



2020 United Way Campaign

A look back at the City of Brampton's
2020 UW Campaign



\$108,023

We are happy to report that we have
successfully exceeded our goal of
\$106,000

Our Goal

Was to create and execute a thoughtful campaign aimed at re-energizing our philanthropic beliefs using education and senior leadership to strengthen our message and ultimately reach our \$106,000 goal.

A three-phased strategic approach was developed.

- i. Share tangible examples of where money has been used in Brampton
- ii. Target civic mindset, our passion to serve the community that employs us.
- iii. Share how the UW supports Brampton

We were up 23% from 2019 in the first two events held.

We had a plan, we were executing against that plan...
Then Covid-19 happened.



Our Product

Taking into consideration the fluidity of changes surrounding Covid-19, the United Way campaign was placed on hold temporarily from mid-March to mid-July 2020.

July 2020 - A new plan evolved

While trying to understand and manage, social distancing, remote work and fear of the unknown, we came up with the following:

- “Hit the streets” we wanted to present to every corporate department. Providing much needed UW education to as many staff as possible.
- Change the UW image from “Global” to “Local”.
- Offer as many ways to engage virtually as possible.
- Look at new innovative ways to create engagement and Corporate-wide support.



Road Blocks

Our 2020 UW campaign looked and felt different than in years past.

- Corporate shut-down from March to July 2020
- Ongoing Provincial restrictions & growing concerns
- New mandates: Masks, social distancing, remote work
- Remain conscious of the current climate i.e Changes to workloads and personal situations re. donations/participation
- The uncertainty that Covid-19 provided globally
- AGCO was not prepared to handle virtual gaming at a Criminal Code level - which hindered our ability to run games virtually.
- Little to no use of UW Ambassadors
- No Great Wolf Lodge sales, No Holiday Calendar sales
- Bingo – was dramatically reduced to stay within our license
- No Catch the Ace sales, No Bake sales, No Casino night
- Reduced Holiday Auction sales. Risk vs Return was high
- COB staffing reduction from 5,698 to 3,687
- A Chair/Vice-Chair with no previous UW campaign experience
- The unfortunate loss of COB EE and 2019 Chair Cindy Tate



A look at the numbers – Pledge participation

Aside from \$106K, the overall goal was to increase divisional participation.

2020 Campaign CLT Challenge	Transit	Corp Supp Srvs	Leg Srvs	PWE	CAO	Fire & EMS	Comm Srvs *	Plng Bldg & Ec Dev	COB Total 645 *
Total Participation %	24.2%	15.8%	22.4%	13.9%	51.5%	9.8%	11.1%	13.6%	17.5%
Avg donation per Participating EE	\$87.02	\$209.12	\$160.35	\$177.17	\$132.79	\$149.66	\$102.22	\$235.95	\$128.17
Total Pledge Revenue	\$27,055	\$12,547	\$8,819	\$11,339	\$2,257	\$7,782	\$5,622	\$6,842	\$82,544.00

Note:

