

# **Employee Campaign Handbook 2010**



**Tips & Tools for  
Employee Campaign Co-ordinators  
Employee Campaign Volunteers  
Employee Campaign Canvassers**



**United Way**  
of Thunder Bay

**When You Give... We Get Results**

## **Table of Contents**

### **“Employee Campaign Top Tips”**

<b>Keys to a Successful Employee Campaign_____</b>	<b>1 - 9</b>
<b>Special Event Ideas_____</b>	<b>10</b>
<b>How Your Dollar Translates_____</b>	<b>11</b>
<b>Payroll Deduction Is Easy_____</b>	<b>12</b>
<b>Donor Recognition_____</b>	<b>13</b>
<b>Distribution of the Community Fund_____</b>	<b>14</b>
<b>Donor Designation_____</b>	<b>14</b>
<b>Privacy Legislation_____</b>	<b>14</b>
<b>United Way Community Fund At Work_____</b>	<b>15</b>
<b>Making an Impact_____</b>	<b>16</b>
<b>Campaign Planning Worksheets_____</b>	<b>17-18</b>
<b>Charitable Tax Credit Information_____</b>	<b>19</b>

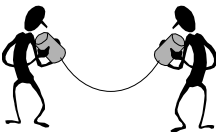


## Employee Campaign Top Tips



### General Tips

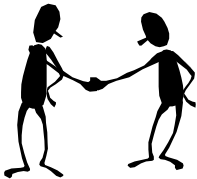
- Ⓢ Have a definite start and finish campaign date
- Ⓢ Be organized and think ahead! Use a journal to write down ideas, make notes on fundraising successes and failures, use a spreadsheet to track funds raised
- Ⓢ Attend the Kick Off Breakfast; be part of the announcement of the goal. Get pumped and ready for action!
- Ⓢ Following the Breakfast, meet to plan agency goal and fundraising events. Email all staff announcing the year's slogan & goal. Include past successes, benefits of donating, where the \$\$\$ will go and fundraising events planned
- Ⓢ Encourage staff on continuous payroll deductions to increase their donation
- Ⓢ Persuade those staff members that do not donate to do so this year!!
- Ⓢ Be confident in your role in the United Way; feel free to discuss your ideas or issues with your committee members or contacts at the United Way of Thunder Bay



### Communications

- Ⓢ A personal ask is the most effective!!
- Ⓢ Talk to donors about a United Way Agency that may address a cause near and dear to them. Explain where the money goes and what types of services/programs are funded
- Ⓢ Have a Communications Plan. Keep staff informed and provide updates throughout the campaign.

- ☺ Have a great slogan... and use it!
- ☺ Bribery helps! Invite your staff to coffee and a donut when you ask. It's hard to say no when you are having a treat
- ☺ Have a plan for approaching new hires throughout the year
- ☺ Follow up and speak to individuals acknowledging their donations. If they have not donated let them know that maybe next year their personal situation might change to allow them to be able to donate
- ☺ Most of all, thank employees for any and all donations no matter the amount. People need to be appreciated!!!!
- ☺ If you don't ask, you won't get... make sure each employee is approached
- ☺ The United Way staff is available & willing to help you in any way they can
- ☺ Change your signature in your emails during the campaign to add in the current slogan and ask for a donation
- ☺ Have a United Way bulletin board where you can post info, invites and more
- ☺ Use videos and promotional materials available from United Way whenever possible



### Internal Support & Involvement

- ☺ Ensure your senior management are aware and supportive of your fundraising efforts, ensure they understand the successes and failures, and let them know if you need their assistance in the campaign
- ☺ You are a good leader and a part of the United Way Campaign! Keep your coworkers motivated by showing this cause is dear to your heart
- ☺ Understand that there will be different personalities within your office regardless of their enthusiasm or lack thereof; try not to let anyone get you down about the efforts you are making for the United Way. The work we do as individuals goes a long way to help others in need and that is what is important!!
- ☺ Recruit new committee members who are keen and may have new ideas
- ☺ Try to keep employees interested by coming up with new and exciting fundraising ideas!

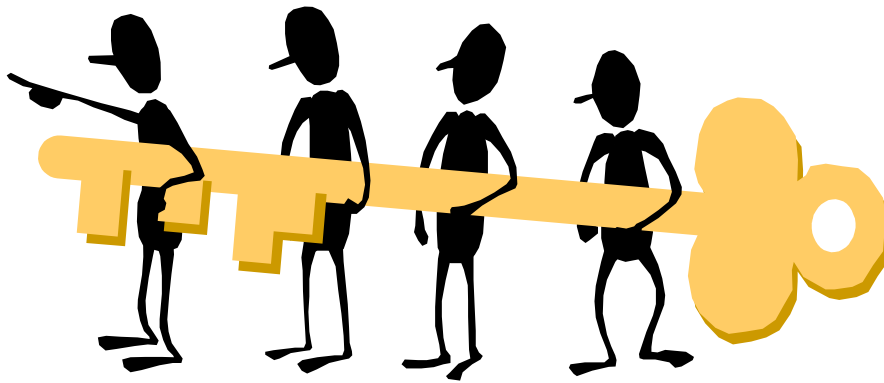
- Ⓢ Ask your co-workers to assist your efforts by volunteering to help and participate in pledge drives & events; people will often help even if they can't assist for long
- Ⓢ Have small sub committees look after individual events/task such as a bake sale or tracking pledges etc.
- Ⓢ Use the skills & talents of your employees to add flair to your campaign!!



