

# United Way Campaign

## Committee of Council Presentation

April 26<sup>th</sup>, 2023



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

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



# Agenda



- Opening remarks from 2022 Chair **Steve Ganesh**
- Incoming Chair: **Junaid Khan (JK)**
- Remarks from United Way Greater Toronto (UWGT)
- Overview of the Campaign
- 2022 Campaign Updates
- 2023 Campaign High Level Roadmap
- Key Takeaways

# Incoming Chair: Junaid Khan (JK)



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## Role within City:

- Supervisor, Energy Management in Public Works & Engineering

## Role within UW:

- Vice Chair 2022 Campaign
- Chair 2023 Campaign



# Remarks from UWGT

## Ruth Crammond (VP of Community Investment and Development)

- Updates to Council from United Way Greater Toronto



Food insecurity has been exacerbated



Layoffs have skyrocketed for low-wage workers



The housing crisis has gotten worse

# Overview of the Campaign



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## Three Methods of Fundraising:

- 1) Employee Pledges
- 2) Events organized by United Way Core Team
- 3) Events organized by other Departments



# Employee Pledges

- Employee pledges are deducted automatically from paychecks
  - **Sign up prior to official Campaign Kickoff:** via Pledge Forms
  - **Sign up during the official Campaign (Sept – December):** via United Way online platform (look out for email)
- Staff can also choose to make additional donations via the United Way Portal while Campaign is active (Sept – December)

2022  
COMMUNITY  
CAMPAIGN

 United Way  
Greater Toronto

# United.



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Junaid,

Everyone deserves to have a stable income, an affordable and decent place to call home, and good food on the table. But every day, people go without.

United Way is meeting our community's most urgent needs, directing funds to the agencies and services that support neighbourhoods where poverty is concentrated and where COVID-19 has hit hardest. But they can't continue to do it without you.

**[By making a donation to United Way's 2022 Community Campaign](#)**, you'll be an important part of helping your community rebuild and tackle poverty and the forces that create it across the GTA.

# Events organized by UW Core Team

- **Examples:** Duck Race, All Staff BBQ, Beach Volleyball etc.



# Events organized by Other Departments

- **Examples:** Enforcement & Bylaw Softball Game and Taco Fest (+Taping a boss)



# 2022 Campaign Updates

## ☐ Proceeds:

- ☐ Pledges: **\$60,500**
- ☐ Events Revenue: **\$33,500**
- ☐ Total Proceeds: **\$94,000**
- ☐ Target: **\$85,000**

## ☐ Major Events:

- ☐ All Staff BBQ (**\$3100**),
- ☐ Duck Race (**\$5200**),
- ☐ Great Wolf Lodge (**\$6900**),
- ☐ Silent Auction (**\$4900**)
- ☐ Longest Night (**\$5100**)



# 2023 Campaign High Level Roadmap



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## Events Planning:

- ❑ **United Way Core Team will focus on the following events/initiatives:**
  - ❑ Curling Funspiel (\$1400 raised)
  - ❑ National Public Works Week (NPWW) BBQ (May 25<sup>th</sup>) and All Staff BBQ (September)
  - ❑ Duck Race (September)
  - ❑ Silent Auction (December) and other Auctions (Hockey Tournament etc.)
  - ❑ Great Wolf Lodge (June and October)
  - ❑ BINGO (October – November)
  
- ❑ **New Events to be considered based on ideas brought forth**



# 2023 Campaign High Level Roadmap



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## Proceeds Forecast:

- Pledges: \$63,000\*
- Events: \$34,000
- Target: \$97,000

**\*Challenge:** Despite current economic conditions with high costs of living and inflation, we hope to meet these targets thanks to our generous donors and supporters!



# Key Takeaways



- ❑ Due to the unwavering and continuous support from our Staff, Members of Council, Leadership, United Way Core Team, Sponsors, and Ambassadors, 2022 Campaign was a huge success!
- ❑ With steadfast support from everyone, we will ensure that 2023 Campaign is a success as well!
- ❑ Members of Council are invited to participate in the events and are welcome to share ideas for fundraising or enhancing the Campaign!

**Thank You!**  
**Questions ?**