

UNITED WAY TORONTO
Celebration Dinner Script
Thursday, January 19, 2012

6:00 Voice of God (VOG) announces program will start in 5 minutes

6:05 VOG introduces O Canada

Ladies and gentlemen, we ask that you please stand as **Dana Marson** [Day-nah Marr-son] sings our national anthem.

6:07 VOG introduces Matt Galloway

It's time for you to meet our emcee for this evening. He's best known as the host of Toronto's top-rated morning radio show, CBC's *Metro Morning*.

Before *Metro Morning*, he spent several years hosting CBC's drive-home radio program, *Here and Now*.

He is a proud Toronto resident and an important voice for our city.

We're so lucky to have him back again this year. Please put your hands together for **Matt Galloway**

6:08 Matt Galloway welcomes guests and introduces Susan McIsaac

Welcome everyone. Thank you all so much for coming to celebrate with us this evening.

And thank you, Dana, for that beautiful rendition of O Canada.

I'm Matt Galloway, host of CBC Radio's Metro Morning, and I'm happy to be hosting United Way Toronto's Celebration Dinner again this year.

It's going to be a great night. You can all look forward to good food and entertainment.

If you haven't already, you should all check out the photo booth just outside this hall.

And if you feel like cheering during the Spirit Awards – or at any point in our program – you've all got noise makers on your tables.

This evening is an opportunity for United Way to thank you for the incredible work you do for our city — as donors, volunteers, or as agencies on the frontlines.

It's a celebration of what you accomplished.

But more than anything else, it's an opportunity to recognize the impact we can have when we all work together to make our community better.

Here to tell us more about that is **Susan McIsaac**, President and CEO of United Way Toronto.

6:10 Susan thanks Janet and others

Welcome everyone.

Thanks for hosting again this year, Matt.

I'd like to begin tonight by recognizing the driving force behind this year's campaign.

Janet Holder, Executive Vice President, Western Access, for Enbridge Canada, was our 2011 Campaign Chair.

Janet is deeply involved in our community.

She serves on the boards of:

- Hydro One
- Saint Elizabeth Health Care and
- Saint Elizabeth Health Care Foundation

She co-founded Women of Energy.

Yet, she still made time for us.

It was a tough campaign. When we began, we knew need was rising in the community. And many people were shaken by the uncertainty of the economy.

We consider ourselves so lucky to have had Janet leading our campaign in this difficult time.

From the beginning, Janet set a great example.

She volunteered at Sistering, one of our member agencies — an experience she carried with her right through the campaign.

She acted as a mentor to many. And openly encouraged members of the Campaign Cabinet to ask her for assistance.

And through it all, her commitment to United Way and our community shone through.

Not only did Janet herself work hard, she motivated everyone at Enbridge to give more of themselves.

In 2011, over 100 Enbridge staff participated in 18 Days of Caring projects. Enbridge staff came out in record numbers for the CN Tower Climb — for which Enbridge is the title sponsor.

Enbridge employee giving increased by 26% over 2010. And employees gave more, with the number of Leadership donations

increasing by 29%. The overall number of Enbridge employees that gave to United Way increased by 27%.

Together, Enbridge staff raised an incredible \$1,325,000 for United Way Toronto in 2011.

Janet, would you come join me on stage?

Janet... Thank you for inspiring us. For pushing us to raise the funds needed to build a city where everyone can belong. For leading us through this tough campaign towards an achievement we can all be proud of. [initiate applause]

Please accept this gift by sculptor Al Green as a token of our sincere appreciation. [give Janet sculpture]

I also want to thank Al Hatton, President of United Way Canada, for joining us tonight.

Al is retiring this year, after several years of service to the United Way movement. So let's take a moment to thank Al for everything he's done for people across this country. [initiate applause]

Frances Lankin, former President and CEO of United Way Toronto, is also in the audience tonight.

Frances is one of two very hard working Commissioners of the Social Assistance Review in Ontario.

Thank you, Frances, for your presence here tonight and for everything you have done and continue to do for our community.
[initiate applause]

Susan's address

This is one time each year when the entire United Way family comes together.

The frontline **agencies** and many partners that work to support our community every day...

The workplace **accounts** that represent more than 150-thousand donors who give generously to United Way...

And the staff and **volunteers** who keep our organization running throughout the year

Because we don't often have this opportunity... tonight is special.

So pause for a moment — take a short break from all that you do in service to our community.

Let United Way say **thank you**... on behalf of our entire city... for everything you do.

Tonight, let's celebrate everything we accomplished together.

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Here in Toronto... and across the world... it was an incredible year.

A time when people began to see that there is a gap between the world that exists... and the world we desire.

Last year, more people than ever before became energized by the idea that change is possible...

...that a better future is within our reach.

People began to work for change.

A tiny spark that began as demonstrations and protests in Tunisia burst into a flame that spread across northern Africa and the Middle East.

The **Arab Spring** inspired those who wanted to build a different future.

More freedom... control over one's own destiny... a path to greater opportunities.

The whole world watched... and hoped... and prayed.

When the protests began to succeed, it was proof that even the greatest of obstacles can be overcome... when people believe that change is possible.

Their fire was fuelled by hope.

Hope that the future could be different from the present...

Optimism that no challenge is too great when we come together.

* * *

The same spirit of optimism did something incredible here in this country.

It brought together people from all walks of life... from every political stripe... in a common call to address the **inequality** between the haves-and-the-have-nots.

There is a **growing gap** in our city.

A gap in **opportunities**... with people struggling to find a stable job that will support their family.

A gap in **services**... that leaves too many people without access to the supports they need to build a better life.

And a gap between the **neighbourhoods** in Toronto that are doing well... and those that are at risk of falling behind.

