
TO: CITY MANAGER **DATE:** 2015 November 02

FROM: UNITED WAY COMMITTEE CHAIR **FILE:** 1600-05

SUBJECT: CITY OF BURNABY EMPLOYEES WORKPLACE
2015 UNITED WAY CAMPAIGN

PURPOSE: To provide Council with information regarding this year's City of Burnaby United Way Campaign.

RECOMMENDATION:

1. **THAT** Council receive this report for information purposes.

REPORT

The United Way of the Lower Mainland provides positive, long-term social change in our community and for over 10 years the City of Burnaby staff have contributed to creating better communities and helping our citizens improve their lives by supporting the City of Burnaby Employees Workplace Campaign.

In the last two years the City's campaign has focused on building awareness for four key areas; All that kids can be, Poverty to Possibility, Strong Communities and the Philanthropists' Circle Program.

1.0 ALL THAT KIDS CAN BE

Kids are born with limitless potential. Yet too many of them lack what they need to reach it. Experiences in childhood set the foundation for life. Giving to the United Way helps to provide young kids a healthy start, and school-age kids the opportunity to succeed. Which is investing in the future and helps kids be all they can be.

2.0 POVERTY TO POSSIBILITY

The burden of poverty is profound. Since 2008, United Way has seen a 25% increase in food bank use. If people can't meet their basic needs like food and shelter, they can barely stay afloat let alone get ahead. United Way makes sure kids arriving to school hungry get breakfast. Donations help people get the food they need, learn how to find or grow healthy affordable food, and access available programs and resources.

3.0 STRONG COMMUNITIES

Communities should fuel our lives, support our development and keep us healthy and strong. But for many in Metro Vancouver, it's hard to connect. Loneliness is as dangerous as smoking.

The strength of a community is in the well-being of the people who live there. For some, that means accessing services they didn't even know existed. For others, like seniors, it means keeping them connected and engaged in order to stay healthy. United Way helps to build strong neighbourhoods; helps seniors live independently; funding the helpline bc211; and advancing public policy through our Public Policy Institute.

4.0 PHILANTHROPISTS' CIRCLE PROGRAM

The Philanthropists' Circle was established in 2009 by a group of dedicated community leaders with a goal of raising matching funds to encourage individuals and corporations to show increased commitment to our community, at a time of urgent need. As a result of this incredible support, thousands of everyday heroes made new donations or increased their gift to United Way and that is how the campaign for You Give....We Match was created.

4.1 How the program works?

Donors that increase their donation by 15% or more from the previous year would qualify for the program and their donation would be matched by 100% doubling their impact. City staff that donated in 2014 were provided information about the program which helped to raise an additional \$26,056.

5.0 CAMPAIGN RESULTS

Every year there is an increase in demand for help within our communities and this year the staff at the City made it happen for so many people achieving great success in many areas.

5.1 Increase in Donations Directly to United Way

- Donations to United Way excluding designations increased 19.4% and when added with the Philanthropists Circle match increased 32.2%, a very significant achievement. Increased communication and examples of programs and the affect in the community helped in creating a greater understanding of the work United Way is doing.

5.2 Total Employee Donations Increased by 16.5%

- 16.5% increase in the number of donors which translates to 44 new donors
- 80 past donors taking the challenge and increasing their gifts by 15% or greater to be matched by the Philanthropists' Circle program. This was an 85.9% increase in matching funds over 2014. By taking advantage of the match, employees double the impact of contributions for the community. (See Table 1.0)

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From: United Way Committee Chair
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Table 1.0 - Comparison between 2014 and 2015

City of Burnaby Employees Workplace 2015 United Way Campaign Results

	2015	% change	2014
Employee Donations to United Way	\$58,675	19.4%↑	\$49,130
Employee Donations to Other Charities	\$5,039		\$5,455
Total Employee Donations	\$63,714	16.5% ↑	\$54,585
Special Events	\$4,888		\$4,651
Philanthropists Circle Initiative	\$26,056	85.9%↑	\$14,016
**CAMPAIGN TOTAL	\$94,658		\$73,252
Total Donations to United Way	\$89,619	32.2% ↑	\$67,767
Number of Donors	317	16.1% ↑	273

Thank you to the Mayor, Councillors and City Staff for the continued support for the United Way campaign.

"Behind every changed life is someone like you that made it happen!"



Angela Boal
UNITED WAY COMMITTEE CHAIR

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cc: Deputy City Manager (C.Turpin)