



Thames Valley  
District School Board

# TVDSB United Way 2024 Champion Handbook

Campaign: October 7<sup>th</sup> to November 8<sup>th</sup>, 2024



## United Way Contacts



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Elgin Middlesex

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## A Message to our Champions

Thank you for taking on the role as this year's United Way Employee Campaign Champion within the TVDSB! We couldn't do our work without you, and we appreciate all the time and effort that you will be putting into this year's campaign.

Your role will allow you to work with your colleagues and students to raise not only funds, but also awareness about United Way's role in our community and what local resources are available for your school community. You will also provide your colleagues with the opportunity to make an informed choice about charitable giving.

## Role of the Champion

### 1. Inspire

- Take part in **Champion Training** to better understand the work of United Way and your role
- Visit the [TVDSB website](http://www.tvdsb.ca/en/our-board/united-way.aspx) to learn more about the board's commitment to United Way ([www.tvdsb.ca/en/our-board/united-way.aspx](http://www.tvdsb.ca/en/our-board/united-way.aspx))
- Build your team! Invite your peers to join you in planning and running your campaign.

### 2. Engage

- Plan your kick-off event! Assemblies, pep rallies, staff meetings... get creative and have fun!
- Invite United Way to speak with your students and peers to learn how their support helps our community
- Share how donations provide flexible, stable funding that supports a diverse network of social service agencies in your own community. **Donations stay 100% Local.**
- Share ways your team can participate through your Employee Giving Campaign as well as Special Events.

### 3. Ask

- **The Power of \$1 per pay United** can make a HUGE change in our community! Ask your colleagues if they would like to support the work of United Way by making a payroll donation of any amount to help people who need it the most by connecting them to the resources and supports they need to thrive.
- Share ePledge instructions and remind colleagues when their personalized giving links are sent out.

### 4. Thank

- Your campaign is complete and now it's time to celebrate!!! Celebrate your success with the school during morning announcements, posters, assemblies, sporting events and more!
- Thank your friends and colleagues for their time and participation and for making a difference in so many lives in their community!

## Campaign Timeline Dates to Remember!

### September 9th – Let us know who you are!

Email Jason Rake at [jason.rake@tvdsb.ca](mailto:jason.rake@tvdsb.ca) to be added to the Champion mailing list.

### September 16th - Get connected and Set a Goal!

Megan or Kelli from United Way will be reaching out with all the information you need to run your school's United Way Campaign including a date for Champion Training. Check your inbox for information and tips to get your campaign rolling! Your goal may be to increase Payroll Giving Participation or to have those who are participating increase their gift. Whatever goal you set; we are here to help you make it happen! Just reach out!

### October 7th - Let the campaign begin!

Kick Off your campaign at your staff meeting or an assembly! The online giving portal opens today to share messages with staff and allow for recurring payroll, or one-time donations. This is a great time to bring in a guest speaker or share a local story on the announcements or staff email. Your local United Way contact is a great resource to help plan a successful Kick Off and connect you to speakers in your area.

### October 7th to November 8th - Have fun with it!

Plan events for your staff and students to engage them in the campaign. Host a 'Wear Red Day' to raise valuable funds and awareness around issues affecting our students, colleagues, and neighbours. "Motivational Monday" messages can add insight into how your support helps. Want some help engaging staff or students? Please reach out, we'd love to be a part of your team!

### Ongoing - United in Sport and Student Stairclimb!

Throughout the school year, United in Sport is a great opportunity for your Secondary School to host a buy-out fundraiser in support of United Way. Gather your team, pick a sporting event and use our toolkit to promote it. And in November, both Elgin-Middlesex and Oxford County host Stairclimbs with TVDSB Schools. Motivate your student body to contribute to making this our best year yet!

### November 8th - That's a wrap!

Today is the last day of the campaign and the last push to get in those final donations. Be sure to send out a final reminder to your colleagues on this date to encourage those last-minute gifts.

### November 11th - Count it up!

Collect and total any special event dollars or paper pledges you may have received throughout your campaign. Connect with your local United Way representative to have these final donations added to your school's totals and arrange a time for us to pick up or you to drop off!

## Financial Information

- Payroll deduction receipts automatically appear on your T4. Deductions start in January 2025. Changes can be made any time during the year, allowing you to increase or decrease your donation should you need to. Please note that the changes require at least 2 weeks for us to update our records.
- Tax receipts are automatically issued for gifts of \$20 or more.
- If you have questions regarding the receipt 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.
- Tax receipts are not issued for special events dollars.

Gift Amount	Approximate Tax Savings	Approximate Cost to You
\$100	\$20	\$80
\$200	\$40	\$160
\$500	\$160	\$340
\$1000	\$361	\$639
\$5000	\$1968	\$3032

*Tax savings shown are a guide only and may vary by individual circumstances.*