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Workplace Campaign Coordinator Guide

2014



United Way
Guelph Wellington
Dufferin

85 Westmount Rd., Guelph, ON N1H 5J2
 T: 519-821-0571
 E: info@unitedwayguelph.com
 W: unitedwayguelph.com



Registered Charitable No. 10745 7053 RR0001



United Way
Guelph Wellington
Dufferin
 Change starts here.

What's in this Guide?

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THERE'S MORE ONLINE!
Find tools and fact sheets
at unitedwayguelph.com
and click Campaign
Toolkit!

**On behalf of the thousands of people in our
community helped by United Way funding each year,
thank you!**

Your support plays a key role in our campaign. Together
we are improving lives and building community
in Guelph, Wellington and Dufferin.

Thank-you!

Impact in our Community

What do my donations do?

United Way provides funding to programs that address pressing social issues. Donations to United Way help people move from poverty to possibility, build a healthy, vibrant community, and ensure kids have what they need to learn and grow. Every day, programs funded by United Way improve lives and build community.



Welcome Volunteers!

With over 90% of all dollars raised in 2013 coming from workplace donations (60% from employee contributions), Employee and Union Campaign Coordinators (ECCs/UCCs) are critical to the success of United Way’s fundraising campaign.

As an ECC/UCC, it’s your job to run an effective United Way campaign in your workplace. Workplace campaigns are proven to boost morale and create a sense of community and commitment among staff. You’ll get to know your co-workers better, raise money for your community and have fun in the process!

We’re Here to Help

United Way staff and sponsored employees—your staff partners—are here to help you succeed. Contact them for details on:

- canvasser and training materials
- videos on how United Way donations are used in our community (online at unitedwayguelph.com)
- assistance in running United Way events
- booking a United Way presentation
- tours of United Way funded agencies
- materials for special events
- assistance in receiving media attention

Dates to Remember

ECC/UCC Training Session

Tues. Aug 26

Campaign Kickoff

Wed. Sept 10

Seeing Is Believing Tour

Thurs. Sept 11

Day of Caring

Wed. Oct 15

Campaign Close

Fri. Nov 28

Volunteer Celebration Luncheon

February 2015

We hope this guide will help you and your organization reach its goals for your 2014 campaign.

What is an ECC/UCC?

An **Employee or Union Campaign Coordinator—ECC/UCC**—is the key volunteer in the workplace who is responsible for managing and monitoring the United Way workplace campaign.

Time Frame & Key Meetings

- 2-3 months commitment (longer in some larger organizations)
- Hold committee and/or canvasser meetings as necessary
- Act as an advocate for the United Way during the Campaign (Sept-Dec)

Reporting Relationships

- Keep open communication with United Way staff, sponsored employees and/or Local executive for support and guidance

Qualities to Ensure Success

- Show leadership and dedication
- Good time management skills
- Ability to communicate with and motivate co-workers
- Good planning and analytical skills
- Well-organized with an attention to detail
- Committed to United Way's mission:
United Way Guelph Wellington Dufferin strives to meet existing and emerging social needs in order to improve lives and build community.

Responsibilities

- Recruit and train canvassers (if applicable), with help from United Way staff partners
- Plan workplace strategies for your campaign
- Monitor progress and report back to the United Way Staff
- Analyze results, identify potential challenges, and work on solutions
- Return completed report envelopes to United Way office

Canvassers are the “heart” of the campaign. They make the face-to-face ask of their co-workers to donate to United Way.

About United Way

United Way is the largest non-government funder of the social service and voluntary sector in Canada. In 2012, 110 United Way agencies across the country raised more than \$519.9 million and supported more than 7,000 agencies!

In Guelph, Wellington and Dufferin, United Way provides stable funding to a network of local social service programs that support and improve the lives of people in our community every day.

United Way is partnership.

United Way brings together community leaders, social service agencies, the labour movement and businesses to identify needs, engage local residents and deliver results. We inspire co-operation and partnership by sharing knowledge and funds with our community.

United Way is local.

United Way is directed by a volunteer board, managed by committed staff and supported by thousands of donors and volunteers from all areas and sectors of the community. The funds raised through the generosity of local donors—\$28 million in the past ten years—stay in the community to support local programs.

