

October 2006

## ECCs to Watch

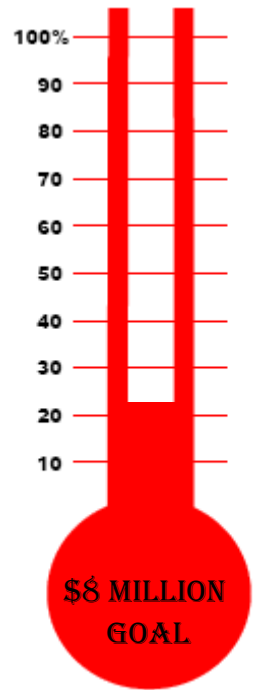
Every single donation brings us one step closer to \$8 Million - our 2006 Campaign Goal. Keep a close eye on the UWYR thermometer as the campaign progresses!

Dedicated Employee Campaign Chairs (ECCs) are busy engaging their coworkers throughout York Region. Here are a few stories of particularly inspiring ECCs who set an excellent example of how to optimize resources to maximize results in the community!

**Amy Woods** at *Allstate Canada Group of Companies* is a first time ECC who is affecting change right here in York Region and across the country. Responsible for coordinating the national Allstate campaign, Amy is implementing UWYR best practices to motivate Allstate employees across Canada to support their communities through their United Way campaigns. Amy also offered to use her Toastmasters expertise to help improve one of our most important communication vehicles – the Agency Speaker's Bureau.

**Lori Wells** at *Town of Markham* is another brand new ECC who is coordinating a multi-location campaign. Lori has implemented our best practices in the Town's campaign. Lori is a bridge builder – doing an extraordinary job of involving all departments, management and labour. She has already achieved many firsts in this campaign.

**Donna Desmarteau** is the returning National ECC for the *Acklands-Grainger Inc.* campaign. She has done an excellent job of engaging all of the Regional Coordinators across Canada, even helping us to arrange our first ever National Success Session! Donna has a firm grasp on campaign best practices and is facilitating implementation of these to the various Regions.





# Thank You!

The **2006 ATI Technologies Inc. Dragon Boat Festival in Support of United Way of York Region** was our most successful ever! We thank our corporate sponsors for their incredible support.

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## Speaking from the Heart



Your United Way donation changes lives. It is heartening to hear personal accounts of how your gift has made a positive influence in someone's life.

Arrange for a guest speaker from a United Way funded agency to speak to your employees about the significant difference your workplace campaign makes in our community. You will be inspired! Contact the UWYR Speaker's Bureau at (905) 474-9974 ext 234.

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# Canvassing Tips

## Are you a reluctant canvasser?

You've been recruited to canvass your coworkers for United Way of York Region and although you want to help, you just don't feel comfortable asking your colleagues for donations. What if they say no? What if they ask you a question you can't answer? What if they resent you for putting them on the spot?

If this describes your feelings, you're in good company! The number one reason people don't donate to United Way is because they were never asked!

Canvassing for your community can be successful, and personally rewarding, if you take a positive approach. Here are a few tips:

- ◆ **Learn it.** Take a little time to learn about United Way. People are more inclined to donate when you explain how simple and effective it is. One decision. One donation. Even if you don't think about it for the rest of the year, your donation helps people every single day. Ask your Employee Campaign Coordinator for information or visit our website. [www.unitedwayorkregion.com](http://www.unitedwayorkregion.com).
- ◆ **Believe it!** Speak with conviction. Take a look at our website for personal accounts of how people's lives have been helped because United Way donors and volunteers were there to help. Encourage people to pledge through the payroll deduction plan. It is a convenient way to make a tremendous impact.
- ◆ **Personalize it.** You won't be happy with your success rate if you simply drop pledge forms off. Spend a couple of minutes talking to your coworkers about how good it feels to help someone in need. Remember, every single donation makes a significant difference.

**Stand out in the crowd!** Research shows: 27% of canvassers give up after the 1<sup>st</sup> objection; 11% after the 2<sup>nd</sup> objection; 4% after the 3<sup>rd</sup> objection. BUT – 73% of donors give 3 objections!

Remember, quality of life doesn't just happen. Every act of kindness, every act of generosity creates a powerful force that creates community impact. Everyday people – helping everyday people. Every day! That is what United Way of York Region is all about.

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**Margie Dingwall** of *Toromont CAT* is a returning ECC with some new responsibilities. Margie is coordinating the company's first ever National campaign. Margie has been instrumental in this process of including all branches in this year's campaign. She is on the ball, full of great ideas, and always makes herself available to answer questions and strategize about growing the campaign to new heights.

## Connect with Your Community

Looking for a challenging and personally rewarding opportunity to connect with your community? UWYR is recruiting volunteers to join its Citizen Review Panels. Members are involved in challenging team work that is the first step in determining how United Way funding is distributed. Training sessions are held in late November – early December. Agency visits take place in January. The Panels' work is conducted during evening hours. For more information contact Community Resources Manager Janice Chu at (905) 474-9974 ext. 243 or [jchu@uwyr.on.ca](mailto:jchu@uwyr.on.ca).

## 2006 Campaign Reps



Another outstanding Campaign Representative team! Campaign Reps play an integral role in the fall campaigns, providing support and resources to Employee Campaign Chairs.

*Pictured left to right:* Edie MacEachern, Rob Schlee, Donna Brindley, Mark Pearcey, Colleen O'Neill and Barton Rourke.

We thank the sponsors of the 2006 Campaign Representative Program, State Farm and The Regional Municipality of York.

***Everyday people helping everyday people - Every day!***