

THAMES VALLEY DISTRICT SCHOOL BOARD

2019 Champion's Handbook

October 7 to November 8, 2019



United Way



tvdsb.ca/UnitedWay

Your Local United Way Contacts:

United Way Elgin and Middlesex: Lydia Poutney • 519-438-1723 ext. 243 • lpoutney@unitedwayem.ca

United Way Oxford: Amanda Kreiger • 519-539-3851 ext. 313 • amanda@unitedwayoxford.ca

2019 Director's Message



THANK YOU for taking on the role of United Way Champion within our schools and departments. It is through your leadership that we can achieve our fundraising goals!

It is critical to recognize that our own students and staff may one day need to call upon a United Way agencies. By supporting this year's campaign you will help ensure funding is in place to provide that assistance.

We encourage all Thames Valley employees and students to support the United Way Elgin Middlesex and Oxford. There are over 70 United Way-funded community agencies that help our staff and students overcome a wide range of challenges. These challenges include poverty, mental health, transition challenges in immigration, child welfare, and safety for men, women and children at risk of violence. United Way also funds services supporting special needs, as well as indigenous and francophone services and organizations.

With successful system-wide and site-specific events and individual contributions, we are confident that our campaign goal of 100% school and department/site participation. If each employee donates \$2, Thames Valley would generate more than \$400,000 this year! Payroll deduction information is included in your package. I encourage you to share information and advocate for United Way at your site. Again this year, every employee will have the opportunity to contribute online, or by printing and completing a traditional paper pledge form.

This year's United Way Campaign Kick-Off is on Monday, October 7, 2019. On that day, I encourage you to dress in red and white and plan an activity for your school.

I'm excited that the popular Stair Climb event is returning this year. Also, the annual United Way football games will become more inclusive and will include multiple sports. Please look for details on the "United in Sport" initiative coming soon.

Ensuring a successful campaign at your site happens with good planning. As a Site Champion, you are integral to the success of the TVDSB United Way Campaign. We could not reach our goal without you! Thank you!

Mark Fisher
Director of Education

Champions To-Do List



Let us know who you are – by September 20

[Email Jane Marlborough \(j.marlbrough@tvdsb.ca\)](mailto:j.marlbrough@tvdsb.ca) Your local United Way is here to help and support you every step of the way. Feel free to reach out for support, information or to answer any questions

Set a goal - by October 1

This year your goal might be to increase engagement among your staff. Maybe you would like to see a 50% increase in participation, or a 100% response to Online Giving Tool? One of your goals might include educating your staff/students about one area of need in your community that United Way works to support.

Promote United Way - starting October 1

Help colleagues, students and families become familiar with your local United Way's initiatives and investments.

Share materials and motivate your Staff – October 1

Learn how to use *Online Giving Tool* yourself and as an administrator. You will have access to see which staff members have clicked on their Online Giving Tool link to ensure you have 100% participation. Individual's giving amounts will not be visible on this page. **Staff are also welcome to submit the new paper pledge form attached within the brochure.**

Inform, motivate, and provide incentive for staff to participate in payroll deduction early in the campaign

Plan student fundraising event(s)

Lots of great ways to have students involved! You might like to have a speaker/student share their story at an assembly, host a "hat day" or "backwards day" to raise funds. We know you have great ideas! How can your local United Way help you, support your efforts? – let them know.

Submit any special event dollars and paper pledge forms – by Friday, November 8

Send an email or make a phone call to your United Way staff representative...they would be happy to pick up your package.

Congratulate, celebrate and thank staff and students

How do you like to be acknowledged for your contribution, time, and efforts? Do the same! It can be creative and fun for everyone, your leaders, and your team members.

REMINDER

Roll-Over Giving

When staff contribute through payroll deduction, ***the per-pay contribution will automatically continue (roll-over) each year.*** However, donors will have the option to opt out or alter your contribution at the start of each campaign.

STAFF - Special event ideas

What a great way to create fun, momentum and team building experiences!

We encourage you to consider reaching out for help and support for any special event day. As you build your team, you build support.

In terms of staff engagement, we would encourage Champions to be aware that sometimes staff may choose to donate through Special Events. We truly appreciate this. It is important to remember the timing of your Special Event can have an impact on their donation as well. For example, would staff prefer to receive a tax receipt for their donation? Would staff prefer to give on an ongoing/monthly basis to maintain their support all year? If so, we encourage you to invite staff to participate through Online Giving Tool early in the campaign calendar. Special Events can also be utilized during staff time to create fun and awareness.

Smoothie Bar: have someone bring in a mixer and make large jugs of smoothies. Staff members could bring in smoothie additions like kale, blueberries, coconut, almond butter

Prime Parking Spot Draw

Dress Down or Up Day



The '1-Day Pledge' Campaign

Many schools have had significantly improved success using this method, and it makes your job of tracking down and collecting much easier.

- 1** Organize a meeting with your school's staff to discuss United Way. This may be an agenda item on an existing staff meeting. You may call United Way for assistance - or even to help present with you.
- 2** Prior to the meeting, make your staff aware that there will be a prize draw at the meeting. Ballots for the draw will be for those folks who contributed via the Online Giving tool (honour system). We realize not everyone may be comfortable giving online, so you may also provide paper pledge forms and envelopes for those who prefer it at the meeting. Give those people time to complete the form prior to the draw. **I will have a copy of the paper pledge form (printable PDF) posted to Outlook Group soon.**
- 3** Have a box where each individuals' name is placed when they have participated in payroll campaign. Have a draw for a prize! **Ballot slips are attached (printable PDF) if you need them.**
- 4** Great prizes can be fun and *don't* have to be costly. Consider a prime reserved parking spot, or all staff could contribute the same small item towards a gift basket; such as a \$1 Tim's Card, pack of gum, candy, an unused greeting card, a favourite pen, etc. Hey - who wouldn't want a boat-load of gum or a year's supply of pens?

