

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE
COMMISSION

DATE: 2021 Sept. 03

FROM: DIRECTOR - PARKS, RECREATION &
CULTURAL SERVICES

FILE: 66000-20

SUBJECT: 2021 ANNUAL UNITED WAY CAMPAIGN - REQUEST FOR SUPPORT

PURPOSE: To request support for the City of Burnaby 2021 United Way Workplace Campaign, and provide incentive prizes for the campaign.

RECOMMENDATIONS:

1. **THAT** Commission support the City of Burnaby 2021 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 Scott Houston - 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 2021 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 Monday, 2021 October 25 to November 05.

The City of Burnaby 2021 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: 2021 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 October 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 2021 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

2021 City of Burnaby Employee United Way Campaign Incentive Prize Draw

Be Active Pass – Courtesy passes 10 individual passes

- Inclusive all site pass, valid for weight rooms, aqua-fitness, public swims, public skating, fitness classes, studio cycling.
- Bonsor or Cameron racquetball or squash court holder portion.

Be Active Pass – Courtesy passes 12 passes to be given to one individual to replace a one month pass.

- Inclusive all site pass, valid for weight rooms, aqua-fitness, public swims, public skating, fitness classes, studio cycling.
- Bonsor or Cameron racquetball or squash court holder portion.

Burnaby Village Event Admissions 10 admissions

- Haunted Village – 4 admissions.
- Carousel Rides – 6 admissions.

Golf 2 rounds

- 18 holes of golf valid at either Riverway or Burnaby Mountain Golf Course.
- 18 holes of golf valid at either Central Park or Kensington Pitch and Putt. 2 rounds
- Lunch or dinner for 2 at Burnaby Mountain valued at \$50 (Alcohol not included). 1 certificate