### Fundraising & Information Events

- Ⓢ Have a well planned kick off event... lunches and coffee breaks are good for hosting a guest speaker & providing information about United Way. Ensure committee members are available to hand out & help fill the pledge forms
- Ⓢ Have a United Way speaker come in to talk about the campaign and the funded agencies. It will drive home how important it is to support United Way
- Ⓢ Be positive, energetic and open to new ideas 😊
- Ⓢ Focus on fundraisers you think will be successful – if you feel good about it, go for it!!
- Ⓢ Let fellow committee members or other employees take the lead on fundraisers when they offer
- Ⓢ The fundraisers that work best to bring groups together are those that involve food and/or prizes. Try to involve yummy treats, door prizes, etc. at your office events to encourage people to participate!!
- Ⓢ Try to spread out your fundraising efforts throughout the year and/or share the planning and canvassing workload... this will help prevent employees from getting United Way “burn out”

ALWAYS REMEMBER, YOUR EFFORTS ARE  
MAKING A DIFFERENCE!!!!!!!!!!!!!!



## **8 KEYS TO A SUCCESSFUL EMPLOYEE CAMPAIGN**

**1**

**LEARN ABOUT UNITED WAY**

**2**

**BUILD YOUR TEAM**

**3**

**ANALYZE PAST CAMPAIGNS**

**4**

**DEVELOP A PLAN**

**5**

**PUT YOUR PLAN INTO ACTION**

**6**

**WRAP UP & REPORT RESULTS**

**7**

**RECOGNITION & THANKS**

**8**

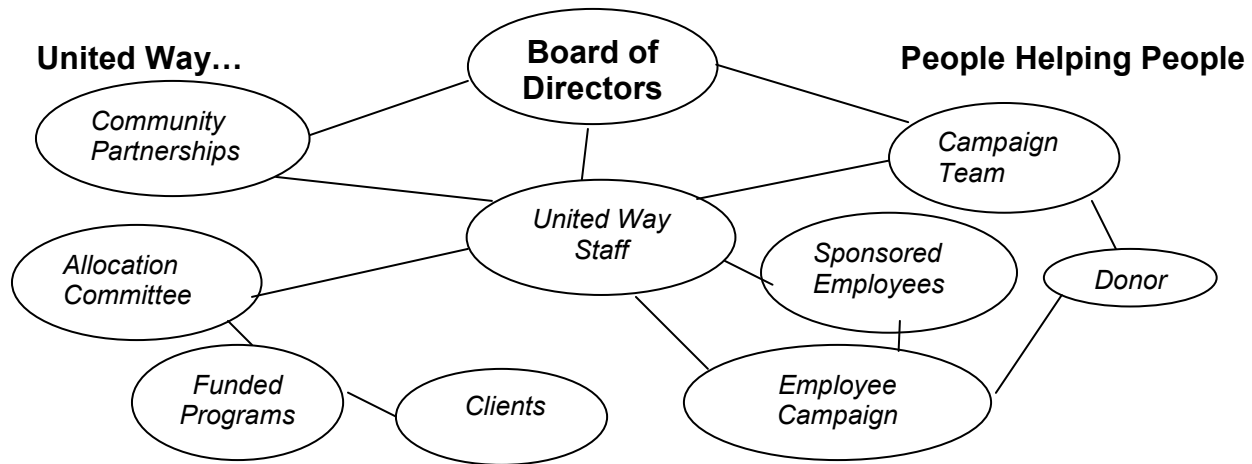
**EVALUATION**

# 1



## LEARN ABOUT UNITED WAY

United Way of Thunder Bay is a non-profit organization created more than 45 years ago to bring together financial and human resources in a common cause of caring. Our focus is to meet urgent human needs by supporting health and social service programs essential to this community.



*Sponsored Employees are individuals "on loan" from businesses in the community during the fall campaign period. They are a vital extension of the United Way staff*



### Key Facts:

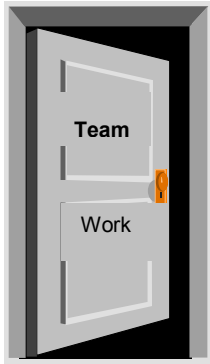
- **All \$\$ contributed to the United Way Community Fund** are used to **meet vital needs in Thunder Bay and area.**
- The United Way fundraising effort is driven by close to **1000 volunteers.**
- The **Community Fund** is dedicated to improving our community by creating: Strong Families, Healthy Children and Youth, Self-Sufficient Individuals, Supportive & Safe Neighbourhoods,
- **1 in 3 families** is assisted each year through programs and services funded by donations to the United Way. United Way helps your family, your neighbours, and your co-workers.
- **Donor Designation** allows for donors to contribute to any registered charity. By consolidating your giving through United Way, you only have to keep and record one receipt for all of your charitable gifts.

