United Way Employee Campaign Highlights

Debbie Rawson, 2018 Employee Campaign Chair
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Dollars Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$3,573.00</td>
</tr>
<tr>
<td>2014</td>
<td>$15,083.00</td>
</tr>
<tr>
<td>2015</td>
<td>$22,178.00</td>
</tr>
<tr>
<td>2016</td>
<td>$35,462.00</td>
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<tr>
<td>2017</td>
<td>$43,644.00</td>
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<tr>
<td>2018</td>
<td>$41,774.76</td>
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</tbody>
</table>
Employee United Way Contributions
Online Campaign October 29-November 9, 2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$3,573.00</td>
</tr>
<tr>
<td>2014</td>
<td>$14,690.00</td>
</tr>
<tr>
<td>2015</td>
<td>$19,680.00</td>
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<tr>
<td>2016</td>
<td>$26,222.00</td>
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<tr>
<td>2017</td>
<td>$33,779.00</td>
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<tr>
<td>2018</td>
<td>$30,314.26</td>
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</tbody>
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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

- 2014: $393.00
- 2015: $2,498.00
- 2016: $9,240.00
- 2017: $9,865.00
- 2018: $11,460.50
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.
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!