



## **United Way Contribution**

Item 3

July 12, 2017

Governance, Communications, Human Resources and Compensation Committee

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|----------------|---------------------------------------------------------------------------------|
| <b>Report:</b> | GCHRCC:2017-24                                                                  |
| <b>To:</b>     | Governance, Communications, Human Resources and Compensation Committee (GCHRCC) |
| <b>From:</b>   | Director, Strategic Planning & Stakeholder Relations                            |
| <b>Date:</b>   | June 20 , 2017                                                                  |

### **PURPOSE:**

To seek the Board's approval for a corporate contribution to the 2017 United Way campaign.

### **RECOMMENDATIONS:**

That the GCHRCC recommend that the Board of Directors approve a contribution to the 2017 United Way campaign equal to the 2017 contributions by employees through payroll deduction.

### **REASONS FOR RECOMMENDATIONS:**

The fundraising campaign provides a common, positive focus that all levels of staff can rally around. It plays an important part in the culture of the company, engaging management, employees and unions. This is an important employee engagement channel and a contributor to staff morale.

Toronto Community Housing and its employees have participated in United Way campaigns since TCHC was created. In the past the corporation, through the Board, has matched employee payroll deductions for the

United Way. In 2016 the corporation contributed \$56,629 to match the payroll contributions of employees. The total contribution from TCHC in 2016 was \$139,563. In addition to payroll pledges and matching amounts from the corporation, \$26,405 was raised through employee events.

The agencies funded by the United Way provide services across Toronto and York Region. These agencies work in our communities and many residents of TCHC receive supports and assistance from these agencies. The funds raised by TCHC go back to agencies that work in TCHC communities. Providing support to these agencies through the United Way is important for TCHC tenants. The focus on the United Way campaign provides an opportunity for employees to see the value of this work.

The United Way of Toronto and York Region is a registered charity that acts as a funder for a large number of agencies in Toronto, and now York Region, that is “dedicated to creating the opportunities people need to improve their lives and build a better future.”

#### **IMPLICATIONS AND RISKS:**

Continuing the practice of matching employee contributions will be appreciated by staff and project stability and continuity with past practices. Continued participation in this manner helps maintain the good relationships with the major non-governmental agency funder.

Many private corporations match employee contributions. As the City of Toronto does not match employee contributions there is a small risk that the matching could be seen as an inappropriate use of corporate funds. No concern has been raised throughout the history of this practice.

#### **SIGNATURE:**

*“Hugh Lawson”*

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