcona Shelter Society.
- United Way investments directly supported over 16,000 clients from Sherwood Park and Strathcona County in 2015.



Campaign Team

Finally, a **HUGE** thanks and congratulations to the 2016 United Way Employee Campaign Team!

- Sheldon Weatherby – HR
- Jean Bell – FCS
- Debbie Rawson – TAS
- Sheryl Mayko – Transit
- Rhonda Duncan – SCES
- Taylor Price – RPC (Emerald Hills Aquatic Centre)
- Catherine Potvin – ITS
- Cathy Reed – RPS (Parks Compound Facility)
- Stacey Nestorowich – RPC (Admin)
- Brad Johnson – Fleet Services
- And special thanks to Rick Baker from the United Way