



United Way
Alberta Capital Region
Change starts here.

Give. Volunteer. Act.

United Way Employee Campaign Highlights

Debbie Rawson, 2017 Employee Campaign Chair



BACKGROUND

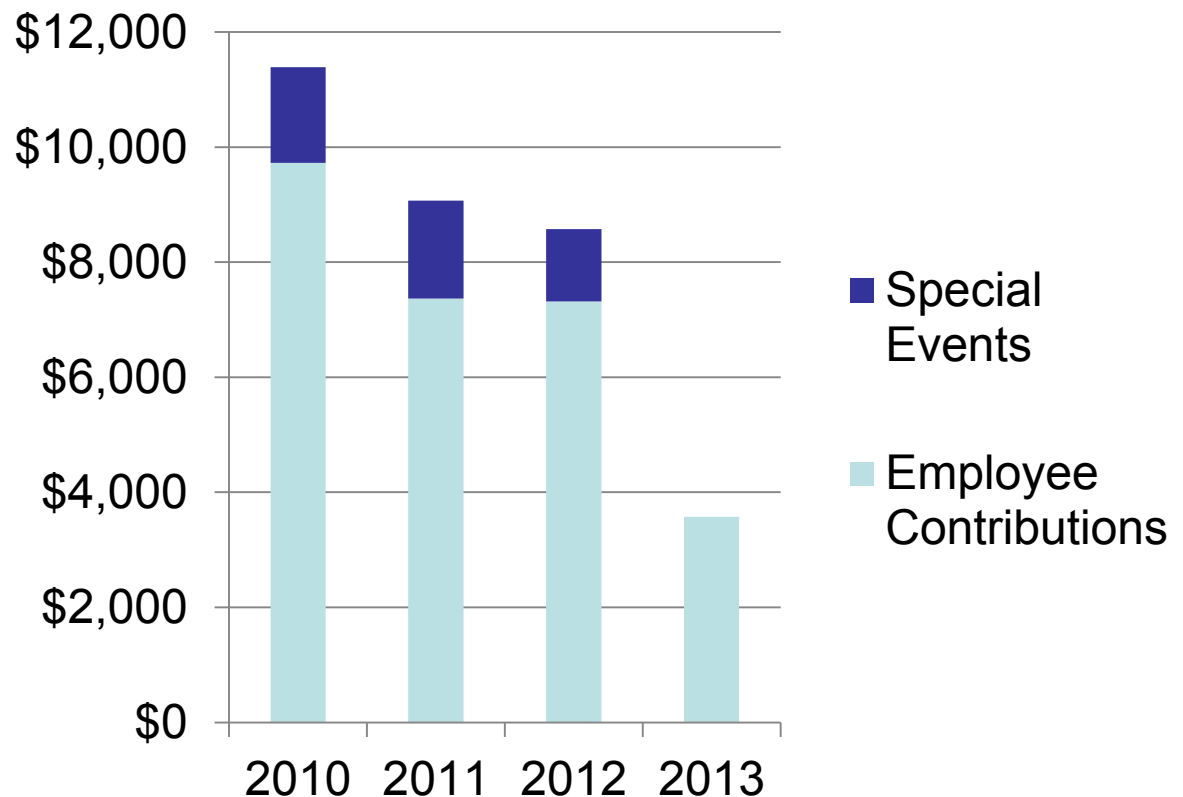
- Strathcona County employees have been partnered with the United Way since 1981.
- Prior to 2014, the campaign had stalled and lost momentum.