United Way has impact.

This year, United Way will support 86 vital social and voluntary sector programs at 53 organizations in Guelph, Wellington and Dufferin. Chances are these programs will help someone you know—your family, friends and neighbours—every day.

Donations to United Way

- are directed to where they will have the greatest impact
- stay in Guelph, Wellington and Dufferin
- provide stable funding to programs that make positive and lasting change in the lives of people in our community.

Ideas for Special Events

Creative Canvassing

Make the canvass an event itself by providing incentives for those pledging early, like a draw for a day off with pay or a week in an executive parking spot. Use completed pledge forms in lieu of an entrance fee to an event.



Sizzling Fundraiser

Hold a BBQ! Advertise your event in advance and sell tickets the week before the BBQ so you'll have an idea of how much food to have on hand. Check for bulk purchase rates at local retailers.



Casual Fun

Get permission from management to have a jeans day every Friday during the campaign. Sell United Way stickers, available to you at no cost, for \$2 a piece. The sticker lets the purchasers wear jeans on the next Friday.



Travelling Kick-Off

If your company is too big to get everyone together in one place, hold a travelling kick-off. Coffee, juice and different foods can be served on each floor of your building. At each stop, provide United Way information or special events (show videos, run raffles and so on).

For more special event ideas see the Special Events Guide in the online campaign toolkit or contact your United Way staff partner.

Raise funds,
create awareness and have fun!

Six Steps to Campaign Success



Learn about United Way & Build Your Team

- Meet with your United Way staff partner.
- Learn about United Way and its work in the community.
- Attend the Campaign Training Session.
- With the support of the United Way staff, ensure management gets behind the campaign and provides visible support along with adequate release time for volunteers.
- Recruit help from others in your organization who reflect the structure of your workplan (e.g. ensure there is representation from each department, a mix of management/labour).

Learn more about United Way

- **Visit us online** — W: unitedwayguelph.com
F: facebook.com/unitedwayguelph
T: twitter.com/uwguelph
- **Review United Way Materials** — Brochures, posters, displays and more are available. Ask your United Way staff partner how to get your copies!
- **Learn how United Way helps** — Join a "Seeing is Believing" Tour or read about how your donations help people in your community online at unitedwayguelph.com/impact_profiles.

Step 2

Develop an Action Plan

- ❑ Review past campaign results and list strengths and weaknesses with your United Way partner.
- ❑ Meet with last year's ECC/UCC or anyone else involved in your campaign. Brainstorm how this year's campaign can be even better. Don't forget United Way staff are always available to help you!
- ❑ Develop an action plan and timetable.
- ❑ Best results come from a short-term, goal oriented campaign—a two-week timeline is ideal. Or consider a one-day blitz campaign.
- ❑ Include in your timeline a participation goal with the number of new donors needed to reach your target.
- ❑ Identify those who did not donate last year—develop a “welcome wagon” for new donors (a special draw, a thank you letter, etc.).

Campaign Fact Sheets

Learn more about campaign planning by taking a look at our fact sheets:

- One-Day Blitz Campaigns
- Campaign Planning Tools (checklists, calendars)
- Organizing for Larger Workplaces
- Increasing Participation

Link to the Campaign Toolkit at unitedwayguelph.com in the black bar on the right-hand side of the page.

FAQs about Special Events

How do we pay for a special event?

Depending on the kind of special event you're running, there may be very real costs involved. Try to solicit and arrange for the donation of supplies, services and facilities. If sponsorship is not an option, you'll want to compare the estimated cost of the event to the amount of money you expect to raise. You will want to know if the function is financially feasible if raising funds is your main objective.

Who needs to be involved in your special event?

If you are the ECC/UCC for your company's campaign, then chances are you will be too busy planning the campaign to run a special event - so enlist some help. Recruit an events coordinator to your United Way Committee. Senior management should be encouraged to participate in the promotion of and in the special event.

Can someone come to speak at my company?

United Way offers a **Speakers Bureau** of staff and volunteers from our funded agencies. These people are available and happy to speak to your group about their agency and the difference United Way funds make to the community. Call for more information.

What other resources are at my disposal?