# 2

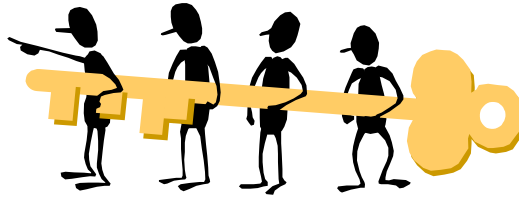


## BUILD YOUR TEAM

### Secure support from Senior Management and ask that they:



- ❑ Authorize Employee Campaign Chair (ECC) / canvassers time to canvass and attend meetings.
- ❑ Establish a budget for kick off and other events.
- ❑ Send Letter of endorsement to all staff
- ❑ Attend kickoff & other events



### Recruit a Committee / Canvassers

- ❑ Numbers depend on the size and structure of your organization.
- ❑ Representation from each department or location of the workplace.
- ❑ Representation from labour if workplace is unionized.
- ❑ Choose the right people – energetic, enthusiastic, committed, respected.

*Make sure that you have.... THE VOLUNTEER VS THE VOLUNTEERED*

#### PROFILE OF A CANVASSER

Canvassers are the people who approach co-workers, one-on-one, seeking donations to United Way. Whether you call them canvassers, reps, team members or campaigners, they are the ones who make United Way campaigns continue to succeed year after year. They are the front-line of your campaign, the people who beat the United Way drum and encourage participation in the campaign.

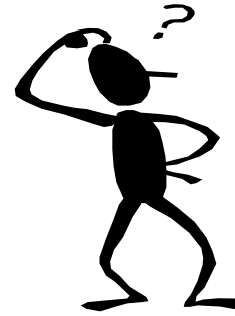
#### A “canvasser” can be many things.....

- ❑ A “Cheerleader” who generates some fun and excitement around the campaign and communicates good news as it develops.
- ❑ A “Trendsetter” who leads by example.
- ❑ An “Expert” source of information on United Way and its funded agencies.
- ❑ An “Enthusiastic Representative” of your campaign committee.
- ❑ A person who says “Thank You” to donors for their generous support.

# 3



## ANALYZE PREVIOUS CAMPAIGNS



Analyze past campaign results in order to build on strengths and identify areas of opportunity. Last year's Employee Campaign Chair, United Way staff or Sponsored Employee can help with statistical data.

	This Year	Last year
Total \$\$ raised?	_____	_____
What was your goal?	_____	_____
Number of Employees	_____	_____
Number of donors	_____	_____
Overall participation rate?	_____	_____
Average Per Donor Gift?	_____	_____
Was there a kick-off event?	_____	_____
Was there a wrap-up event or announcement?	_____	_____
Were pledge cards personalized?	_____	_____
Were there fewer donors? If so, why? (down-sizing, ineffective canvass?)	_____	_____
Number of new donors?	_____	_____
How were they attained? (new employees, effective canvassing?)	_____	_____
Was management/labour involved?	_____	_____
Was payroll encouraged for ease of giving?	_____	_____
One-on-one canvass done?	_____	_____
Special Event \$\$\$	_____	_____
Award received	_____	_____

# 4

## DEVELOP A PLAN



- ❑ **ESTABLISH TIMEFRAME FOR THE CAMPAIGN** - Two weeks is great!
- ❑ **SET GOALS:** It is important for the ECC (& committee) to set goals in order to establish a clear direction and concrete objectives for the campaign.

### Participation Goals

- Are you working with the same number of employees as the previous year?
- Can you increase the percentage of employees giving?
- Can an award or incentive prize be used as a motivator?

### Financial Goals

- Can you increase the average donor gift?

**Suggested Gift = 1 hr. wages per month**

### ❑ **DEVELOP KEY STRATEGIES**

- Enlist the support of an appropriate number of canvassers. (15 or 20 contacts per canvasser)
- Canvassers should be familiar with the United Way.
- One on One approach / Peer to Peer approach.
- Offer a presentation in your workplace by a United Way speaker.
- Offer incentive draws and prizes for donors.
- Encourage payroll deduction – it’s easy and painless!
- Personalize your pledge forms.



### ❑ **SPECIAL EVENTS**

Special Events can: generate fun and enthusiasm  
create awareness  
raise extra dollars

- Plan a kickoff event.
- Set a theme
- Other special events are best done after peak canvassing time. (see page 10 for more special event ideas)

### ❑ **COMMUNICATIONS PLAN** - Keep everyone posted!!

- The Directory of Service & United Way Website contain facts which you can send out in a “Did you know” format.
- Use email messages.
- Posters in the lunchroom or by water machine.
- Use office newsletter / employee brochures.
- Have letter of endorsement from CEO & union leader.