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

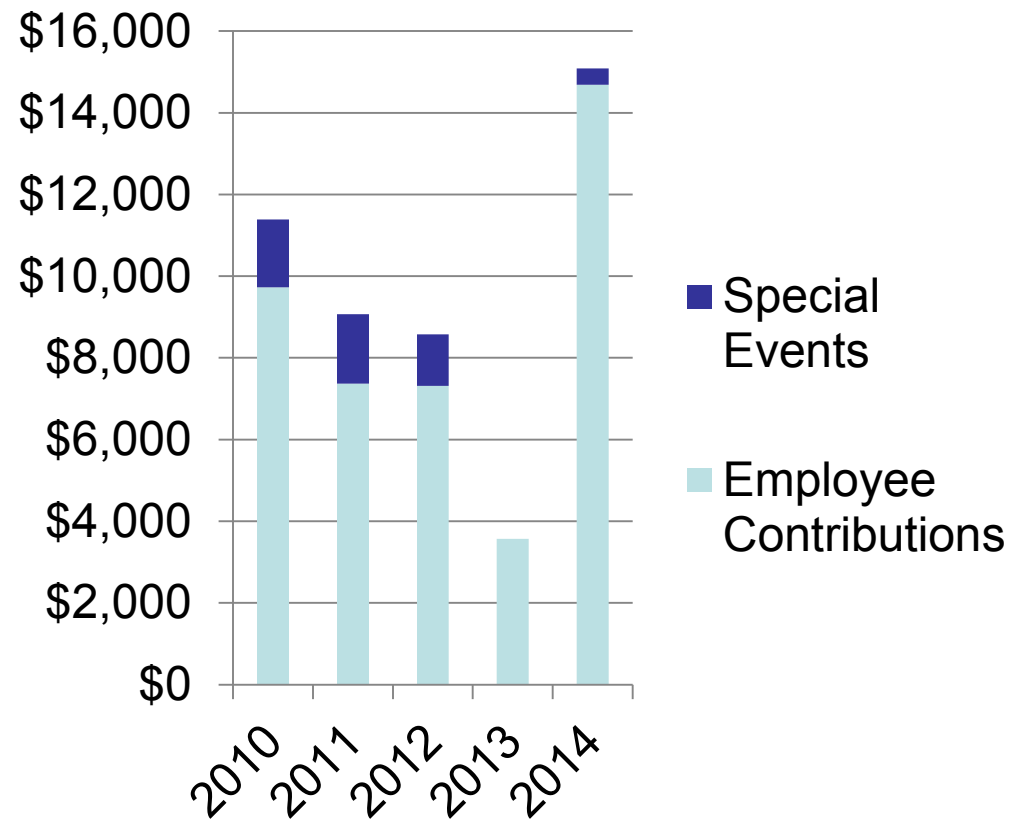
- A new employee campaign committee was formed with four employees and a Campaign Representative from the United Way.
- The week-long campaign ran from November 3 to 7.
- Our goal was a lofty \$15,000!



2014

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

Number of donors increased from 10 to 51.





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



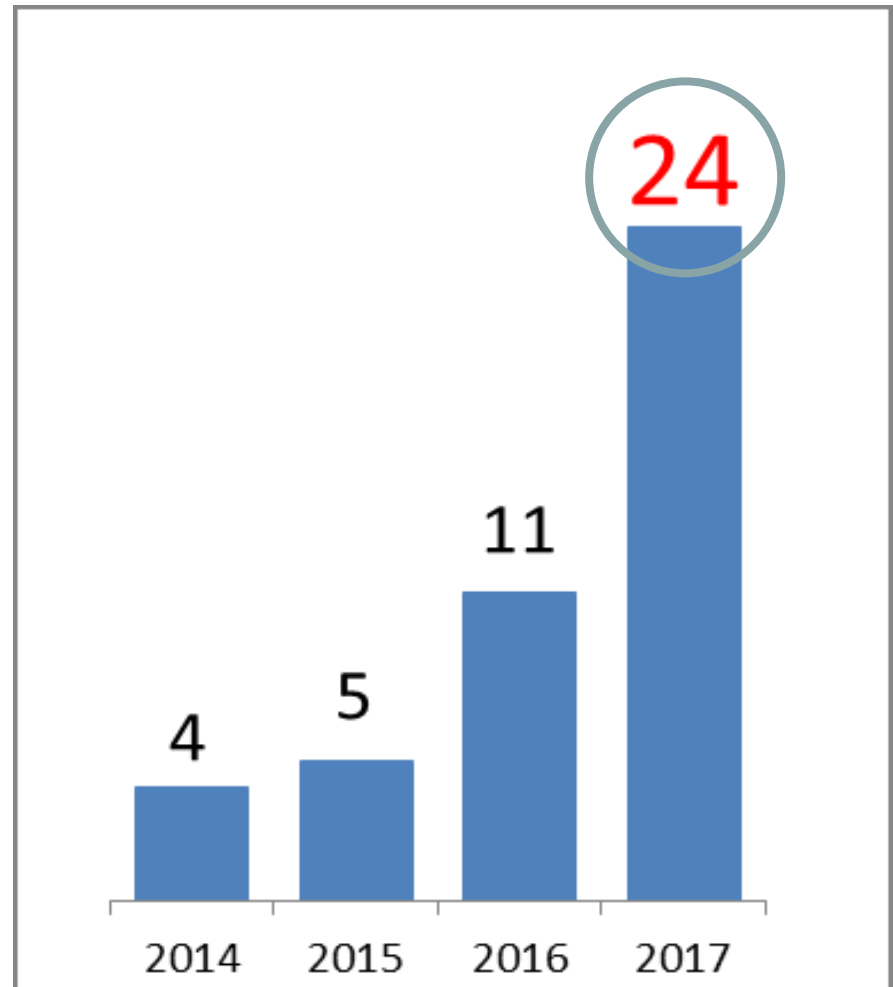
2017

- Best year to date!
- Three primary goals:
 - An ambassador in every department
 - 150 donors
 - \$50,000