STUDENTS - Special event ideas

What a great way to create fun, momentum and team building experiences!

We encourage you to consider reaching out for help and support for any special event day. As you build your team, you build support.

You have brilliant ideas too! You know what will work best in your school environment, but here are a few ideas.

- Hat Day – for \$2
- Backwards Day – for \$1
- Jail 'n Bail
- Survivor Week Immunity Challenges
- Raffle for your Principal's Parking spot
- The Flip Side of Fun – A Pancake Breakfast
- Buy a Butler for a Day
- Pay for Parking / Pay to Eat in the Cafeteria
- Kiddie Bike Races (charge an entry fee and a spectator fee)
- Karaoke / Lip sync in the cafeteria
- Make Cents – A Homeroom Penny/Nickel collection Contest
- Boy / Girl Band Contest or Dance Contest
- Pie Eating / Pizza Contest
- Purchase Hat Licence or Gum Licence for a day

DISTRICT - Special events

United In Sport Elgin/Middlesex Throughout the Fall

Contact: Michelle Lange
Co-Ordinator of Athletics (TVDSB)
Email: m.lange@tvdsb.ca

Stair Climb - London United Way of Elgin/Middlesex November 7

One London Place at 7 am.
Call the United Way office at
(519) 438-1721 for information
and/or registration.

Stair Climb - Oxford United Way of Oxford November 7

Woodstock & District Community
Complex at 10 a.m.
Call the United Way office at
(519) 539-3851 for information
&/or registration.

General Information

Financial Information

- Payroll deduction receipts automatically appear on your T4. Deductions start in January 2019.
- Tax receipts are automatically issued for gifts of \$20 or more.
- If you have questions regarding the receipting policy for gifts-in-kind, please call your local United Way Office.
- Please keep special event dollars raised by students separate from staff. This allows United Way to recognize your efforts separately and appropriately.

Resources

Call United Way – Staff would be happy to find a perfect fit for you to share the work of United Way. For example, having an impact speaker of someone with “lived experience” can open your eyes to the needs in your community. Or, having a United Way staff person speak for 5-10 minutes can allow for information sharing and address concerns, questions.

Campaign Video – If it’s not possible to have a speaker, a video is another option. Local video’s are available – see your local United Way’s website

Additional Campaign Materials – If you would like tattoos, dress down stickers, banners or posters made to support your efforts – let United way know! They will bring it by!

Champions are Among Us!

Please feel to reach out to any individuals below if you’re needing guidance, help, encouragement or solutions!

United Way Elgin Middlesex,

Lydia Poutney
lpoutney@unitedwayem.ca
519-438-1723 ext 343

United Way Oxford

Amanda Kreiger, Resource Development Manager
amanda@unitedwayoxford.ca
519-539-3851 ext. 313

Online Giving Tool

If you have questions regarding your Online Giving Tool, please feel free to reach out to your local United Way staff person listed above, or:

Aness Symons

United Way Online Giving Tool Coordinator
asymons@unitedwayem.ca

United in Sport

Michelle Lange, Coordinator of Athletics
Thames Valley Regional Athletics
m.lange@tvdsb.on.ca

NEW Site Champion Form

Every school and Education Centre department/site should have at least one Site Champion to run the United Way Campaign at your location. The United Way committee and United Way agencies are here to help, and will need to contact you from time to time.

Your Name: _____ School/Site: _____

Email: _____@tvdsb.ca Phone: _____

Need Help? I would love a call and guidance from a United Way representative! Yes No



United Way

Oath Of Confidentiality

I hereby agree to conduct myself in a professional and responsible manner while engaged in United Way activities. I will adhere to the organization's policies and procedures.

I undertake to keep in strict confidence any information acquired by me in the course of my activities for and on behalf of United Way and any affiliated agency or group. I also understand that United Way maintains strict confidentiality relating to any information pertaining to its donors and I agree to hold any donor information in the strictest of confidence during my tenure with United Way and when my association with United Way concludes.

Such information, which may include financial statements, names of participants in agency programs or any personal information as defined and gathered by United Way is kept in confidence. United Way personnel are authorized to access personal information based solely on their need to deal with the information for the reason(s) for which it was obtained and consented to. Safeguards are in place to ensure that the information is not disclosed or shared more widely than is necessary to achieve the purpose(s) for which it was gathered. United Way also takes reasonable measures to ensure the integrity of this information is maintained and to prevent it from being lost, stolen, destroyed or damaged.

I will not engage in discussion of such information outside the meetings of United Way except on a need-to-know basis as required for the appropriate conduct of the United Way's business. The information will be kept confidential unless it has been expressly released for wider distribution by the United Way or the concerned agency(ies).

I acknowledge that I have an obligation to take all reasonable measures to ensure that such confidential information is not divulged to anyone not bound to respect this confidentiality and to ensure that such information is not used in any way which might adversely affect the interests of United Way, its donors, participants, or affiliated agencies.

Date: _____ Signature: _____

Please complete and submit this form by October 1, 2019
to Jane Marlborough, Co-Chair of the Thames Valley United Way Committee

Scan & Email: j.marlborough@tvdsb.ca