

## COMMISSION REPORT

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**TO:** CHAIR AND MEMBERS  
PARKS, RECREATION & CULTURE  
COMMISSION

**DATE:** 2019 July 03

**FROM:** DIRECTOR - PARKS, RECREATION &  
CULTURAL SERVICES

**FILE:** 66000-20

**SUBJECT:** 2019 ANNUAL UNITED WAY CAMPAIGN - REQUEST FOR SUPPORT

**PURPOSE:** To request support for the City of Burnaby 2019 United Way Workplace Campaign, and provide incentive prizes for the campaign.

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**RECOMMENDATION:**

1. **THAT** Commission support the City of Burnaby 2019 United Way Workplace Campaign with a donation of recreation passes, cultural services admissions, rounds of golf and a lunch or dinner for two at Burnaby Mountain valued at \$50.00.
2. **THAT** a copy of this report be forwarded to Lisa Patek - Chair of the City of Burnaby United Way Campaign Committee.

**REPORT****1.0 INTRODUCTION**

Appearing as correspondence is a request from the employees of the City of Burnaby 2019 United Way Steering Committee for a contribution of passes and a restaurant gift certificate to support the campaign.

The City of Burnaby strongly supports the United Way annual fundraising drive and continues to be recognized as a leader of municipal campaigns in the Lower Mainland. The steering committee and canvassers for the campaign are comprised of staff from all departments, who are actively involved in organizing education and training sessions, awareness and kickoff events, canvassing and prize draws. This year's campaign commences Friday, 2019 September 16 and runs until October 04.

For many years the Commission has supported the campaign and donated a variety of recreation admission passes, Burnaby Village Museum admissions and rounds of golf. The City of Burnaby 2019 United Way Steering Committee is once again requesting that the Commission continue with their support and provide a selection of passes as incentive prizes.

To: Parks, Recreation & Culture Commission  
From: Director - Parks, Recreation & Cultural Services  
Re: 2019 Annual United Way Campaign

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The incentive prizes are intended to generate new users, promote existing services and expose city staff to Parks, Recreation and Cultural Services facilities and services, with little impact on facility revenue expectations. Attachment #1 is a recommended list of passes and admissions.

## **2.0 POLICY SECTION**

The United Way Campaign is aligned with the City of Burnaby's Corporate Strategic Plan by supporting the following Goals:

### **A Connected Community**

Social connection

Enhance social connections throughout Burnaby

Partnership

Work collaboratively with associations

### **An Inclusive Community**

Create a sense of community

### **A Healthy Community**

Community involvement

### **A Dynamic Community**

Economic opportunity

### **A Thriving Organization**

Organizational culture

## **3.0 RECOMMENDATION**

Many local businesses and organizations also assist with the donation of prize draw items. The draw begins in late September for all employees who contribute to the campaign. The listing of prizes, donors and winners is posted throughout City workplaces. It is recommended that the Commission support the 2019 United Way Campaign by providing the requested donations for prizes.



Dave Ellenwood

DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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**BURNABY PARKS, RECREATION AND CULTURE COMMISSION**  
**PARKS, RECREATIONS AND CULTURAL SERVICES PASS DONATIONS**

**2019 City of Burnaby Employee United Way Campaign Incentive Prize Draw**

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<b>Be Active Pass – 1 month</b>	10 passes
<ul style="list-style-type: none"><li>• Inclusive all site pass, valid for weight rooms, aqua-fitness, public swims, fitness classes, studio cycling and public skates.</li><li>• Bonsor or Cameron racquetball or squash court holder portion</li></ul>	
<b>Yoga &amp; Pilates Studio Punch Card – 10 admissions</b>	1 punch card
<ul style="list-style-type: none"><li>• Valid at Bonsor Recreation Complex</li></ul>	
<b>Public Skate Punch Card – 10 admissions</b>	4 punch cards
<ul style="list-style-type: none"><li>• Valid at Bill Copeland, Burnaby Lake and Kensington Arenas for public skating</li></ul>	
<b>Burnaby Village Event Admissions</b>	10 admissions
<ul style="list-style-type: none"><li>• Haunted Village – 4 admissions</li><li>• Carousel Rides – 6 admissions</li></ul>	
<b>Golf</b>	2 rounds
<ul style="list-style-type: none"><li>• 18 holes of golf valid at either Riverway or Burnaby Mountain Golf Courses</li></ul>	
<ul style="list-style-type: none"><li>• 18 holes of golf valid at either Central Park or Kensington Pitch and Putt</li></ul>	2 rounds
<ul style="list-style-type: none"><li>• Lunch or dinner for 2 at Burnaby Mountain valued at \$50 (Alcohol not included).</li></ul>	1 certificate