



United Way
Alberta Capital Region
Change starts here.

Give. Volunteer. Act.

United Way Employee Campaign Highlights

Debbie Rawson, 2018 Employee Campaign Chair



BACKGROUND

- Strathcona County employees have been partnered with the United Way since 1981 to help create “Pathways Out of Poverty”.
- Prior to 2014, the campaign had stalled and lost momentum, but we have been building since then.



Two Campaign Goals:

- Raise money for the United Way
 - \$55,000
- Corporate teambuilding
 - Number of Ambassadors
 - Participation in Special Events

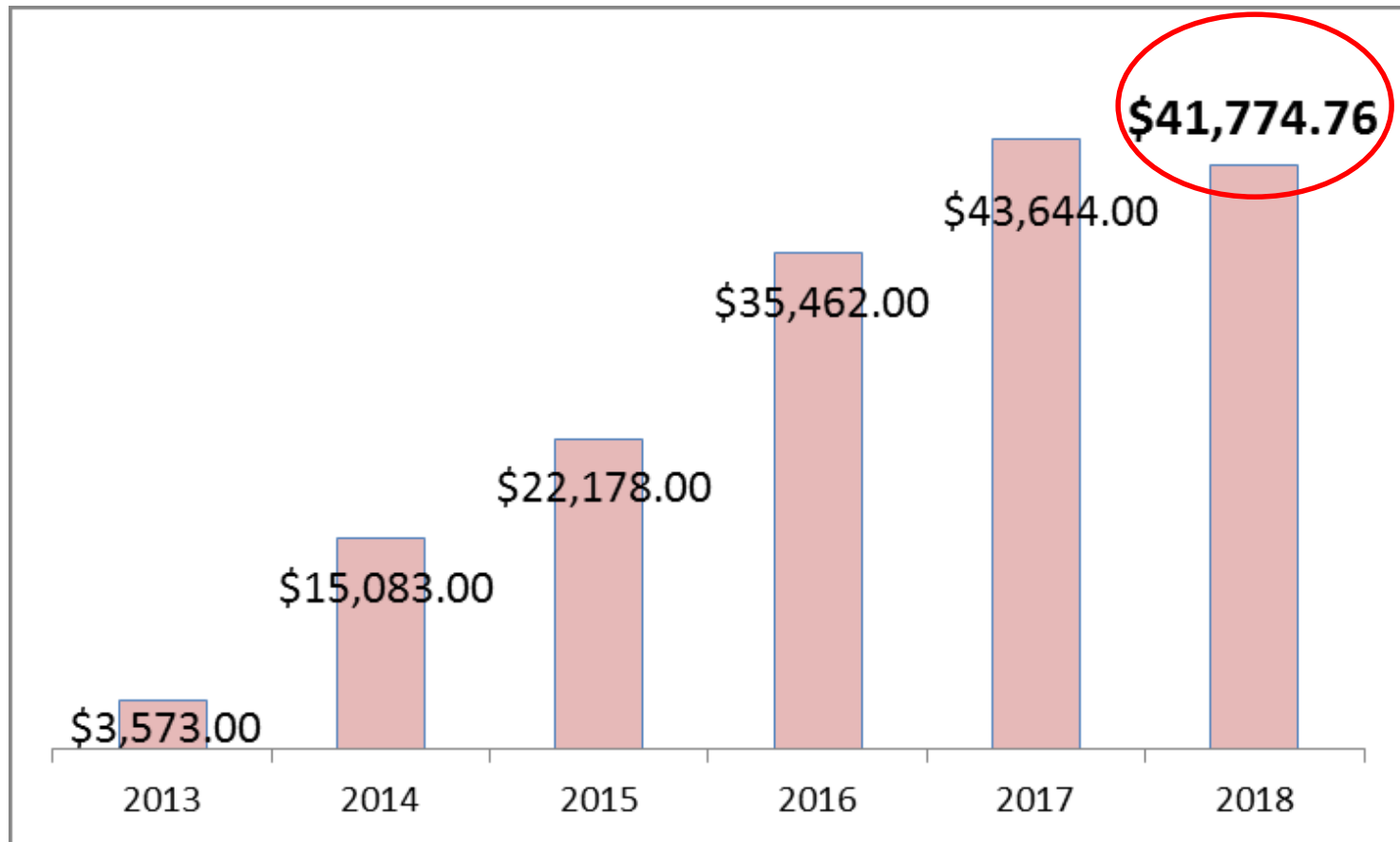


United Way in Strathcona County

- Over 5,000 people live in poverty in the County.
- Directly funds several local organizations:
 - Boys and Girls Club of Strathcona County
 - Parents Empowering Parents
 - Strathcona Shelter Society
 - Saffron Sexual Assault Centre
 - Linking Generations
- Investments support thousands of our residents through local organizations and regional initiatives.