There are many resources available to enhance your special events. Contact the United Way office if you would like to use any of the following items:

- campaign videos
- posters
- banners
- signs
- flags
- pins
- stickers
- balloons
- volunteer aprons

Special Events

A special event can raise funds, create awareness, motivate participants, promote team spirit, create friendly competition and be fun!

It is important to note that special events are not intended to replace employee pledge card donations.

Considerations for Special Events

Receipting Policy for Special Events

If your organization plans to hold a special event, please be aware that income tax receipts cannot be issued. Canada Revenue Agency guidelines state that if an individual receives anything in return for a monetary contribution, an income tax receipt cannot be given. This applies whether the individual is receiving an item, a service or any other tangible or intangible benefit—they are receiving *something* in exchange for their contribution. Note: If you are holding a dinner event and the market value is substantially less than the ticket price, the difference may be tax deductible. Ask your United Way staff partner for details.

Licensing and Special Event Permits

To hold some special events (e.g., raffles, casino nights, etc.) you may be required to obtain a permit or license. If you're raising money for United Way, an application must be filled out in the name of United Way. It can take up to six weeks to receive your permit, so plan early. For further information regarding rules and regulations, contact your municipal government or United Way staff partner.

Media

Don't forget to let the media know if you have a fun event planned! Contact your United Way staff partner for more information.



Get Ready

- ❑ Get your supplies—pledge forms, brochures, posters and more are provided by United Way at **no cost**.
 - ❑ Talk to your United Way staff partner to arrange for speakers from programs receiving United Way funding.
 - ❑ Personalize United Way packages for employees in your workplace. Packages might include:
 - pledge card
 - United Way brochure
 - letter explaining why you and/or your workplace is supporting United Way
 - blank envelope for returning pledge cards
- * Personalized United Way packages have been found to increase participation.*
- ❑ Promote your campaign in advance—display posters, advertise campaign dates and events, and create enthusiasm.
 - ❑ Train canvassers with the help of United Way staff. Copy the *Short Guide to Canvassing in your Workplace* to support your training efforts. (This guide is on the coloured paper in the middle of this booklet. You can download copies of just the canvassing guide from the Campaign Toolkit at unitedwayguelph.com).
 - ❑ Get people thinking and talking about United Way!

Step 4

Kick-off & Canvass

- ❑ Mark the beginning of your campaign with a kick-off and announce your goal. A picnic, BBQ or United Way coffee break are just some ideas.
- ❑ Canvass all employees; a one-to-one ask is the most effective approach. Enlist the support of a canvassing team to make one-to-one asks possible.
- ❑ Talk about United Way. Distribute pledge cards and information.
- ❑ **Promote the payroll deduction option as the easiest, most convenient way to give.**
- ❑ Monitor the progress of your campaign to ensure that pledges are being returned.
- ❑ Ask all employees to return their pledge cards regardless of whether they donate.
- ❑ Consider putting Leadership Giving Program in place. Leaders give at the \$1,000+ per year level.

Keep in the Know

Stay up-to-date with the United Way campaign by subscribing to the volunteer e-newsletter. During campaign, you'll receive weekly updates sharing campaign success stories, highlighting upcoming events, and talking about how United Way dollars are being used in our community.

2013 Campaign Award Recipients

President's Award

- Linamar Corporation
- University of Guelph

Campaign of the Year Award

- Cargill Canada

Leadership Giving Award

- Cargill Canada

Spirit Awards

- **University of Guelph Spirit Award:** Department of Human Resources
- **Education Spirit Award:** St. Peter's Elementary School, Guelph
- **Manufacturing Spirit Awards:** SIHI Pumps Limited, Roctel Manufacturing, Sleeman Breweries Ltd.
- **Public Sector Spirit Awards:** Agricorp, LCBO, Canadian Mental Health Association Waterloo Wellington Dufferin
- **Business & Finance Spirit Awards:** Guelph Hydro, Millennium 1 Solutions, RBC Royal Bank

