

Memo



To: United Way Workplace Campaign Contacts/
Employee Campaign Coordinators (ECCs)

From: Elizabeth Jadoo, Executive Director

Date: September 2011

Re: United Way Campaign 2011

It all starts with a Dream. This year's Campaign theme is **The Power of the Dream**. We all have dreams, and the power to realize them. For many in our community, their dreams may be: to be able to read, to have a mentor, to earn a living... Together we can help our community find the power to realize their dreams.

Your Campaign Kit has everything you need to set up your workplace Campaign!

Employee Campaign Results Report Form

Remember to return this Report to us with copies of ALL the pledge forms.

New! All in one brochure this year, with general and leader information. All new games and obstacles for our Rat Race on September 14! We're on Facebook (United Way serving Saint John, Kings and Charlotte) and Twitter (@SJUnitedWay). View our Campaign dvd on Youtube through our Facebook page, plus personal stories and photos on our website www.unitedwaysaintjohn.com.

Newsletters

The **Way to go!** newsletter is an easy read with information and photos!

Early Campaign means Early Achievement

We kicked off our 52nd Annual Campaign on Thursday September 1, 2011. Keep us on track by having an early Workplace Campaign (between September and November) and submitting your Campaign Results to us before the end of December. Better yet, submit before the Christmas break - what a Merry Christmas that would be, coming back to work with a fresh New Year!

Keep our costs low!

Please return any unused Campaign Supplies to us at the end of your Workplace Campaign, including loan items such as aprons.

Did you know??

Workplace Campaigns make up over 50% of the United Way Campaign?

A little means a lot!

A simple ask of .25, .50 or even \$1 more per pay period adds up to a higher workplace campaign. Donations at the Everyday Hero, Partner and Leader Levels receive a recognition pin as a token of appreciation! Leaders enjoy a reception in the Fall as a special *thank you* for being a Leader of **the Way!**

You've made your donation, now get your Tax credit!

We will issue receipts for payroll deductions not automatically entered on T4s, or for donations made for a special event (\$20 and over) - collect all relevant information for receipting and submit to our office by January 31.

Last, but not least!

Our office staff is available to answer any questions you may have. Call us at 658-1212.

Thank you!

Kit Supplies

Did you receive...?

- 10 Steps to Success
- Pledge forms for the number of employees at your workplace;
- Brochures to go with each pledge form;
- Facts and Figures;
- \$1 per day sheet;
- A goal (thermometer) poster;
- A casual day brochure;
- A Report card (white);
- 1 - 3 Logo posters;
- 10 I'm dressed this way stickers;
- 10 regular United Way stickers;
- **Way** to go! newsletters

Need additional supplies?

Call us at 658-1212 (limited quantities available). Workplace presentations and ECC training (to Campaign Coordinator and Canvassers) can also be arranged!

Good Luck with your Workplace Campaign!

Thank you and welcome to the United Way Team!



To help you with your Employee Campaign this year, we've compiled a list of steps that will guide you on your journey to success!
Please do not hesitate to call us at **658-1212**, however, if you have any questions.

10 Steps to Success

1. **PREPARE**
 - Plan your campaign (special events, one-to-one solicitation, group solicitation, a mix of all);
 - Set a goal (review previous years' achievements and set a new, higher, realistic goal);
 - Schedule the activities, including training, Kickoff, special events, solicitation and wrapup (1 - 2 weeks)
2. **COMMIT**
 - Make your personal pledge
3. **ENLIST**
 - Enthusiastic colleagues will enhance your campaign (1 canvasser per 15 - 20 employees)
4. **PROMOTE**
 - Posters, displays, balloons, e-mails (a week before Kickoff) will get people thinking about the campaign
5. **MOTIVATE**
 - Incentives work well to increase participation - consider small prizes and tokens for early-bird pledges etc;
 - A personal letter from your Chief Executive Officer to each employee supporting your United Way Employee Campaign or presence/intro at your Campaign Kickoff could set the pace for your campaign.
6. **ASK**
 - Set your plan in motion. Make the asks and roll out your special events (take photos)!
7. **MONITOR**
 - Keep a running total of your campaign and follow up on employees who are absent
8. **REPORT**
 - Publicize your progress on your poster and through bulletins etc. Keep United Way informed of your progress and submit your end results with any unused pledge cards etc from your campaign (send photos too - we may use them on our website or publications!).
9. **THANK**
 - A word or token of appreciation is always a great way to say thanks!
10. **EVALUATE**
 - Make notes for next year's campaign.

GREAT JOB!

Thanks for *taking the (10) steps* with us! Together we're helping to build our community!

Kit Supplies

Did you receive...?

- 10 Steps to Success
- Pledge forms for the number of employees at your workplace;
- Brochures to go with each pledge form;
- Facts and Figures;
- \$1 per day sheet;
- A goal (thermometer) poster;
- A casual day brochure;
- A Report card (white);
- 1 - 3 Logo posters;
- 10 I'm dressed this way stickers;
- 10 regular United Way stickers;
- **Way** to go! newsletters

Need additional supplies?

Call us at 658-1212 (limited quantities available). Workplace presentations and ECC training (to Campaign Coordinator and Canvassers) can also be arranged!

Good Luck with your Workplace Campaign!



United Way

Facts & Figures

- United Way (Saint John) is in its 52nd year;
- Over \$34 million has been invested into our community since 1959;
- United Way serves Saint John, Kings and Charlotte;
- There are 117 United Way offices in Canada, and the National Office in Ottawa;
- United Ways in Canada raised over \$500 million in 2010;
- United Way in Saint John raised \$1.349 million in 2010;
- United Way supports 24 member agencies with annual funding, between 10 - 12 community agencies with program funding and over 60 agencies through donor designations;
- United Way serves all walks of life, no boundaries;
- Over 50% of Annual Campaign comes from payroll deductions;
- Programs and services funded: camps, mentoring, day care for adults and children, palliative care, grief counseling, family/financial/youth counseling, youth at risk, troubled youth, basic literacy for young adults, support for mental, physical challenges and vision and hearing impaired, after school programs, hot lunches for school children, hot and frozen meals for seniors/those recovering from illness, home and personal care, info line for non-crisis services, social activities for developmentally challenged, awareness of the risks of substance abuse, temporary shelter for women and their children fleeing abuse, support to help individuals get back into the workforce, volunteer matches and volunteer training to not for profit boards/agencies, life skills/self esteem programs, first aid training and volunteer services at events



\$1 per day ...

- will sponsor a low-income child to camp for a week;
- will provide enough milk for proper growth and development to 14 children for a year;
- will offer the opportunity for 15 children on a wait list for a Big Brother or Big Sister match to participate in fun activities;
- will provide 10 women and their children temporary shelter from abuse;
- will provide 1 meal per day, per year for 1 child living in poverty;
- will provide 1 senior with 11 personal or home care visits for a year