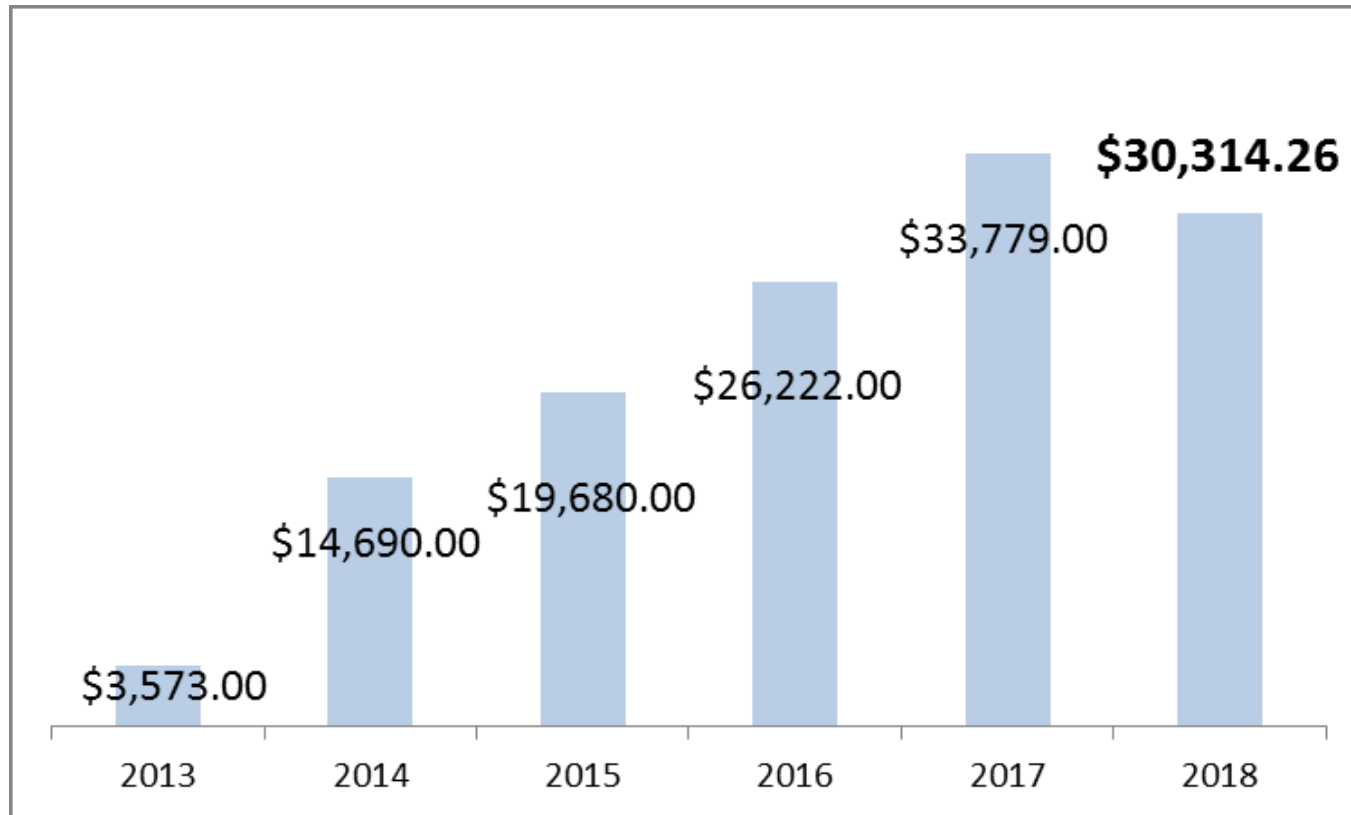
Campaign Dollars Raised





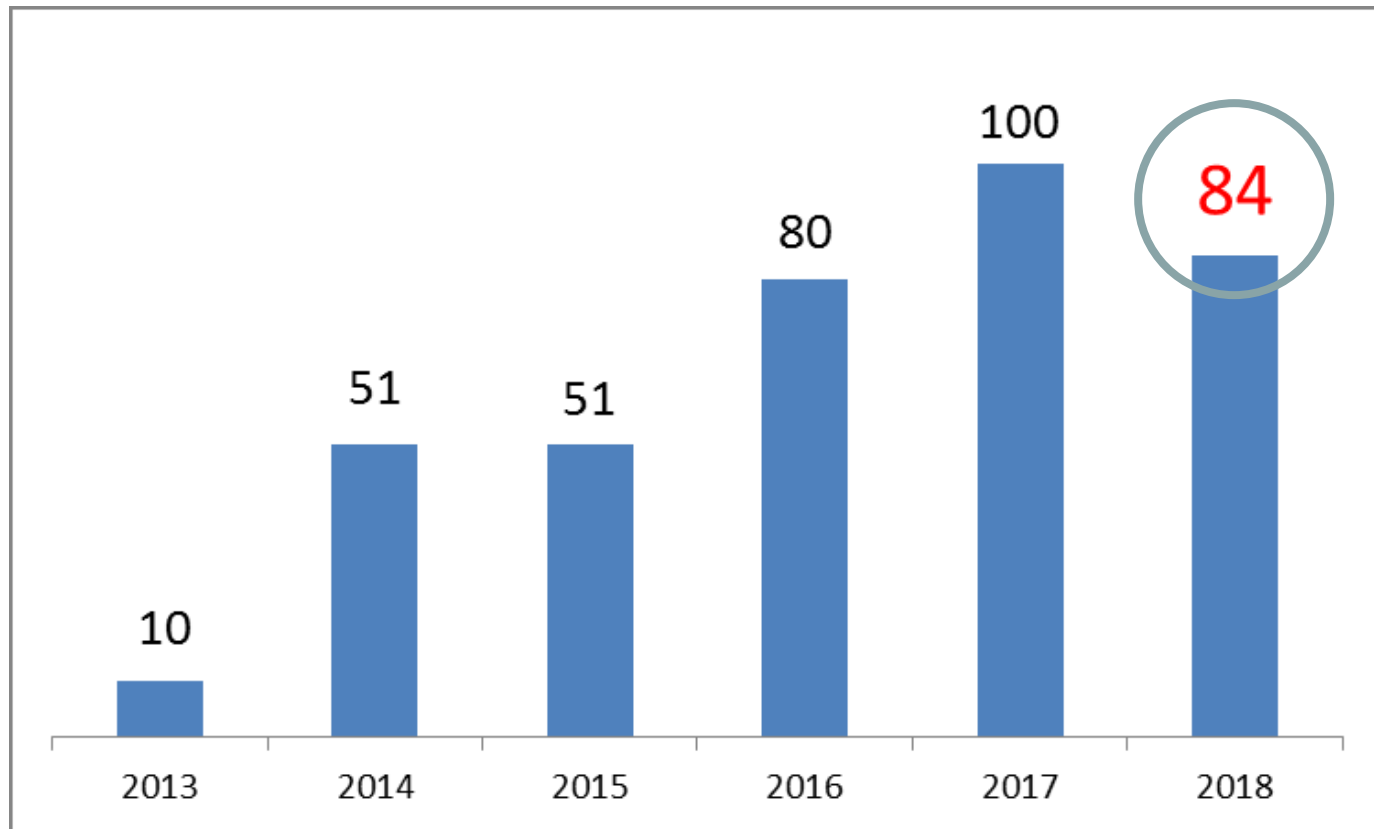
Employee United Way Contributions