# 5



## PUT PLAN INTO ACTION

### KICK OFF



### THE PLAN IN ACTION

A “Kick-off” is a means of marking the start of each group’s campaign. It can be an event, a publicity blitz, or simply something fun and out of the ordinary that signals the start of the campaign.

#### Some ideas that have proven successful:

- ❑ A balloon, along with pledge card, brochure and key United Way facts at each employee’s workstation.
- ❑ Senior management at each entrance to greet people and hand out free coffee / balloons as people come to work.
- ❑ Pancake breakfast or barbeque lunch – senior management doing the cooking!!
- ❑ Group meeting with United Way speaker and or video.
- ❑ Publicity blitz in your workplace – posters, thermometers and other promotional material.
- ❑ Endorsement memo to all employees from the CEO, outlining highlights of campaign and asking for full support.
- ❑ A mint, a chocolate kiss, a candy attached to a small poem

The United Way needs your help,  
A little help will do  
Just sign on the line and donate a dime  
Or dollar, or even two.  
It’s easy as pie,  
I sure wouldn’t lie  
You won’t even feel any pain.  
But so many others, by golly by gee  
Will thank you again and again.

### CANVASS



#### Your first steps should be to take a few minutes and

- ❑ Learn about the United Way
- ❑ Review the information in the Directory of Programs and Services

**It’s not easy asking for a donation, but before you do, remember you are not asking for a lot of money.**

- ❑ Make your own donation first. Then you’re not asking someone to do something you haven’t done.
- ❑ Prepare your own reasons for giving. For example, you might know someone who received help from a United Way funded Agency, or you may have visited an agency.
- ❑ The bulk of contributions to the United Way come from employee donations.

### **Why should you ask for payroll deduction?**

- ❑ It's easier on the donor. A small amount per pay will not "hurt" or be "missed" and adds up to a significant donation over the year. (\$1.00 per week is a \$52.00 donation)
- ❑ In other words, it's a greater commitment – payroll pledges from employees are typically three times larger than cash donations.

**There are different ways to canvass. The most effective approach is face to face because "People give to People". Personal canvassing can be done one-on-one or in a group setting.**

- ❑ **One-on-One:** This highly effective method involves recruiting and training canvassers who approach co-workers individually and ask them to contribute to United Way.
- ❑ **Group Canvassing:** This is a very effective method because the message is consistent, it requires fewer canvassers than one-on-one canvassing, and can be done in 15-30 minute sessions. This type of canvassing works particularly well in workplaces with numerous employees.
- ❑ **Combination Approach:** The combination approach includes a group presentation followed up by a One-on-One approach by canvassers soon after the group presentation.

**Start with a positive person, and don't get discouraged if you run into a non-giver. There are three types of people.**

- ❑ **First** type is the person that will support all worthy causes. They'll even go out of their way to help out, as in walking across the mall to buy a raffle ticket.
- ❑ The **second** type will give, if asked.
- ❑ The **third** is the person that doesn't believe in charity and will no give no matter what.

### **Give a small incentive**

- ❑ Offer something like homemade cookies as an icebreaker or as a gift to eliminate any hard feelings should the person choose not to give. (You still work with these people!)

### **Give each person a contribution form and ask for a donation.**

- ❑ If someone is unable to respond immediately, establish a date for follow up.
- ❑ Leaving a donation form on their desk just doesn't work.

### **Respect their time & circumstances**

- ❑ Make it clear you are asking for an amount that is comfortable for the person

### **If the person has objections**

- ❑ Do not take them personally
- ❑ Relax, be yourself
- ❑ Don't argue, be sympathetic
- ❑ Try drawing the donor into a conversation about his concerns.

**Say thank you for the donation and/or time.**

**Hopefully you will return next year, so keep notes of your efforts.**

**You're not alone. If you have a question, the United Way is always there to assist you.**

**Finally, believe in yourself and remember every dollar counts. A new contributor is one contributor more than we had last year. And most important...have fun.**

5



## PUT PLAN INTO ACTION (cont.)

MONITOR



- Take stock in overall campaign progress
- Update campaign thermometer.
- Communicate progress to fellow employees to generate enthusiasm.
- Ensure all pledge cards are returned / Re-canvass if necessary.

**TIP:** Aim for 100% return of pledge cards. This will make it easier for you to determine who still requires follow up and may inspire some employees to make a small donation rather than return a blank card.

6



## WRAP UP & REPORT RESULTS

Just as the beginning of your campaign was marked by a kickoff, the end should be signaled by a wrap up.

- Announce the end of the campaign
- Communicate your campaign achievements (dollars, participation, etc.)
- Thank donors and recognize your campaign volunteers.



Some ideas for Wrap-up:

- Wrap up meeting with presentation of cheque to United Way representative.
- Wrap up reception in lunchroom or boardroom as a celebration.
- Thank you ceremony in staff room – Management participation. Special campaign newsletter to announce results and recognize donors, volunteers, etc. Include photos taken during campaign.