Agency Speaker of the Year

- Edgar Riel & Joanne Morant, Action Read

ECC of the Year Award

- Cargill Canada Team—Tim Mathieson, Melinda Sabo, Christina Reddin, Tara Ross

UCC of the Year Award

- Tina Swindells, University of Guelph

First Time Campaigns

- RLB LLP

Pacesetting Campaigns

- Cargill Canada
- CJOY/Magic FM
- The Co-operators
- Farm Credit Canada
- Future Shop
- GE Water & Process Technologies
- Guelph Hydro employees
- Guelph Mercury
- Guelph Twines
- InBox Marketer
- Linamar's Camcor, Hastech, Linex, LPP and Roctel facilities
- McNeil Consumer Healthcare
- RBC Foundation
- Sleeman Breweries Ltd.
- United Way Guelph Wellington Dufferin employees

Union-Management Workplace Campaign Award

- Guelph General Hospital

Campaign Awards

Every company donating to United Way deserves to be recognized for a job well done. However, every year we recognize a number of workplaces for their exceptional contributions to United Way with our campaign awards.

There are two types of recognition: campaign awards and participation awards.

Campaign awards recognize workplaces and volunteers that have gone “above and beyond” in their United Way campaigns. Awards include Campaign of the Year, Leadership Giving Award and Spirit Awards (by division and company size). Recipients are selected by members of the United Way’s Campaign Cabinet—the volunteers that provide guidance and oversight to the entire campaign.

Participation awards recognize United Way involvement in the workplace. They are given at the following levels:

- **PLATINUM:** 90% participation and an average gift of \$80
- **GOLD:** 75% participation and an average gift of \$60
- **SILVER:** 50% participation and an average gift of \$50
- **BRONZE:** 40% participation and an average gift of \$40 or a 20% increase in either participation or total dollars raised

Ask your United Way staff partner for more information about campaign awards. Recognition for your involvement with United Way is a great way to show your corporate commitment to the community and social sustainability.

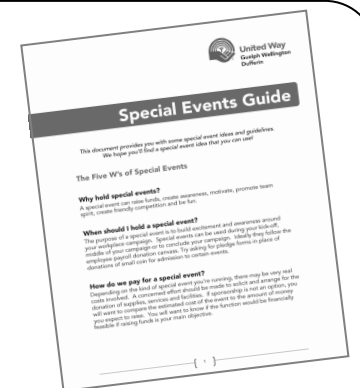
Step 5

Special Events

- ❑ Hold special events when your payroll campaign is complete—quality not quantity is what counts with special events!
- ❑ Review the notes in this guide (see page 12) and the online special events booklet for ideas and FAQs.
- ❑ Promote your event within your workplace—make sure everyone knows what the event is and where it is being held.
- ❑ Let the local media know about your event.
- ❑ Consider holding inter-departmental challenges to get everyone involved.
- ❑ Communicate event dates and activities with your United Way partner.

Special Events Guide

Learn everything you’ve ever wanted to know about special events! The special events guide is available for download from the Campaign Toolkit or by request from your United Way staff partner.



Step 6

Wrap Up, Recognition & Evaluation

- Congratulations!
- Signal your campaign wrap-up—it should announce the end of your campaign, your achievement and should recognize your donors.
- Be sure to thank and recognize all donors and volunteers. Don't forget to recognize your campaign team: senior company leadership, committee members, labour representatives, canvassers and any companies sponsoring prizes.
- Report your results and submit your donations to United Way staff by the end of November.
- Plan to attend the United Way volunteer celebration luncheon in February 2015

Submitting Pledges

The Paperwork

Some things just can't be avoided...

Pledges can be submitted at the end of your campaign or, if you are in a larger workplace, every week or month. You can also submit funds from special events, etc. as they occur rather than holding funds in your office.

Pledges should be returned in a sealed 9 x 12 envelope with a campaign contribution form, like that shown below, completed and attached to the front of the envelope. Forms are available in the campaign toolkit or from your United Way staff partner.

Before submitting, please check that:

- all contribution forms are signed by donors;
- all cheques are made payable to United Way;
- the values on your contribution form equal the funds in the envelope.

