



# Toronto Community Housing's 2009 United Way Campaign

**Item 4**  
February 11, 2010

**BOARD OF DIRECTORS**

**To:** Board of Directors

**Report:** TCHC:2010-14

**From:** Chief Executive Officer

**Date:** January 22, 2010

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## **PURPOSE:**

To provide the Board of Directors with an overview and the results of Toronto Community Housing's 2009 United Way Campaign.

## **RECOMMENDATION:**

It is recommended that the Board of Directors receive the report for information.

## **REASONS FOR RECOMMENDATION:**

Toronto Community Housing undertakes an annual campaign in support of the United Way. Throughout the campaign both staff and tenants led and participated in various activities and fund-raisers. In addition staff showed their support by making payroll deduction and leadership pledges.

This year's campaign theme was entitled "Uniting our Communities" and was designed to demonstrate Toronto Community Housing's commitment and leadership in providing much needed funds to the many United Way agencies that directly serve our tenants and our communities.

Our campaign goal was to raise \$225,000. The Board of Directors also approved a matching of both payroll pledge dollars and other contributions to a maximum contribution of \$85,000.

Toronto Community Housing's 2009 United Way Campaign exceeded every expectation by raising a total of \$290,079 for the United Way prior to the application of Board matching. This represented a 15.6% increase over our 2008 total and we exceeded our 2009 target by 29% or \$65,079. In addition, we saw our leadership pledges increase to \$39,179 or 13.4% over the 2008 leadership contribution level. While the percentage of employees who made donations through payroll deduction remained constant at 42%, the per capita amount contributed by way of payroll deduction increased slightly from \$213.06 to \$214.27.

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The grand total with respect to the 2009 campaign was \$375,079 or 13.4% more than our 2008 grand total.

None of this would have been possible without the hard work and dedication of our United Way Coordinating Committee, our labour partners, staff and the support of our Board of Directors. A number of innovative and imaginative events were held throughout Toronto Community Housing including talent competitions, a poker tournament, on-line auction, golf tournament and boat cruise that contributed not only to exceeding our overall campaign goal but demonstrated the vibrancy, generosity and a sense of community that continues to define Toronto Community Housing as an organization.

Many business units and our subsidiaries not only met but greatly exceeded their unit targets. Listed below are the top 10 units/subsidiaries in terms of overall funds raised.

Division/Unit/Subsidiary	Target	Dollars Raised
Housing Services Inc.	\$115,000	\$136,099
Finance Division	\$10,000	\$12,412
Development Division	\$7,500	\$11,622
Human Resources Division	\$10,000	\$10,326
CEO, Governance and Legal	\$10,000	\$9,935
Access Housing Connections	\$7,300	\$9,500
Operations – COO/Directors	\$5,000	\$9,433
Operating Unit York Black Creek	\$5,000	\$8,417
Operating Unit Seniors & Single Family Homes (West)	\$5,000	\$8,260
Community Health Unit	\$5,000	\$8,093
Operating Unit Weston Rexdale	\$5,000	\$6,398
Asset Management	\$5,000	\$6,368

Special mention must go to Housing Services Inc. for the significant contribution they made in this year's campaign as they exceeded their 2008 overall contribution by 24% or \$136,099.

In 2009, the United Way accepted our nomination for an award in the category of Joint Labour and Management Campaign.

The nomination for the Labour Participation Award was accepted because of the generous support given by TCEU Local 416, CUPE Local 79, OPSEU Local 529, Carpenters Local 27, Electrical Local 353 and Plumbers Local 46.

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Our 2009 United Way Campaign has been our most successful to date. Given the economic climate throughout the course of this campaign the need has never been greater to support those organizations that, through the United Way, provide assistance directly to those individuals in need who live in our communities.

It is a testament to the hard work, dedication, caring and generosity of our United Way Coordinating Committee, partners, tenants, Board of Directors and staff that we were able to achieve a significant increase in our overall campaign contribution.

## **IMPLICATIONS AND RISKS:**

Board approved matching resulting in a Toronto Community Housing contribution of \$85,000.

There are no legal implications.

A communications plan will be put in place to ensure that staff, labour and our tenants are advised in regards to the campaign outcome.

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Keiko Nakamura  
A/Chief Executive Officer

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