An Ambassador in Every Department

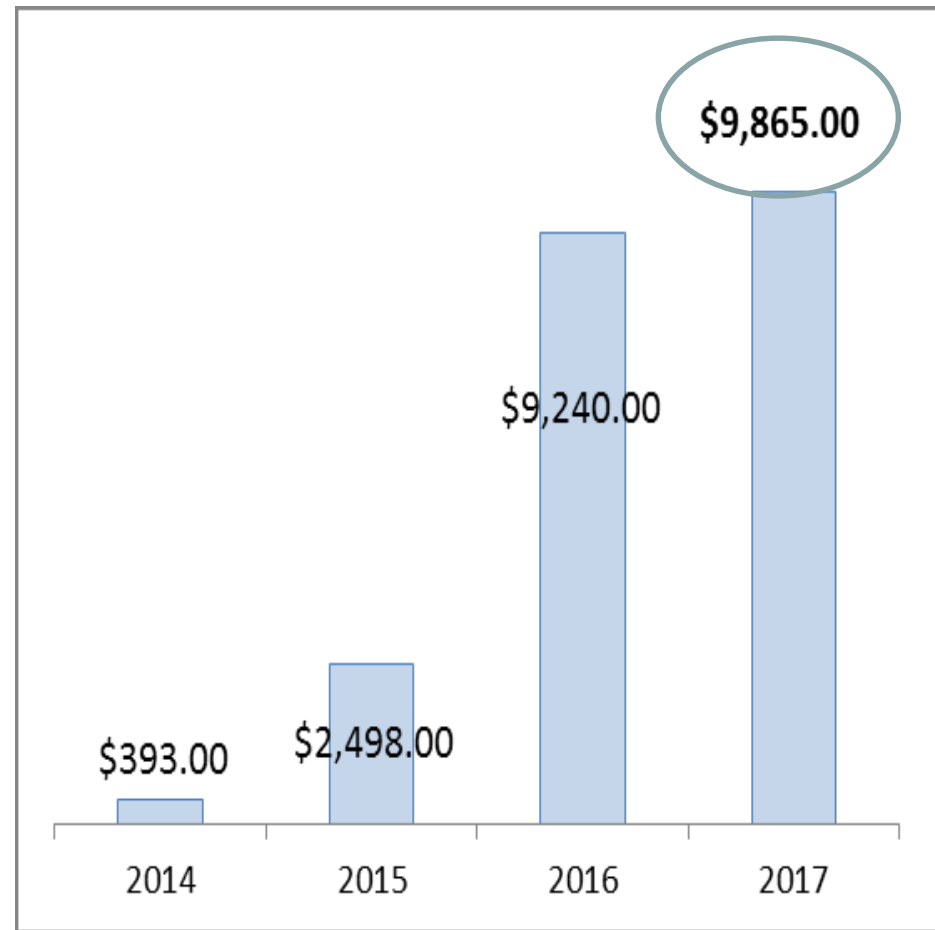
- Greater focus on the teambuilding potential of the United Way Campaign.





Special Events

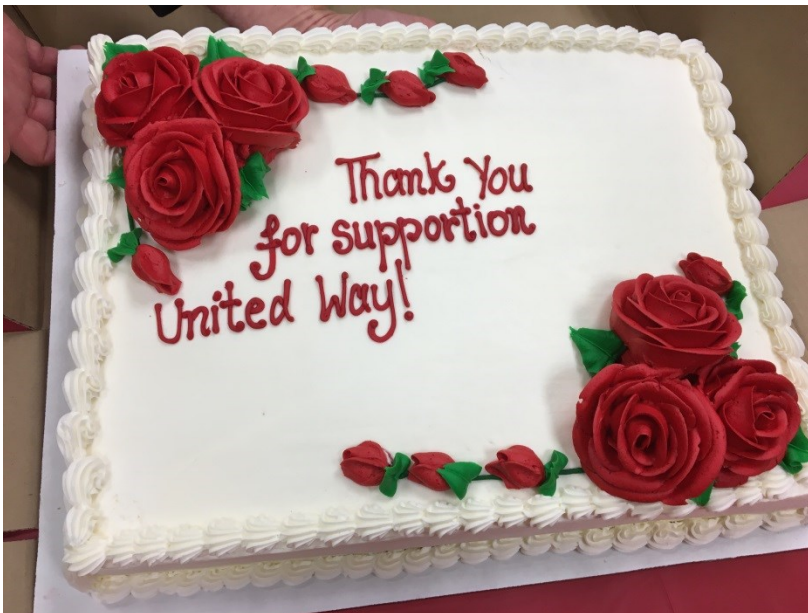
- 2 Soup Kitchens
- Oilers Jersey, Tix Draw
- Pizza Party
- 50/50 Draw
- 2 Wine Survivors
- Google Home Draw
- Be Seen In Jeans
- Silent Auctions
- Centrepiece Raffle