Online Campaign October 29-November 9, 2018





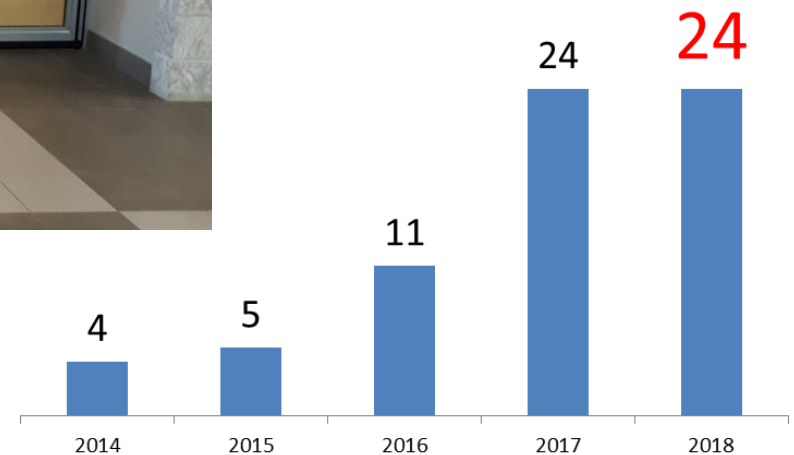
Number of Employees Contributing Directly to United Way