United Way Campaign Contribution Form

United Way Use Only: Initial, Date

Address: _____ City: _____ Postal Code: _____

Name & Title of Employee Campaign Coordinator (ECC): _____ Phone/Email: _____

Name & Title of Union Campaign Coordinator (UCC): _____ Phone/Email: _____

CAMPAIGN CONTRIBUTIONS

Employee Contributions	Amount	Notes
<input type="checkbox"/> Payroll Deduction (check appropriate) <input type="checkbox"/> Bi-Weekly <input type="checkbox"/> Semi-Monthly <input type="checkbox"/> Monthly	\$	
Cash	\$	
Cheques—One Time Gifts	\$	
Cheques—Payroll Pre-Authorized	\$	
Credit Card—One Time Gifts	\$	
Credit Card—Payroll Pre-Authorized	\$	
Subtotal, Employee Contributions	\$	

Special Event Funds

Event Description	Cash	Cheque
Event Description	\$	\$
Event Description	\$	\$
Event Description	\$	\$
Subtotal, Special Event Funds	\$	\$

Corporate Donation

Amount	
Cheque (attached)	\$
Pledge (Date of Payment)	\$
Subtotal, Corporate Donation	\$

TOTAL CONTRIBUTION (Employee + special events + corporate) \$

This is the total contribution for our campaign.
 This is a partial contribution from our campaign. It covers the period _____

United Way Use Only

Reviewed by: _____ Date: _____
 Cleared by Campaign Manager
 Authority: _____ Date: _____
 Forwarded by: _____ Date: _____

A campaign contribution form must accompany all donations submitted to United Way and all monies must be accurately tracked according to the donor recognition and audit program.

This campaign form is valid until all funds have been reported through the campaign. If you are submitting an interim amount, please indicate the period covered by the submission (e.g. 1st 1/2 fiscal report of employee pledges) and report for the period. Add extra sheets to provide detail as required.

If you have any questions contact Carol Ryan, Financial Manager at 416-461-5251 x33 or carol@unitedway.org

You can either drop off your envelope at the United Way office during business hours, or arrange for your United Way staff partner to come collect it from you.

Submitting information to United Way promptly allows ample time for processing, helps us ensure the campaign is on-track to meet its goal, and allows us to thank our donors for their generosity.

Let them know you are coming! Sample Email Message

Hi!

I am your United Way canvasser. I will come by your desk tomorrow to personally invite you to contribute to our 2014 campaign.

Did you know:

- Last year, we raised \$ _____ in employee dollars.
- \$ _____ was raised through special events.
- We had _____% participation.

Our 2014 goal is to raise \$ _____ with _____% participation and I am confident we can achieve that goal with your help. Canvassing will be limited to _____ and I will ask you to return your pledge card (in a sealed envelope) to my attention.

If you are interested in learning more about United Way prior to our meeting, you can visit unitedwayguelph.com. Why not learn more about the charities and programs that United Way supports?

I look forward to speaking with you tomorrow and thank you in advance!



United Way
Guelph Wellington
Dufferin
Change starts here.

A Short Guide to Canvassing in your Workplace

What is a Canvasser?

Canvassers are the **front line** of a United Way campaign!

In some workplaces, the United Way Employee or Union Campaign Coordinator (ECC/UCC) will also serve as the main canvasser; in others, there may be a large group of canvassers. In any case, **a canvasser is someone who believes in the work of United Way. They approach and follow-up with co-workers to ask for their financial support of the United Way campaign** by:

- explaining what United Way does and why it is important to support its work.
- explaining the key dates in the campaign, your workplace's goal, and any prizes, events, etc.
- requesting donations from co-workers, and following-up on the requests.
- providing United Way agency information to those who may need it.
- answering questions about United Way.



Steps to Successful Canvassing

1: Introduce yourself as a volunteer with your company's United Way campaign

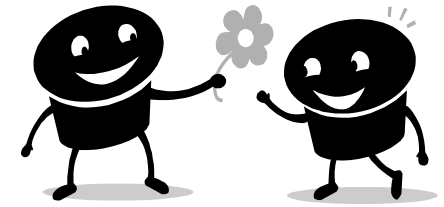
- Canvassers DO NOT pressure donors to give.
- Set the tone—be honest and open.
- Canvassers participate because they want to and believe in the United Way's work.
- By introducing yourself as a volunteer, peers will be more likely to listen.
- Before you ask, set an example & make your own pledge to the Campaign.

