

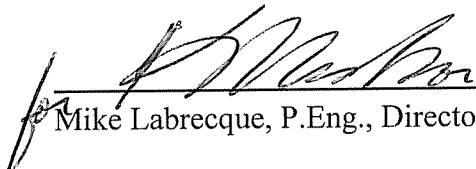


PO Box 1749
Halifax, Nova Scotia
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Halifax Regional Council
September 27, 2005

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:  _____
Mike Labrecque, P.Eng., Director Transportation and Public Works

DATE: September 20, 2005

SUBJECT: HRM 2005 United Way Campaign

INFORMATION REPORT

ORIGIN

The Halifax Regional Municipality's annual fundraising campaign to support the United Way of the Halifax Region will be held from October 14 to 31, 2005.

BACKGROUND

Each year HRM supports the United Way of Halifax Region through an annual fundraising campaign. Last year the campaign reached 104% of its goal by raising over \$85,000. Since 2000, this corporate campaign has raised more than \$357,000 for the United Way with the funds being used to support community based agencies and organizations. The HRM campaign, as part of the overall Municipal Sector, plays a key role in the United Way of Halifax Region meeting its annual fundraising goal.

DISCUSSION

Beginning in 2003, the HRM United Way Campaign embarked on a three year marketing program. Our theme again this year is “Don’t Be Scared to Give” with a tag line of “A toonie a pay for the United Way” as a means to encourage giving. The dates of the campaign were chosen to capitalize on this Hallowe’en related theme by starting on October 14 and ending on October 31st. The main goals of the campaign are to have 100% direct employee contact, to have 90% participation, and to exceed our monetary goal of \$85,000.

The Campaign will “Kick-Off” on Friday, October 14th with an event for all at Alderney Landing. This is a fun event designed not only to raise awareness but to develop a sense of excitement within the organization about the campaign. All of the money raised at the Kick-Off goes directly to the United Way campaign. Be sure to mark this day on your calendars and plan to attend.

The United Way pledge form packages will be distributed to all at the workplace beginning on Monday, October 17. This task is performed by an extensive number of United Way Canvassers and Canvasser Leads whose time and effort helps to ensure our goals are met and that the campaign is a success.

As an incentive to encourage the timely return of the donation pledge forms, there will be incentive prizes given through a lottery draw format based on the names of those who have returned their forms by that date. In the past, the incentive draws have been televisions, DVD players, and digital cameras and this year’s prizes will be along the same lines.

Throughout the campaign there are often a number of different events organized within each workplace or business unit in support of the campaign.

The campaign will wrap up on October 31 - Hallowe’en - with a travelling United Way road show that will entice staff to donate through its fun and lively approach.

“Don’t Be Scared to Give”. When asked, please consider a donation and invest in your Community...because you live here!

BUDGET IMPLICATIONS

There are no budget implications associated with the campaign.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality’s Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

There are no recommended alternatives.

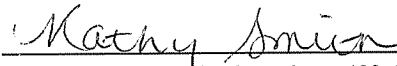
A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by :



Erin Flaim, Chair, 2005 United Way Committee 490-4862

Financial Review :



Kathy Smith, Financial Consultant 490-6153