

TO:	FINANCE AND ADMINISTRATION COMMITTEE MEETING ON SEPTEMBER 28, 2011
FROM:	PAT McNALLY, P.ENG. EXECUTIVE DIRECTOR, PLANNING, ENVIRONMENTAL AND ENGINEERING SERVICES
SUBJECT:	2011 UNITED WAY CAMPAIGN

RECOMMENDATION

That, the initiative supported by the Senior Management Team (SMT) and the Fire management team, wherein a total of 15 personal vacation days have been donated by management staff for prize purposes as a fundraiser for the City of London's United Way Campaign, **BE RECEIVED** for information.

DISCUSSION

On Wednesday, September 14th, the United Way of London and Middlesex announced the goal of its 2011 campaign. From now until the end of the year, workplaces across London-Middlesex will be running campaigns to assist in meeting that goal. Our workplaces here at the City of London are no different.

There is an internal committee currently planning the City's campaign (mark your calendars – Kick Off Breakfast October 6th through to Oct 28th). The theme of the United Way of London & Middlesex campaign this year is 'change starts here' – and together we are hoping to reach our goal \$72,000.00 and assist in meeting the community goal of \$8.5 million.

Similar to last year, the campaign will focus on a combination of fund raising events and the promotion of pay roll deduction pledges. As in the past three years, senior staff members have offered to assist with the donation of 'vacation day(s)' that are then used to help support United Way giving during the City's campaign. Last year, between Civic Administration and Fire, we collected enough vacation days for 3 – 1 week vacations. Two - 1 week prizes are used as a 'thank you' gifts to new or increased payroll deductions (the best method to grow our long term contributions), the other is a lottery licenced draw. The 'costs' of this initiative are fully covered by the senior staff who have donated their vacation time. Where prize winners do not work a standard work week, the vacation time off is modified to nominally match the equivalent of the 35 - 40 hours donated.

PREPARED BY:
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