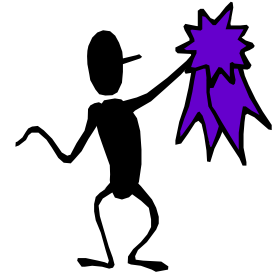
**The welfare of each is bound up in the welfare of all.**  
*Helen Keller*

7



## RECOGNITION & THANKS

**THANK YOU! We all like to hear these two simple words of appreciation. Recognizing volunteers and donors is an important part of your campaign.**



Some suggestions for recognizing employee participation:

- ❑ Thank You Letters (or certificates) from the ECC / CEO & Labour representative (if applicable)
- ❑ “Payroll Stuffer”: Use inter-office or internal mail system
- ❑ Distribute a token thank you “gift” (donated goods, promo items, mint)
- ❑ Employee and/or Union Newsletter: Feature a “Thank You” & announce results.
- ❑ Thank You Posters: displayed on employee bulletin boards, in lunch room etc.
- ❑ Thank You Event: Cheque presentation to United Way or United Way rep there to say thank you. Offer complimentary coffee and donuts.

8



## EVALUATION

It is important to pause and reflect at the end of your campaign. Invite your team to assist you in this process and schedule the meeting while the campaign is fresh in your mind.

Your evaluation should include:

- A review of campaign achievements (dollars, number of donors, average gift)
- Comparison of achievement to original goals.
- Identification of strengths and weaknesses.
- Recommendations for next year.



**A written report identifying campaign activities, results and recommendations will definitely be appreciated by next year’s ECC.**

## SPECIAL EVENTS

**SPECIAL EVENTS** act as an excellent compliment to your United Way Campaign. They create excitement and awareness, and can set the stage for your employee canvass. Be sure that any major fundraising activities are positioned after the employee canvass so that individuals do not feel that the money they are spending on various events replaces their payroll, cheque or cash donations.



### SOME EVENT IDEAS

**FOOD, FOOD, FOOD:** Barbeque, pot-luck, pancake breakfast, pizza lunch.

**EARLY BIRD DRAW:** Solicit prizes and place names of employees who return their contribution forms early, into a raffle draw.

**“MYSTERY CLUE” CONTEST:** Have a clue a day for your campaign, trivial pursuit/crossword style/United Way information/All about Thunder Bay.  
Replies in by E-Mail – award points for each right answer – easy to involve everyone.

**SILENT AUCTION:** Get everybody involved by having them contribute anything they can-baked goods, crafts, services such as a golf/ tennis /music lessons or dinner “Chez Boss”.

**TEAM CHALLENGES:** Pull together a team and challenge other departments/ workplaces to baseball, tug-of war, trivial pursuit, basketball, obstacle courses.

**E-MAIL BINGO:** Sell bingo cards and call out numbers over your E-Mail. First person to get Bingo sends an E-Mail message, “Bingo”.

**POP LUCK:** Everyone’s a winner! Pop a balloon and win a prize – have employees/ suppliers /clients donate what they can. Display the prizes in a central location. Charge employees to pop balloons with prize tickets in them.

**GO FOR GOLD:** Mini Olympics, inter-departmental pentathlon – schedule an event every lunch hour, ie. Airplane throwing contest, waste-paper basketball, phone book tossing, office furniture obstacle course...put together a team and challenge other departments.

**MINI-GOLF TOURNAMENT:** Set up a mini-golf course throughout your offices. Be creative. Each department can create its own “hole” using common items around the office. Charge “green fees”.

### MAKE SPECIAL EVENTS “SPECIAL”

Promote your event using flyers, newsletters, e-mail, voice-mail etc. Make sure that everyone in your organization knows all the details of the event.

Try to involve senior management (and Union Executives). Everyone loves to see the CEO or Union President flipping pancakes, barbequing hot-dogs, batting baseballs or shining shoes! It’s also fun to get together on an informal basis.

## HOW YOUR DONOR DOLLAR TRANSLATES INTO RESULTS



**\$5** will provide underprivileged children with recreational opportunities and a safe environment to play in (*Thunder Bay Boys & Girls' Club*)



**\$12** will provide shelter, a hot breakfast and a hygiene kit for a homeless person (*John Howard Society*)



**\$20** will provide an individual with an opportunity to live independently by using assistive communication devices such as amplified telephones (*Canadian Hearing Society*)



**\$25** allows a woman to attend a group workshop to help deal with the effects of domestic violence (*Catholic Family Development Centre*)



**\$100** will allow 8 young parents to attend a supper club where they learn how families can eat healthy, nutritious meals on a tight food budget. (*Our Kids Count*)



**\$50** will help 20 people attend a Suicide Awareness workshop or Suicide Bereavement support group (*Canadian Mental Health Association*)



**\$50** provides five rides, supporting an independent lifestyle for a senior citizen (*Canadian Red Cross Society*)



**\$80** will help somebody who cannot afford to pay, get the counselling he or she needs (*Thunder Bay Counselling Centre*)



