



United Way
Peel Region

United we can.
Please join us.



United Way of Peel Region invests in a strategic network of vital services that:

- Meet basic physical and emotional needs
- Develop coping skills and abilities
- Provide economic opportunities
- Support meaningful participation in our community

Why United Way Adds Value to Your Organization

Hosting a United Way Workplace Campaign will:

- Enhance your good reputation
- Inspire your staff to become even better and more engaged
- Create meaningful opportunities for personal impact and volunteerism
- Enhance your workplace environment and morale



I believe as leaders we are obliged to stand up and support our communities with both our dollars and our time. I enthusiastically embrace the obligation of leadership: to impact and influence others to make a meaningful and lasting difference together. For me, United Way has always represented the best single opportunity to do that work.



— Tim Bzowey
Chair, 2011 Campaign Cabinet
United Way of Peel Region

Reputation

Now more than ever, customers and clients are demanding that organizations stand for something more. They want companies to tackle the issues relevant to them, particularly in their own communities.

90% of people surveyed wanted to know that the products they buy and the services they use are provided by companies who care.

- 2010 Cone Cause Evolution Study

United Way makes it easy to stand for something more

United Way of Peel Region has a solid reputation of commitment to the people in our communities needing a hand up to become self sufficient and thrive.

Our mission is to ensure that the residents in our communities are cared for, connected and included, through partnerships with individuals, agencies and businesses.

Our strong, well respected brand can enhance your reputation among existing and potential customers, clients, employees and other stakeholders. Your workplace campaign will place you among leading organizations known for their philanthropic commitment to our community.



Inspiration

The benefits of high employee engagement are hard to dispute. Lower absenteeism and turnover, stronger talent attraction, increased productivity and the willingness and readiness of employees to tackle change are just a few of the benefits. But it can be hard work. And it's not getting any easier.

46% of North American organizations experienced a decline in employee engagement

– Hewitt, 2010

United Way has something to inspire everyone

We offer your employees volunteer opportunities that include not only a hammer or paintbrush, but roles that leverage their expertise; introduce them to new skills; energize and inspire them with a deeper understanding of our community.

From seniors to youth, to people living with disabilities, we support a broad and varied range of programs, services and initiatives that will engage and enrich your employees' experience.

Visit our website at www.unitedwaypeel.org or join us on Twitter and Facebook to read the stories about how United Way is transforming lives and creating sustainable futures.

United we can...improve lives, strengthen neighborhoods and make our communities of Mississauga, Brampton and Caledon great for everyone.

“ Our business is in the process of being sold and closed down. Running the campaign gave us an opportunity to feel good about what we were doing and take pride in our accomplishments of helping our community. ”

Impact

A strong corporate social responsibility mandate takes staff time and commitment. That's why your employees want to know that the time and money they invest are being put to the best possible use.

86% of every dollar donated to United Way goes directly to the services and programs we fund

– Based on United Way financial statements as of March 31, 2010

United Way makes it simple to give back

United Way agencies are highly effective in delivering services directly to those in need.

One in three people living in our community uses a United Way agency or service.

United Way agencies are located in the epicentres of need. They are on the ground making things happen.

Thanks to United Way supporters, we raised \$13,882,962 in 2010 to support a vital network of 99 social services and programs delivered through 53 different agencies in Mississauga, Brampton and Caledon.

You can streamline your corporate social responsibility program through United Way, while also giving back to the community.



There are a variety of ways your team can be involved

Our dedicated team of fundraising professionals is on call to support you and your staff, providing tools, resources and counsel to ensure the best possible results.

Run a Workplace Campaign. Boost employee morale and build stronger, more resilient workplace teams and communities.

Give a Corporate Gift. Build employee pride while demonstrating your commitment to your community.

Make a Referral. Introduce us to other socially responsible organizations.

Run a Leadership Giving Campaign. Make a significant improvement in the lives of those requiring our assistance through leadership donations (\$1,000+).

Make a Personal Gift. Demonstrate your commitment to the wellbeing and vitality of our community through a personal donation of a leadership or Major Individual Gift (\$5,000+). Consider also gifts of publicly traded securities and mutual funds.

Send Us a Loaned Representative. Loan or sponsor a rising star or two from your employee group to work alongside our fundraising staff for sixteen weeks in the fall. They will return to you with new skills; energized and inspired with a deeper understanding of our community.

Become a United Way Sponsor. Help us keep our publication/program and/or event costs low while publicly acknowledging your company's social responsibility and support of United Way of Peel Region.

Participate in a Day of Caring. Help out a United Way funded agency for a day -- an experience your employees will not forget . Or, ask us about the many other volunteer opportunities at United Way.



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