



United Way
Lower Mainland

16.23

March 22, 2016

Executive Committee of Council
City of Burnaby
4949 Canada Way
Burnaby, BC V5G1M2

Dear Executive Committee of Council,

United Way of the Lower Mainland is respectfully requesting a grant in the amount of \$15,000 for the installation of United Way banners along the Kingsway corridor between Boundary Road and Royal Oak Avenue by the Burnaby Engineering Department – Sign Shop. The banners would be displayed from September 2016 through December 2016, taken down at the end of December. The banners will be produced and supplied by United Way.

The City of Burnaby's street banner program played a significant role in the success of United Way's fundraising campaign last year. The prominent placement and high traffic exposure received through your banner program helped encourage people to give. As a result, our campaign raised over \$25.1 million to help children, families and seniors across the Lower Mainland.

Last year, United Way invested \$1.5 million in the City of Burnaby, funding over 50 non-profit agencies that delivered over 75 programs to help children, family and seniors.

We'd like to thank you and the City of Burnaby's Executive Committee and staff for your generous support of United Way. We appreciate your consideration of this year's grant request and I look forward to your positive response. Should you have any questions or require further information, please contact Pamela Calbick at 604.268.1304.

Sincerely,

Emma Berg
Director, Marketing Communications
United Way of the Lower Mainland