**\$100** will provide a 1 hour lesson on kitchen safety for a vision impaired client. (*CNIB*)



**\$175** will cover the cost of delivering the School Safety Program to one school – Young children learn the importance of safety and the use of 911. (*Canadian Red Cross*)



**\$500** will provide milk and other items to support the healthy pregnancy of one woman for her full term and the first 10 weeks of breastfeeding (*Our Kids Count*)



**\$5000** will provide enough groceries to supply 600 needy people with food for a month (*Thunder Bay Food Bank*)



## **PAYROLL DEDUCTION IS EASY!!**

### **AS EASY AS 1, 2, 3....**

Payroll deduction is the “easy” payment plan” – the automatic installment paying of one’s United Way pledge over a twelve month period. Some firms may feel that payroll deduction for United Way contributions will present problems for the Payroll Department. This just isn’t so. Deductions for the United Way are handled in the same way as the standard Income Tax, E.I. and CPP deductions.

1. Pledge cards are collected from your employees indicating how much they wish to contribute on a “per pay” basis.
2. Deductions usually begin on the first pay of the calendar year.
3. Deductions are remitted to the United Way office, monthly or quarterly.
4. Contributions appear on employee T-4 slips. No other receipt is required. Our Registered Charitable Registration number is 12982 0387 RR0001.

### **ADVANTAGES**

1. Employees can spread their charitable donation payments over a year, which gives a cash flow advantage.
2. T-4 receipting is expedient and ensures employees will not lose a receipt or forget a charitable deduction.
3. Payroll deduction encourages generous charitable giving, creating a greater corporate profile and a stronger community.
4. It demonstrates employer / employee commitment to the community.

### **PLEASE NOTE:**

- If you are unable to include charitable donations on your T-4 slip, or if your payroll department has any questions, please do not hesitate to call the United Way office.
- Minimal effort on your part can result in maximum benefit for your employees and your community.

# DONOR RECOGNITION

In appreciation of the generous assistance shown by employee groups in Thunder Bay, the United Way recognizes this support with the following awards.



## **MERIT AWARD**

20% or more increase over last year's contribution



## **PLATINUM AWARD**

90% of the employees contributing an average of \$104.00 per donor (\$2.00 per week)



## **GOLD AWARD**

75% of the employees contributing an average of \$65.00 per donor (\$1.25 per week)



## **SILVER AWARD**

60% of the employees contributing an average of \$52.00 per donor (\$1.00 per week)



## **BRONZE AWARD**

40% of the employees contributing an average of \$26.00 per donor (\$.50 per week)

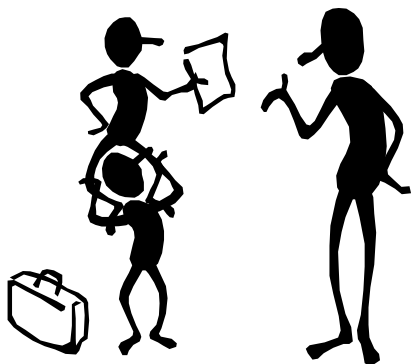
Employee Campaigns are also recognized in the United Way Annual Report and in a full page report sponsored by the Chronicle Journal

*Leaders*  
of the Way society

- The United Way Leaders of the Way is a national program, which recognizes and cultivates donations of \$1000 or more.
- In 2009, there were 418 Leaders of the Way who donated over \$700,000 to the United Way Campaign
- There are Leaders of the Way in every Campaign Division and many who are very close to the Leader level of giving
- Donations may be made through workplace deduction, cheque, postdated cheque, credit cards, pre-authorized debit or stock transfers (donor to speak to their financial advisor)
- All Leaders of the Way are recognized in the United Way's Annual Report, at a sponsored reception each year and in all Leaders print materials.
- Additional Recognition: Community Fund Leader for donations of \$1000 or more to the United Way Community Fund.

## DISTRIBUTION OF THE COMMUNITY FUND

The Community Fund is distributed by a panel of volunteers who familiarize themselves with local agencies and then review budget submissions for new and traditionally funded programs. Members of the panel work in teams and present their recommendations at a round table meeting where they work to reach a consensus on each and every program funding recommendation.



The demand for services, by those in need is growing. The allocation of donor dollars, therefore, presents a challenge to the volunteers, as requests from agencies always exceed dollars available. Outreach programs are also provided by our funded agencies to many communities in Northwestern Ontario.

## DONOR DESIGNATION

In addition to contributing to the United Way and allowing the Allocations Committee to distribute the 'Community Fund' where needed, the donor may direct contributions to any other registered charities. (minimum designation \$20 to each charity)

With one contribution, a person can do all of his/her charitable giving and then deal with only one receipt.

## PRIVACY LEGISLATION

During the course of the United Way Campaign you will receive donor information on a regular basis. United Way has always endeavoured to keep such information confidential and we are committed to comply with the requirements of the new Federal Privacy legislation.

We therefore ask you to:

- Ensure the safe keeping of our information while you are utilizing it
- Destroy all information when you no longer require it
- Ensure that you have completed the "Conflict of Interest and Confidentiality Policy" agreement with United Way of Thunder Bay if required.