2017 Campaign Wrap Up Party

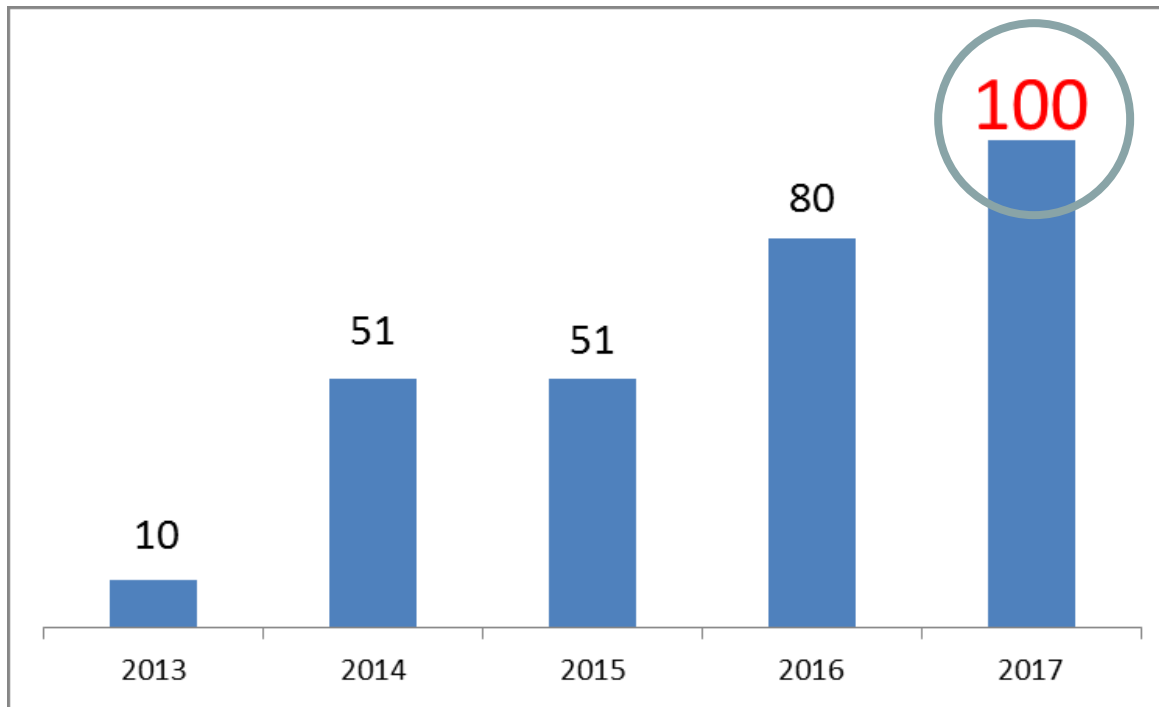
- All staff were invited to celebrate our successful 2017 campaign