Team Building

Goal: An Ambassador in Every Department





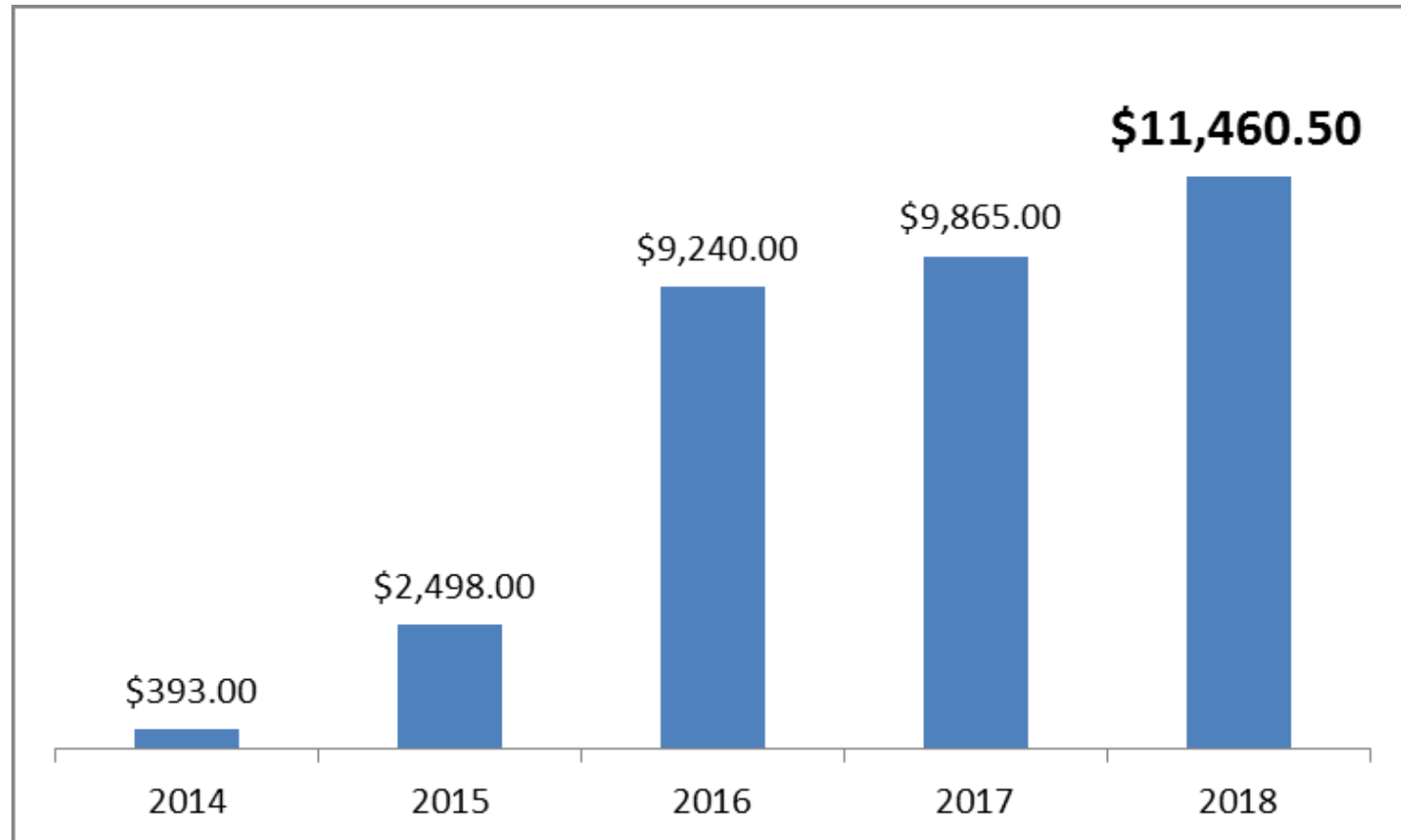
Year Round Campaign Model



- Capitalize on existing staff events
 - Celebrating Staff
 - Staff BBQ
- Broaden opportunities for giving and teambuilding



Money Raised – Special Events





Special Events

- Soup Kitchen
- Hockey Sweepstakes
- Tomato Festival
- 50/50 Draw
- Wine Survivor
- Be Seen In Jeans
- Beer Advent Calendar Draw
- RCMP Chili Cook Off
- Year End Party...





- 230 “Be Seen In Jeans” buttons sold
- 142 participated in our corporate wide Wine Survivor game
- Over 120 attended a Soup Kitchen
- Hundreds more supported the campaign through other special events and draws.





Recognition

United Way Alberta Capital Region

- 2014- won Quantum Leap Award from United Way
 - 400% increase in employee contributions.
- 2017 and 2018- Nominated for Campaign Committee of the Year
 - outstanding teamwork, creativity and enthusiasm in the promotion/execution of the workplace campaign; and achieved stronger than expected results in the workplace.

Change starts here.



Many thanks for your support!





Thanks and Congratulations to our team:

- Debbie Rawson- Employee Campaign Chair
- Gord Johnston/Diane Querry/Karmen Webb- OEO/ET
- Tammy Eros/Allison Schmidt– HR
- Brenda Nachtegaele/Lori Morgan/Jessica Brown– TAS
- Sheryl Mayko/Kim Zachow– Transit
- Ralph Maclean- PDS
- Jesse Gill- ITS
- Doneka Simmons– FCS
- Rhonda Duncan– SCES
- Stacey Nestorowich– RPC
- Charissa Kangudie- CP
- Brad Johnson– Fleet
- Michelle McGowan- RCMP/ES
- Laurie Bell- SCBT
- Alicia Young-UT
- Jennifer Ludlow-FAC
- Robert Goodier- FIN
- Danielle LeGrow- TPE
- And special thanks to Beth Kent from the United Way!