For a copy of the United Way Privacy policy, please visit our web site at [www.unitedway-tbay.on.ca](http://www.unitedway-tbay.on.ca)

The United Way Community Fund provides financial support for 28 local agencies. They in turn will be able to offer 69 diverse human service programs to all members of our community.

### ***STRONG FAMILIES – 13 programs***

***Stop Abuse & Violent Behaviour:*** First Step • RISK Group • Community Counselling for Victims of Family Violence • Caring Dads • Addiction & Violence Against Women

***Encourage Positive Family Relationships:*** Parent Education • Public Education & Prevention Program

***Cope with Family Challenges:*** General Professional Counselling • Rapid Access to Counselling • Psychosocial Family Counselling

***Eliminate Hunger:*** Nutrition Program - Community Kitchens • Regional Food Distribution Association • Replenish Food Bank Cupboards

### ***HEALTHY CHILDREN & YOUTH – 13 Programs***

***Give Children a Healthy Start:*** Pre-Natal and Post-Natal Food Certificates • Emergency Food Certificates • Child Nutrition Programs - Breakfast Clubs

***Teach Healthy Recreation & Positive Life Styles:*** Big Brother/Sister Mentoring Program • Boys & Girls Clubs Main, Vale & Satellite Operations

***Offer Opportunities for Success:*** Program Access for all Children • Excluded Child & Youth Program “Arts & Heritage For All” • Early Intervention for Children with Vision Loss • Arts Fiesta Program

***Ensure Child Safety:*** Car Seat & Inspection Program • Pre & Post Natal Education for Abused Women

### ***SELF- SUFFICIENT INDIVIDUALS – 22 Programs***

***Provide Fundamental Communication Skills:*** Small Group Literacy/Numeracy Classes • “Achieve” Tutoring Program • Northern Literacy • One to One Literacy/Numeracy Training

***Encourage Mobility:*** Orientation & Mobility Training • Home Healthcare Equipment Services • Assistive Devices • High Tech Assistive Devices • Seniors’ Transportation Program

***Develop Independence:*** Independent Living Skills • Take A Break • Healthy Choices • Credit Counselling • Low Vision Services • March of Dimes Client Services • Hearing Care Counselling Program • Quality Clothing • Independent Living with Hearing Loss • General Social Services • Community Based Corrections & Aftercare • Career Fall festival • Learning Disability Resource Centre • Community Re-Integration Program

### ***SUPPORTIVE & SAFE NEIGHBOURHOODS –21 Programs***

***Care for Personal & Public Safety:*** St. John Medical First Response (Adult/Youth) • Victim Crisis Assistance & Referral Service • Disaster Management • Personal Disaster Assistance • Injury Prevention • School Safety Education • Community Information & Referral Centre • Regional Information & Referral Centre

***Offer Comfort & Friendship:*** Volunteer Services for Those with Vision Loss • Hospice Volunteer Visiting • Welcome Newcomers • Connectors – Links Volunteers with the Right Job

***Strengthen Our Community:*** RespectED Beyond the Hurt • Leadership Development Series • Understanding Disability • Neighbourhood Development • Promoting Mental Health • Understanding Hearing Loss • Learning Disabilities Association in the Community • Volunteer Development

# *Changing People, Changing Lives*

Making an Impact Where it Matters

**Community Impact** is about achieving meaningful, long-term improvements to quality of life in Canadian communities - addressing not just the symptoms of problems but also getting at the root causes. It is about making fundamental changes to community conditions.

United Way of Thunder Bay is working with community partners to amass the collective strength needed for real changes to happen. To achieve this change we:

- \* Work collaboratively for systemic change
- \* Focus on underlying causes of social issues
- \* Strengthen the network of services and the capacity of nonprofits and the community
- \* Engage the community's financial resources, influence, time, knowledge and action

By combining community engagement with priority-setting and collaborative action at multiple levels, we can achieve lasting measurable change.



28 Local Agencies  
69 Human Service Programs  
Right Here in our Community & Region

Big Brother and Big Sister Association  
Canadian Hearing Society  
Canadian Red Cross Society  
Children's Centre, Thunder Bay  
CNIB  
Community Living Thunder Bay  
Faye Peterson Transition House  
Independent Living Resource Centre  
Lakehead Social Planning Council  
Ontario March of Dimes  
Regional Food Distribution Association  
Shkoday Abinojiiwak Obimiwedoan  
Thunder Bay Food Bank  
Thunder Bay & Area Victim Services

Boys and Girls Club of Thunder Bay  
Canadian Mental Health Association  
Catholic Family Development Centre  
Clothing Assistance Mission  
Community Arts & Heritage Education  
Elizabeth Fry Society of Northwestern On  
Hospice Northwest  
John Howard Society of Thunder Bay  
Learning Disabilities Assoc. of Thunder Bay  
Our Kids Count  
St. John Ambulance – Thunder Bay Branch  
Thunder Bay Counselling Centre  
Thunder Bay Literacy Group  
Volunteer Thunder Bay!