ATU contributed \$2,500 - \$29,555 Transit

BPFPA contributed \$2,500 - \$10,282 Fire & EMS



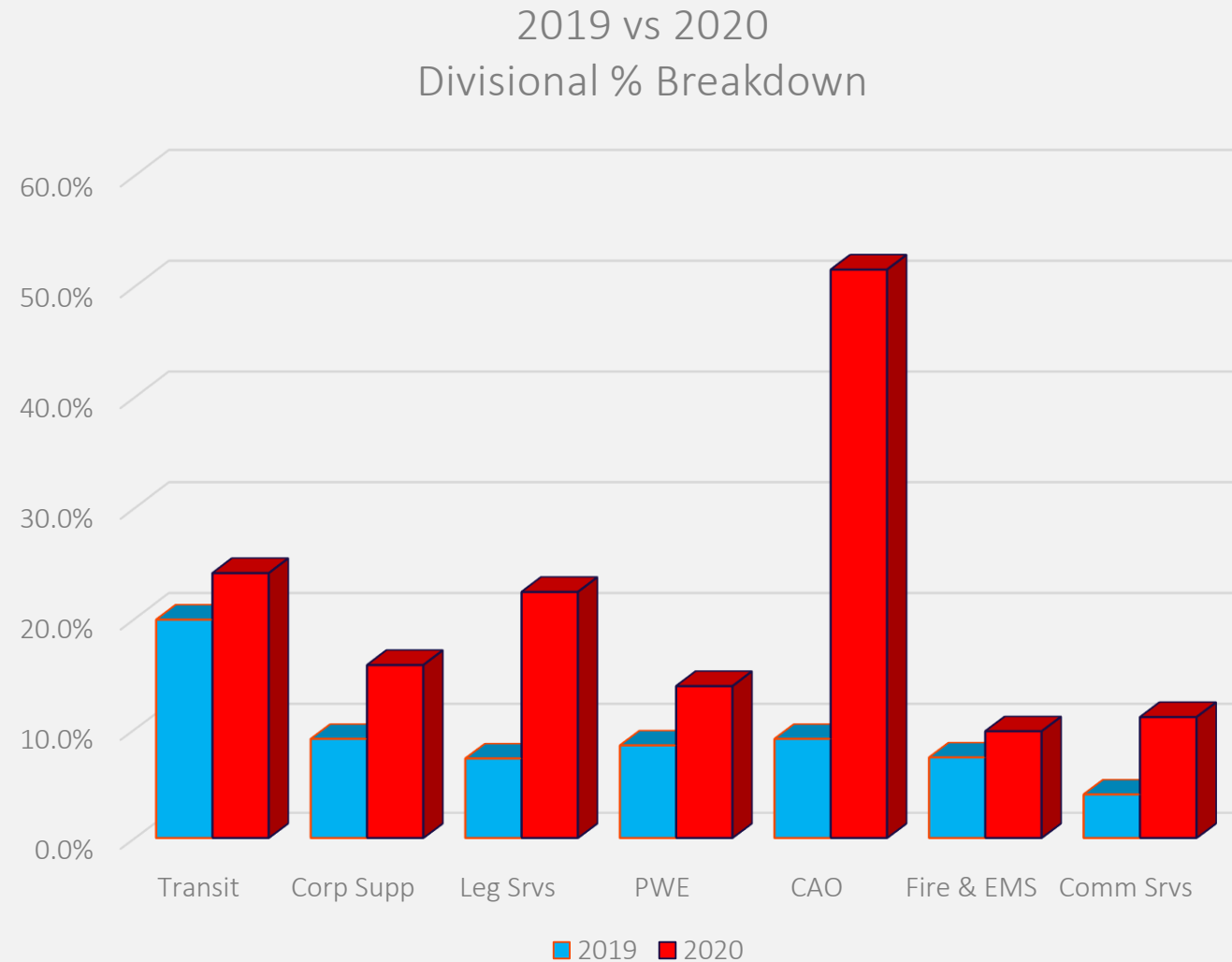
2020 Highlights

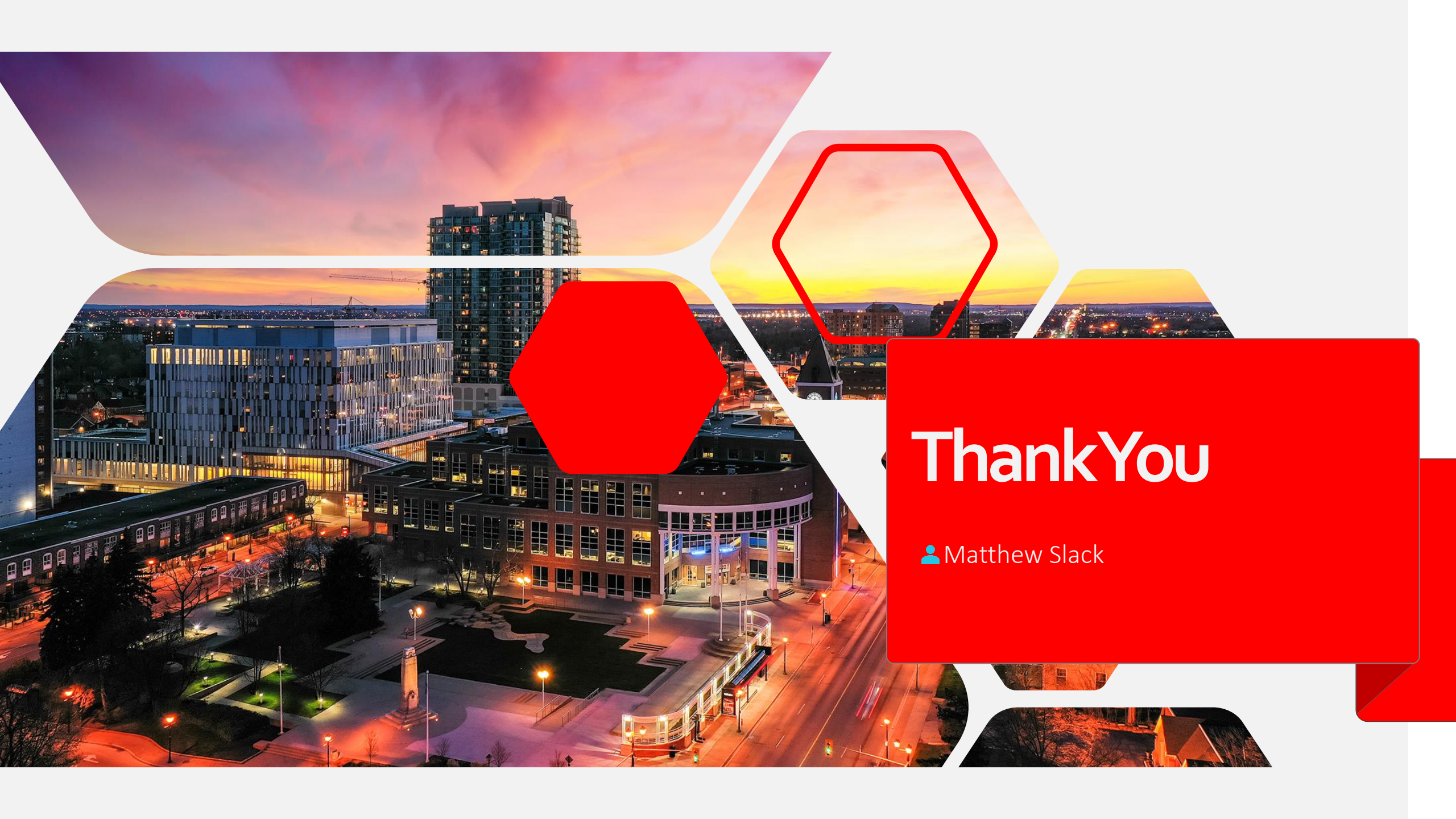
- Dress down passes
- Longest night
- Departmental presentations (*engage & educate staff*)
- First ever Virtual Agency Tour (*highlight local impact*)
- Spotlight videos with David Barrick, Michael Davidson, Alex Milojevic (*Raise Corporate support & staff engagement*)
- Abundant spotlight messaging
- First ever Virtual Lunchtime Series (*Raise staff engagement by leveraging local businesses*)
- First ever CLT Challenge (*Raise Corporate support & staff engagement*)
- Bingo & Holiday auction (Adjusted to improve Risk/Reward)
- First ever Poinsettia sales – 250 x \$3 = \$750
- Corporate pledges back in double-digits. 8.5% ↑ 17.5%



Working Together to Raise the Bar

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Thank You

 Matthew Slack

2021 United Way Campaign

Prepared for: Members of Council
Presenter : Rajkaran Chhina, Campaign
Chair 2021



United Way
Greater Toronto

WORKING WITH COMMUNITIES IN
**PEEL, TORONTO
& YORK REGION**



City of Brampton
employees are proud
supporters of **United Way.**



BRAMPTON





2021 Vision

- Encourage all City of Brampton employees to participate in this year's United Way fundraising campaign through events and donations.
- Educate and provide statistics on how the donations are providing a positive impact.
- Fundraising and pledges will provide needed relief to the families who are fighting poverty.



