

November 2006

## AMEX CANADA HITS HALF MILLION DOLLAR MILESTONE!



**David Barnes**  
 Vice President,  
 Public Affairs &  
 Communications  
 Amex Canada  
**UWYR Campaign  
 Cabinet Chair  
 2005 & 2006**

Congratulations to Amex Canada! Their 2006 campaign has raised over \$500,000 – and they are still counting! Shari Lovelock, UWYR Director of Development says, “We are thrilled to see Amex surpass this incredible benchmark. This is a first in York Region! This campaign was carefully planned and beautifully executed.”

Employee Campaign Coordinator Maureen Hosein was focused, enthusiastic and extremely strategic. Three Success Sessions were held to ensure every department was involved and engaged with the campaign strategy. They focused on building awareness and invited UWYR agency speakers to address 20 employee sessions. They also ensured a quality canvass by training 1 canvasser for every 15 employees.



Staff were invited to a spirited kick off event. Pictured left to right, UWYR CEO Rahul Bhardwaj, Big Brothers Big Sisters Executive Director Moragh Wolfe, Amex Canada ECC Maureen Hosein, UWYR Campaign Manager Rickesh Lakhani, 2005 & 2006 Campaign Cabinet Chair David Barnes.

## ECCs to Watch

Congratulations to all those dedicated Employee Campaign Chairs who have organized energetic campaigns this year.

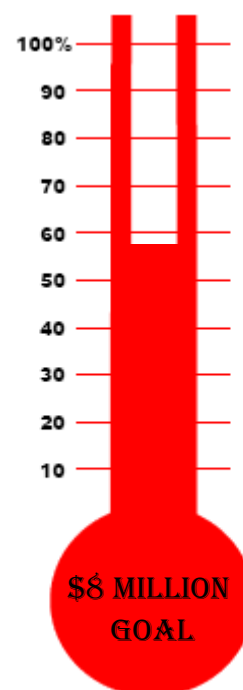
**Denise Dyba** and **Jerem Rondina** are making an already great campaign at Motorola Canada even greater. Denise and Jerem are first time ECCs responsible for coordinating a national campaign. Motorola Canada is one of UWYR’s top ten companies in terms of corporate and employee contributions. Denise and Jerem are not intimidated with the challenge of out-performing an already successful campaign and are demonstrating outstanding enthusiasm and commitment.

**Betty D’Sylva**, **Adriana Ziff** and **Kathy Foris** are the 3 Co-ECCs for Wyeth Pharmaceuticals’ campaign. The team is very dynamic - they have each taken ownership of a different piece of the campaign puzzle and have excelled at their respective areas. They also collaborate frequently, operating like a well-oiled machine and getting maximum return on their efforts.

**Carolyn Gutkind** is putting her magic to work at Helix Data Processing Consultants Ltd. Carolyn has been involved with the Helix campaign for many years. She is enthusiastic, dedicated and organized! Carolyn makes it a personal challenge to set the bar higher every year.

**Anna Dara** and **Lorena Marcucci** are an amazing team. They are Co-ECCs at the City of Vaughan. They are doing a tremendous job coordinating a multi-location campaign and have gone to great lengths to reach out to departments and areas that weren’t previously engaged. They have gone out of their way to involve outside workers and fire halls – in many cases using their own personal time to make UWYR presentations.

It is inspiring to see dedicated volunteers use their United Way campaign as a resource to help build bridges between employees who work in many different sites!





Douglas E. Lear  
**Allstate**

**Nominations Open!**  
**“The Douglas E. Lear Memorial Award”**  
**Recognizing United Way of York Region’s Volunteer Of The Year**

Sponsored by **Allstate Canada Group of Companies**, the Douglas E. Lear Memorial Award recognizes outstanding volunteerism in the Human Services field. To be eligible for the award, the volunteer will have volunteered with United Way of York Region or our member agencies. The Allstate Group of Companies will provide a cash award of \$1,000 to the recipient’s United Way of York Region Member Agency of choice.

Doug Lear, an executive at Allstate for 33 years, was a volunteer with a gift for reaching out and helping those around him. He believed in people and took a genuine interest in helping others. He touched the lives of thousands of people and we are very pleased to name the Volunteer of the Year Award in his memory.

Nominations are due Friday, January 5, 2007. Please see attached nomination form. For further information please visit our website at [www.unitedwayyorkregion.com](http://www.unitedwayyorkregion.com) or contact Vicky Norman at [vnorman@uwyr.on.ca](mailto:vnorman@uwyr.on.ca).

**Inspiration**

How wonderful it is that nobody needs to wait a single moment before starting to improve the world.

**Anne Frank**



Our fall Day of Caring was another tremendous success. Thank you to the 120 volunteers who participated – your efforts are greatly appreciated. Your United Way donation helps people year-round by providing badly needed human service programs, and Day of Caring is a great opportunity to feel a direct connection with the agencies. We hope you all had some fun and feel a sense of personal satisfaction.

**A sincere thank you to Acklands-Grainger Inc. for their generous donation of paint and painting supplies for numerous Day of Caring projects! Their ongoing support is crucial to making Day of Caring such a wonderful success.**

**Celebrate your Success!**

Join us for the **2006 Campaign Achievement Celebration**  
**January 25, 2007**

**Angus Glen Golf Club, Markham**

Invitations will be e-mailed to you in coming weeks – but book the evening now! You won’t want to miss it.

**Spirit Awards will be presented in the following categories:**

**Community Fund Spirit Award:** Highest donations for the UWYR Community Fund.

**Quantum Leap Spirit Award:** The largest increase in donations over the previous year.

**Corporate Spirit Award:** Excels in overall corporate support by providing sponsorship or gifts-in-kind, promoting Leadership giving, and progressively increasing its corporate gift.

**Employee Campaign Spirit Award:** Show progressive growth in participation and high per capita giving by organizing and running a successful textbook campaign that was both fun and educational.

**Leadership Giving Spirit Award:** Raises the most donations through a Leadership campaign.

**First-Time Campaign Spirit Award:** The highest participation rate among all organizations running a first-time campaign.

**Member Agency Spirit Award:** Outstanding support among member agencies.

**Municipal Challenge Award:** Friendly competition among the Region’s Municipalities based on the highest percentage of employee participation.

**Student Campaign Spirit Awards:** One elementary and one secondary school (public or private) whose students develop an innovative and successful campaign.

*Most Spirit Awards are presented in three categories: Organizations with 1-99; 100-299; 300+ Employees. For full award criteria visit [www.unitedwayyorkregion.com](http://www.unitedwayyorkregion.com).*

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