*\*For detailed information see our web site or the Community Fund at Work booklet*

## CAMPAIGN PLANNING WORKSHEET

COMPANY: \_\_\_\_\_

EMPLOYEE CAMPAIGN CO-ORDINATOR: \_\_\_\_\_

COMMITTEE MEMBERS/ CANVASSERS & DEPARTMENTS REPRESENTED:


I. KEY CAMPAIGN DATES:		
EVENT	DATE(S)	NOTES
▪ <b>Committee Organized</b>		
▪ <b>Canvassers Recruited/Trained</b>		
▪ <b>Kick-Of</b>		
▪ <b>Canvassing</b>		
▪ <b>Mid-Campaign Review</b>		
▪ <b>Special Events</b> _____ _____ _____		
▪ <b>Wrap-Up</b>		
▪ <b>Evaluation</b>		

II. KEY STRATEGIES:		
Strategy	Description	Person Responsible
1. Management and/or Union Involvement		
2. Communications		
3. Canvasser Recruitment and Training		
4. Canvassing Techniques (i.e. Group, one-to-one, re-canvassing, home - workers, etc.)		
5. Finance/Administration		
6. Monitoring		
7. Recognition		

### GOAL SETTING

#Employees \_\_\_\_\_

\*Participation last year \_\_\_\_\_

Participation Goal this year \_\_\_\_\_

\*\*Average Gift last year \_\_\_\_\_ (Average Gift) Goal for this year \_\_\_\_\_

Special Events \_\_\_\_\_

Overall Goal This Year \_\_\_\_\_

\*Participation is calculated by dividing the number of donors by the total number of employees.

\*\*Average Gift is calculated by dividing total pledge card dollars by number of donors

## CHARITABLE TAX CREDITS 2010

Your donations help others...  
The tax savings help you!

### THE FACTS:

Donations to charity reduce taxes (federal and provincial) in the form of a credit against taxes payable.

In Ontario, individuals receive combined federal and provincial tax credits at the rate of approximately 20% to 23% on the first \$200 of donations in a year, and 40% to 46 1/2% for donations in excess of \$200 in a year.

The system rewards extra giving - the more you give, the larger your tax credit and the less income tax you pay.

Here are some examples of the tax saving for a single Ontario taxpayer.

Income Level	Donation Amount (after first \$200)	Tax Savings	% Tax Savings	What Your Donation Really Cost
Up to \$30,000	\$100	\$40	40.18%	\$60
	\$200	\$80	40.18%	\$120
	\$500	\$201	40.18%	\$299
	\$1,000	\$402	40.18%	\$598
\$30,000 to \$40,000	\$100	\$40	40.18%	\$60
	\$200	\$80	40.18%	\$120
	\$500	\$201	40.18%	\$299
	\$1,000	\$402	40.18%	\$598
\$40,000 to \$65,300	\$100	\$40	40.18%	\$60
	\$200	\$80	40.18%	\$120
	\$500	\$201	40.18%	\$299
	\$1,000	\$402	40.18%	\$598
\$65,300 to \$77,000	\$100	\$42	42.39%	\$58
	\$200	\$85	42.39%	\$115
	\$500	\$212	42.39%	\$288
	\$1,000	\$424	42.39%	\$576
	\$5,000	\$2,120	42.39%	\$2,880
OVER \$77,000	\$100	\$46	46.41%	\$54
	\$200	\$93	46.41%	\$107
	\$500	\$232	46.41%	\$268
	\$1,000	\$464	46.41%	\$536
	\$5,000	\$2,321	46.41%	\$2,679

For contributions of \$1,000 or more donors are considered "Leaders of the Way" and will receive special community recognition.



[www.bdo.ca](http://www.bdo.ca)

Charitable Giving: A smart strategy for your community and your company  
[www.bdo.ca/library/publications/tax/articles/Charitable\\_Giving073007.cfm](http://www.bdo.ca/library/publications/tax/articles/Charitable_Giving073007.cfm)

A Primer on Planned Giving  
[www.bdo.ca/library/publications/tax/articles/062007.cfm](http://www.bdo.ca/library/publications/tax/articles/062007.cfm)

Gifting Securities to Charity  
[www.bdo.ca/library/publications/tax/articles/Tax\\_Break123006.cfm](http://www.bdo.ca/library/publications/tax/articles/Tax_Break123006.cfm)

Additional articles are available at [www.bdo.ca](http://www.bdo.ca)



### STAR FISH



*As the old man walked the beach at dawn,  
he noticed a young man ahead of him  
picking up starfish and flinging them into the sea.  
Catching up with the man,  
He asked him why he was doing this.*

*The answer was that the stranded starfish  
Would die if left to the morning sun.  
"But the beach goes on for miles and  
there are millions of starfish,"  
countered the other. "How can your effort  
possibly make any difference?"*

*The young man looked at the starfish  
in his hand and then threw it to  
safety in the waves. "It makes a  
difference to this one," he said.*

By Loren Eisley