Campaign & Goal

- Uncertainty due to COVID-19 is still a concern for 2021
- Therefore, the 2021 campaign will remain a hybrid campaign this year, to be reviewed quarterly
- 2021 campaign goal: \$120,000



Measuring Success

1. Employee participation

a) Engagement:
registrations, web
analytics, feedback
forms etc.

b) Pledges

2. Comparing events collections with past year



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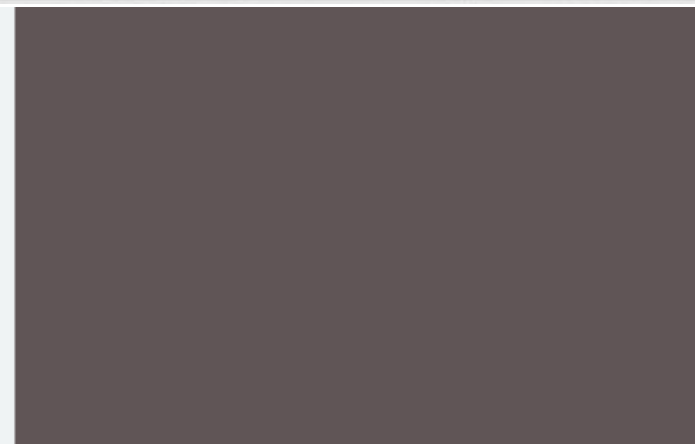
Council Sponsor

Thank you Councillor Doug Whillans
for continuing as the Council
Sponsor.

We look forward to engaging all of
council in this year's campaign to
support our community.

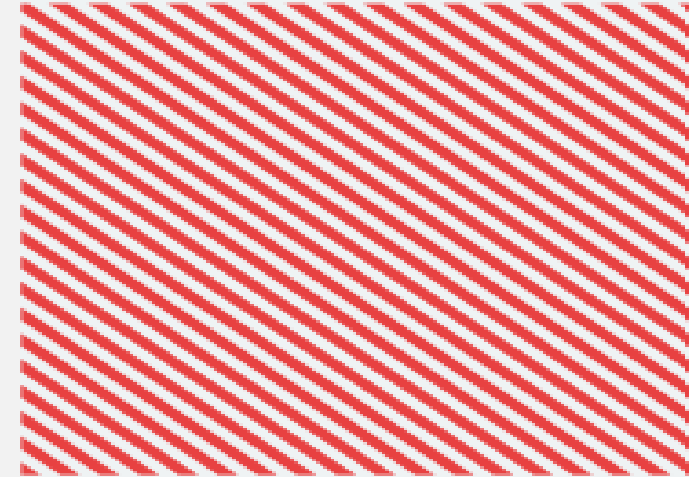


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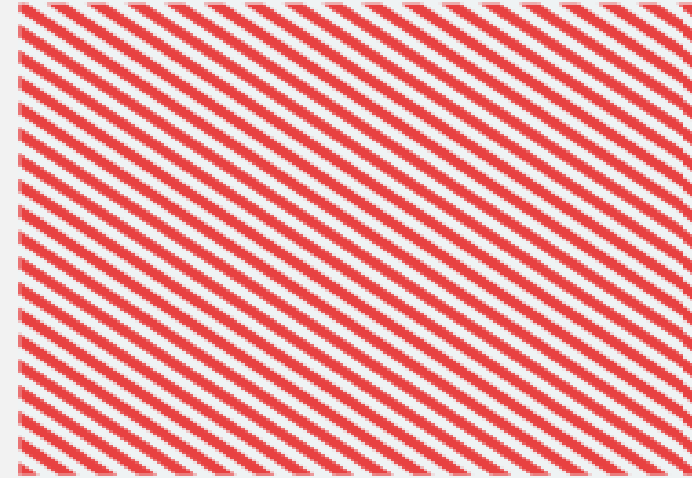
Core Team Members

- Ana Eres – Community Services
- Andrea Magana – Office of the CAO
- Ashlyn Gladman – Corporate Support Services
- Jacqueline Fulton – Corporate Support Services
- Jayne Holmes – Public Works & Engineering
- Michael Keran – Transit
- Michael Miele – Office of the CAO
- Matthew Slack – Transit
- Neila McChesney – Corporate Support Services
- Raj Chandegra – UW Greater Toronto
- Richard Murdoch – Fire & Emergency Services
- Roop Sandhu – Community Services
- Ruban Rajah – Public Works & Engineering
- Taran Cheema – Corporate Support Services



UW President & CEO

Daniele Zanotti



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Thank You