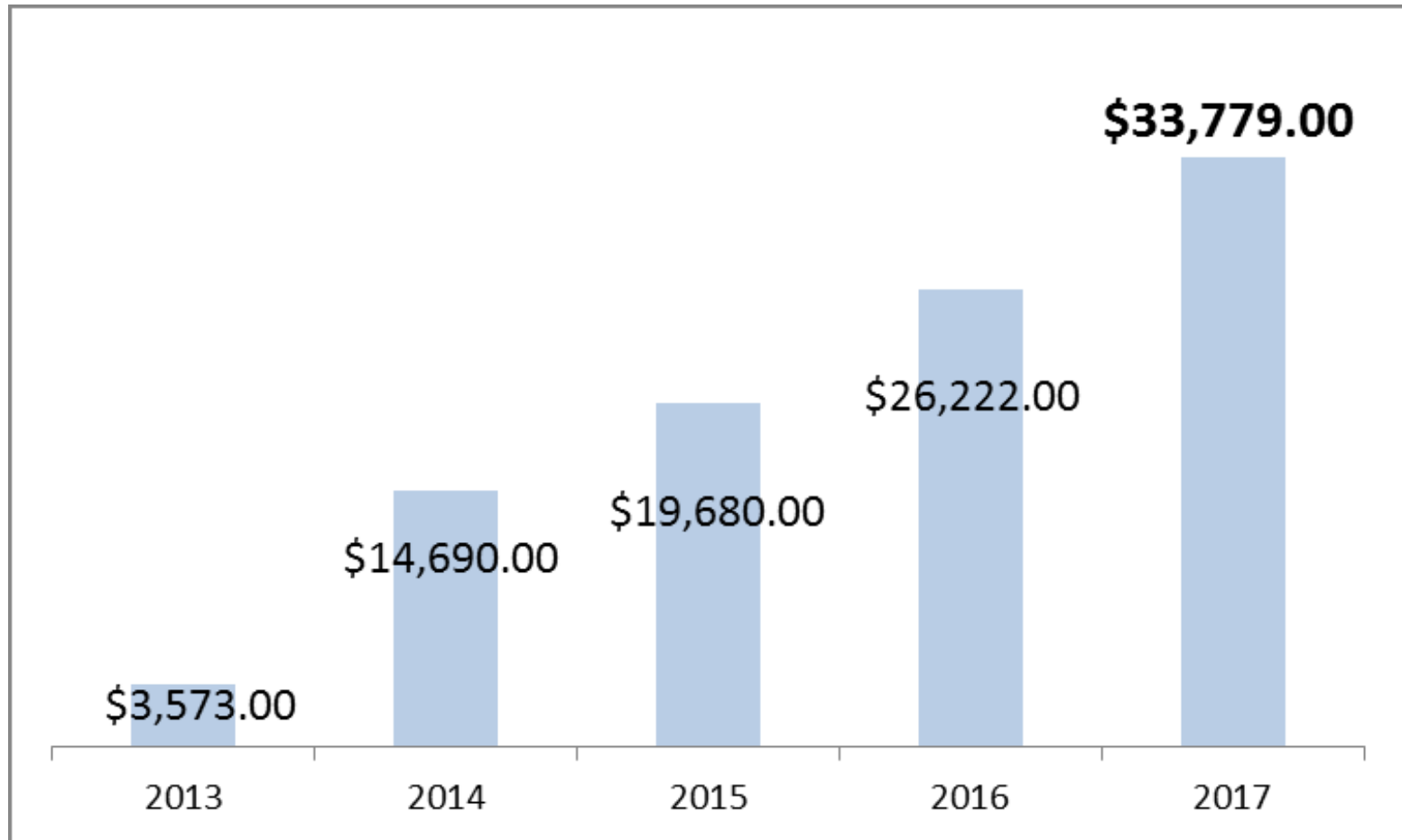
Participation Goal: 150 Donors

Employees who made an online contribution





Employee Online Contributions



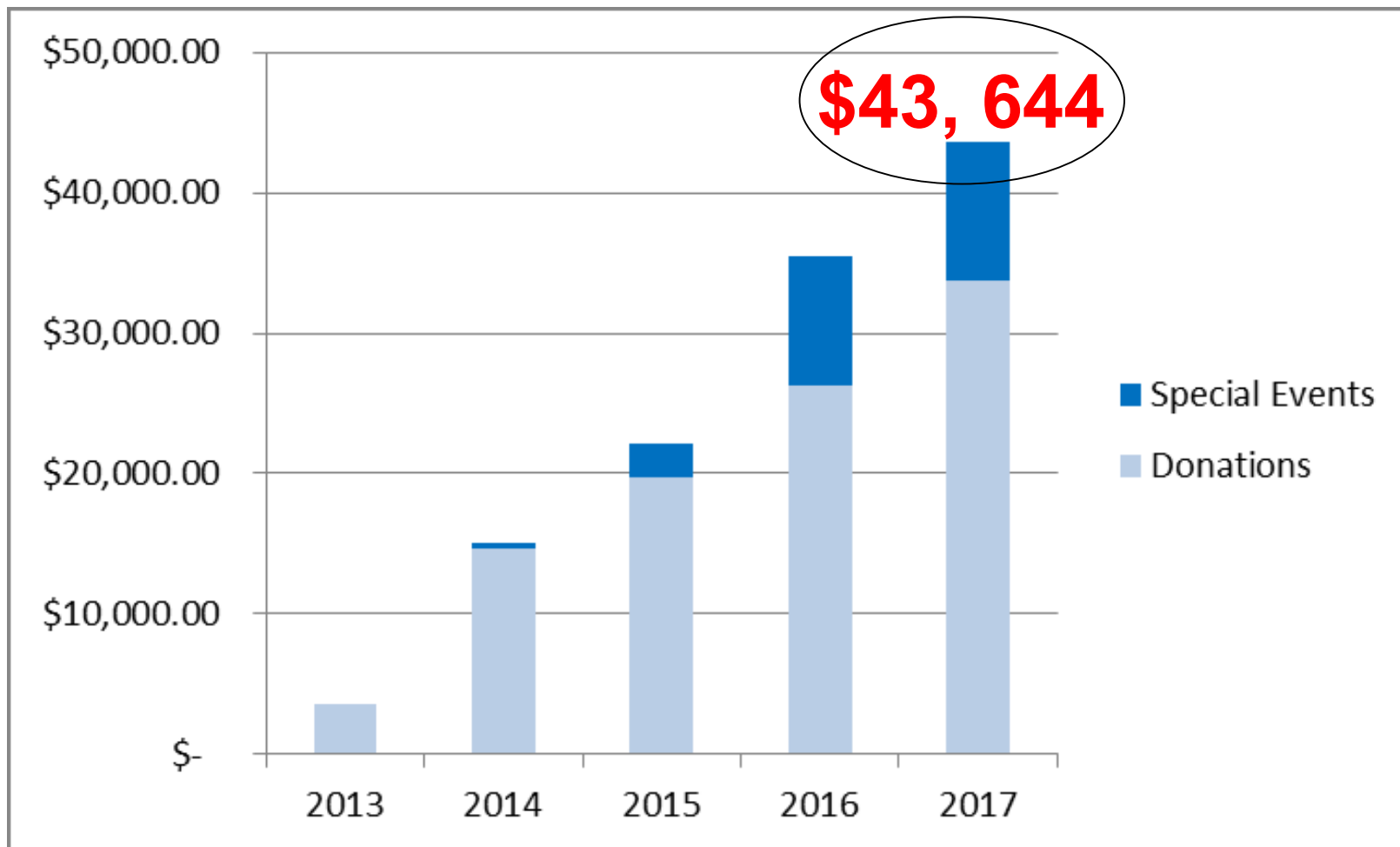


- 241 “Be Seen In Jeans” buttons sold
- 122 participated in our corporate wide Wine Survivor game
- Over 100 attended a Soup Kitchen
- Hundreds more supported the campaign through the 13 special events.





Overall Fundraising Goal: \$50,000





Nomination Campaign Committee of the Year

This award is presented to the Workplace Campaign Committee that showed

- outstanding teamwork and commitment towards meeting campaign objectives;
- creativity and enthusiasm in the promotion/execution of the workplace campaign; and
- achieved stronger than expected results in the workplace.
- Winner will be announced at Red Tie Gala Feb 22.



United Way in Strathcona County

- Over 5,000 people live in poverty in Strathcona County.
- In 2016, \$166,527 was invested by the United Way in Strathcona County, through organizations including the Boys and Girls Club of Strathcona County, the Saffron Sexual Assault Centre, and the Strathcona Shelter Society.
- United Way investments directly supported over 16,774 clients from Sherwood Park and Strathcona County in 2016.

Change starts here.



Many thanks for your support!





Thanks and Congratulations to our team:

- Gord Johnston/Diane Querry/Karmen Webb- OEO/ET
- Rachal Adams/Allison Schmidt/Jessica Brown– HR
- Brenda Nachtegaele/Lori Morgan– TAS
- Sheryl Mayko/Kim Zachow– Transit
- Ralph Maclean- PDS
- Jesse Gill- ITS
- Doneka Simmons– FCS
- Rhonda Duncan– SCES
- Stacey Nestorowich– RPC
- Sherri Giebelhaus- CP
- Brad Johnson– Fleet
- Michelle McGowan- RCMP/ES
- Michael Greenwood- UT
- Melody Lukawenko- A&T
- Annie McAuley- FAC
- Rachel Rieland- FIN
- Danielle LeGrow- TPE
- **And special thanks to Beth Kent from the United Way!**