2: Engage them with a question

- By engaging with a question, you are opening the conversation up to two way dialogue.
 - "Did you receive my email?" (see sample page vii) "Did you get the online link?" "Have you seen our schedule of events?"
- Outline/highlight the key facts about your campaign, i.e. past achievements, this year's goal, events, etc.

3: Ask if they have any questions

- Questions and concerns can be opportunities to inform and provide facts.
- Listen carefully to any concerns, and answer questions to the best of your ability. (The most common concerns and the suggested responses are provided for you in United Way's Frequently Asked Questions that follow.)
- If you are unable to answer a question, make a note of it and tell your co-worker you will get back to them with an answer. Then contact your ECC/UCC or United Way staff partner to obtain a satisfactory response.



Options for Giving

Employee payroll deduction plans through workplaces are the easiest way to give to United Way. Other options for giving include:

- Monthly donations from credit cards or chequing accounts.
- One-time donations by cash, cheque or credit card. Donations are accepted by mail, phone or online at www.unitedwayguelph.com/donate.
- **Everyday Heroes** give at the \$1 a day level. It is amazing what a donation of a dollar a day can do in our community. Consider giving—and asking for—gifts of this amount.
- **Leadership Donors** give at the \$20 per week level (\$1,000 per year). Leadership gifts are recognized at the following levels:
 - Leaders \$1,000–\$1,499
 - Builders \$1,500–\$2,499
 - Patrons \$2,500–\$4,999
 - Pathfinders \$5,000–\$9,999
 - Champions \$10,000 or more

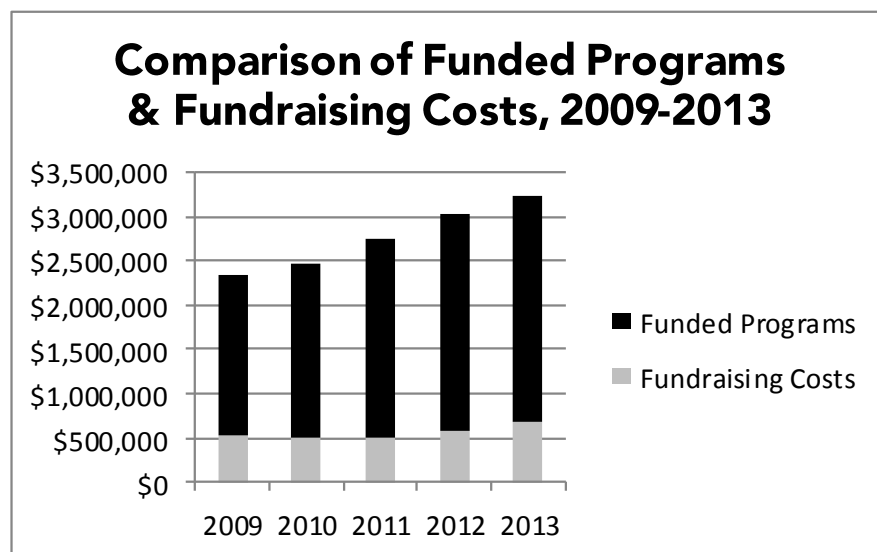
Tax advantages of gifts to United Way		
Donation amount	Total tax savings	Actual cost to you
\$365 (\$1 day)	\$106	\$259
\$156 (\$3/week)	\$31	\$125
\$260 (\$5/week)	\$64	\$196
\$520 (\$10/week)	\$168	\$352
\$1,040 (\$20/week)	\$377	\$663

Estimated tax savings. Donors should ask their financial advisor for their personal details.

A word on fundraising costs

Of the \$3.49 million in total United Way campaign revenue pledged in 2013, \$2.57 million will go directly to funding 86 programs at 53 local agencies in 2014.

Fundraising costs account for 19 per cent of campaign revenue, well below industry benchmarks of 26%. In fact, over the past five years, fundraising costs have remained under 20%, while funding to programs has increased 42%.



2013 compared to five years ago....

- Fundraising revenue from the annual United Way campaign has increased 28%.
- Program allocations have increased 42%.
- Reserves have increased to approximately six months of expenses, ensuring United Way can meet its obligation to funded agencies should unforeseen circumstances arise.

