



**United Way**  
Thunder Bay

## WORKPLACE CAMPAIGNS MAKE A DIFFERENCE

United Way's annual workplace campaign is one of the largest community fundraising efforts, helping thousands of people in the communities we serve. 95% of funds raised are through workplace campaigns.

Workplace campaigns are a great way for employers and employees to come together to make their community a better place for everyone. We currently work with different partners across our community and regi.

### WHY SHOULD YOUR COMPANY JOIN THESE COMMUNITY CHAMPIONS?



**COMMUNITY  
LEADERSHIP**



**TEAM  
BUILDING**



**GIVE BACK TO  
THE COMMUNITY**



**BE AMBASSADORS  
FOR CHANGE**

*84% of employees say they're more likely to donate if a match is offered.*

*1 in 3 donors indicate they'd give a larger gift if matching is applied to their donation.*



## WORKPLACE CAMPAIGNS CAN BE MADE THROUGH:

- ◆ Employee giving makes up the largest part of our annual campaign. We work closely with Employee Champions, staff members in the workplace responsible for chairing the United Way committee. These individuals are responsible for planning and implementing the workplace campaign, ensuring that their colleagues are informed about United Way and the ease of giving. United Way works closely with the Labour Community to spread the word.
- ◆ Corporate donations also support workplace giving. These can be a one-time donation, or they can match employee giving. The more staff gives, the more the company gives.
- ◆ Special events can be a great way to boost staff morale and build stronger teams as it brings people together and builds awareness (and excitement)! During the pandemic our champions figured out new virtual ways to run inventive special events. From themed dress up days, pet photo contests, creating virtual backdrops for purchase, or raising funds to have their boss dress in silly costumes for the entire day.