Note: Total campaign revenue comprises pledged donations (of \$3.454,170 in 2013) and additional income from grants, interest, etc. (\$39,377 in 2013).

4: Offer your own reasons for supporting United Way

- Identify a compelling fact or message about United Way's impact on the community, which has meaning for you and helps to explain United Way.
- Explain your personal reasons for supporting United Way.

5: Invite them to give

- "I hope that you will join me in supporting our community by giving to United Way."
- Introduce and discuss giving options (Pledge Card/UW@Work).
- Explain the personalized pledge form.
- Highlight the impact of giving and the benefits of payroll giving.
 - Payroll giving: annual donation can be spread over pay periods, donations are recorded on T4 slips, and it can be easier on your budget to manage small gifts throughout the year.
- Let people know you are hoping for a timely response and establish a date for follow-up.

6: Thank everyone for considering—whether they give or not

- It is not just about the money; it is also about building awareness.
- Thank people for their time and contribution.
- You may choose to send a thank-you note, email or leave a voice mail as well.
- The impression you leave is the one that people will remember when they think of United Way.

7: Follow Up. Get back to them with answers, materials etc.

- Follow-up on outstanding pledge cards.
- Follow-up on any questions that you were not able to immediately answer.
- Return all pledge cards, cash and cheques to your ECC/UCC or designated company contact within the time frame of your campaign.



FAQs

Below are some frequently asked questions about giving to United Way. If you get asked a “stumper,” call your United Way staff partner. We’ll be happy to get you the right answer!

What does United Way do?

Thanks to the generosity of local donors to our annual fundraising campaign, United Way provides millions of dollars in funding to social service and voluntary sector agencies in Guelph, Wellington and Dufferin. This year, United Way will provide long-term, program-specific funding to 86 programs at 53 local agencies.

How does United Way keep costs so low?

Volunteers. ECCs, Union Campaign Coordinators, workplace canvassers, and our volunteer board and cabinet members help us keep our costs low. We conservatively estimate that in 2013, 1,100 volunteers contributed to United Way.

Why does United Way give out less money than it raises each year?

We give out less than we bring in through our annual campaign in order to allow for emergency needs in the community, pledged funds that are not received, reserves to allow for funds to continue to flow to our agencies should the unforeseen happen, and fundraising costs.

What are your fundraising costs?

In 2013, it cost United Way Guelph Wellington Dufferin 19 cents to raise \$1 dollar. Our fundraising costs are well below the recognized Canadian benchmark of 26%. See page vi for more details.

I can only give a very small amount each week.

Every donation adds up over the course of the year. When put together with donations of all levels from across the community, United Way is able to provide millions of dollars of funding to local programs annually.

How can I be sure my donations will be well used?

Our volunteer fund allocation committee reviews each program we fund once every three years. This thorough review includes a site visit and a complete financial review. In between, United Way staff annually review each program to make sure it is meeting its stated goals and objectives.

Can I donate to other charities through United Way?

Yes, you can designate your donation to one or more specific programs that United Way funds or to other charities that you may wish to support. You can also designate your donation to support funds in your community – *give where you live*.

Why should I give to United Way rather than giving to the charities directly?

With one donation to United Way, you support a broad range of community programs, making sure that this network of services are available for people when they need them.

Plus, by pooling your donations, United Way is able to provide charities a source of stable, long-term funding they can count on, allowing them to put in place programs with real and lasting impact over multiple years. Charities are also relieved of some of the burden of raising funds, and instead can focus on delivering programs and services.

When will I receive my tax receipt?

A tax receipt is issued for voluntary donations by cash, cheque, credit card and payroll deductions over \$20. Receipts can be issued for lower donation amounts upon request. If you donate through payroll deduction, you will see your total gift for the year on the charitable donation line of your T4. Donations made by cheque or cash receive tax receipts by mail within a few weeks of the gift being received at the United Way office. Note that ongoing monthly donations are receipted at the end of each year.

What is United Way doing about my right to privacy?

United Way is committed to protecting your right to privacy. Information you or your employer provide is used to process and receipt your donation, and respond to your information requests. Your information is not shared with other organizations.