We're seeing a middle class under pressure... growing vulnerability... concentrating poverty in our inner suburbs.

These are serious challenges that could undermine the long-term health and prosperity of Toronto.

Last year, these issues became front-page news.

It started with research and headlines that revealed troubling trends.

It quickly grew into a movement that had corporate leaders and community activists sharing one voice.

Saying — we can build a better future for everyone by addressing the gap between the richest and poorest people in our society.

Saying — people living in Toronto’s inner suburbs must have the same opportunities and supports as those living downtown.

Saying — we can only be a truly great city when our friends and neighbours are no longer living in vulnerable and precarious situations.

* * *

These examples of people coming together in common purpose are so inspiring.

Because they are about everyday people doing extraordinary things.

People seeing that problems exist... but not feeling helpless.

Here in Toronto, we faced **significant obstacles** in 2011.

At this time last year we were feeling cautiously optimistic that the worst of the recession was behind us.

But Toronto isn’t out of the woods yet.

In a lesson about just how interconnected our world has become, a weak economy around the world continued to hurt people here at home.

There is growing vulnerability... and rising demand for the services people turn to when they need help.

These are serious challenges.

And we're facing them at a time when most of us feel great uncertainty about what lies ahead.

All of this could have made us feel helpless.

But that's not who we are in Toronto.

Even as we face the worst, we see the best in one another.

We have a history of coming together.

Because we believe that change is possible.

The greatest proof of how powerful that belief... is those of you here tonight.

Despite great uncertainty last year, each and every one of you came together in a shared belief that we could build a better future for our city.

Many of you are staff and volunteers at our community **agencies.**

I know you have been working around the clock to meet rising demand across our city... to strengthen our city and build resiliency.

You give so much of yourselves.

You truly embody the very best of community values like dedication and compassion.

And those of you here tonight who worked so hard to support United Way's **workplace campaigns**... you really went the extra mile this year.

You called on your colleagues... your friends and neighbours... to come together.

Through your tireless efforts, you did something incredible.

You helped people see that a better Toronto is within our reach.

I want to tell you that you did an amazing job... and that your city is grateful.

With tonight's achievement we now begin the next phase of the job before us:

Working to close the gaps that are holding back too many people in our city...

...residents living in priority neighbourhoods...

...young people and newcomers...

...people from all walks of life and every corner of our city who have reached out their hand for help.

And I can tell you that we're taking on that work with a renewed sense of hope and energy.

Together, we are working to build a more vibrant, prosperous city where everyone belongs....

Where everyone has equal opportunity to the supports they need to build a better life...

...regardless of who they are... regardless of where they live.

Together, we are closing the gap between the city that exists... and the city we desire.

Tomorrow, we'll get right back to work.

But tonight... let's celebrate.

Thank you so much.

And now I'd like to invite **Matt Galloway** back to the stage.

6:20 Matt announces dinner

Thank you Susan.

Now I'd like to invite you to sit back, relax, and enjoy your meal.

We'll be back in about an hour.

6:21 DINNER

7:20 VOG GIVES 5 MINUTE WARNING.

7:25 Matt resumes program and introduces Yezdi Pavri

Hello again everyone, I hope you're enjoying your dinner.

I know dessert is still being served, but we have a packed agenda tonight so we're going get back to our program while you finish.

It's now my pleasure to invite **Yezdi Pavri** (Yez-dee Pah-vree), Chair of United Way's Board of Trustees, to say a few words.

7:27 Yezdi gives address and introduces Thank You Video

Thank you, Matt.

I am so delighted to be here tonight representing United Way Toronto's Board of Trustees.

We live in a great city. But our city, like many others, is still reeling from the recent recession.

At a community level, that means that unemployment rates remain high. Cost of living continues to increase. And people in inner-suburban neighbourhoods, particularly high-rise rental towers, continue to fall further behind.

It is so critical that we continue to support the many individuals and families who are struggling to make ends meet. And we must continue build the resiliency of our city by investing in long-term solutions to social challenges.

In 2011, despite it being a tough year for so many, we were able to do both.

Thanks to your generosity, we maintained funding for our member agencies.

In June, we announced an additional one-time investment of almost \$1-million dollars to help agencies respond to growing need in the community.

It was a critical way of ensuring that the social fabric of our city remains strong. That the needs of people across Toronto continue to be met.

But meeting urgent need alone is not enough.

This time last year, we released a very important research report called *Poverty by Postal Code 2: Vertical Poverty*.

It showed that poverty is increasingly concentrated in the inner-suburbs, specifically in high-rise rental towers. And it explored the connection between poverty and housing conditions.

Since publishing *Vertical Poverty*, we have expanded the reach of our Building Strong Neighbourhoods Strategy to focus on clusters of high-rise rental tower communities, where we can foster revitalization efforts and begin to improve conditions for residents.

We know that we can't strengthen these, or any neighbourhoods, alone. If we want to build a better city, we need everyone pulling together in the same direction.

Community Hubs are a great example of how partnerships can have huge impact. They are the collective achievement of community organizations, all levels of government, neighbourhood residents, and donors.

So far we've worked with frontline agencies and community partners to open four Community Hubs, the latest being the Jane Street Hub in Weston Mount Dennis, which opened in 2011.

At least 85 programs and services are run out of these four spaces. People now have the support they need to build a better life — right in their neighbourhoods.

We will open four more Community Hubs in the years to come for a total of eight.

These Hubs are part of the Building Strong Neighbourhood Strategy, an integral part of United Way Toronto's efforts to effect long-term change in this city.

Action for Neighbourhood Change, or ANC, is another major piece of that strategy. It works to revitalize underserved neighbourhoods by engaging local residents.

There are currently 72 ANC-supported resident groups across the city engaged in making their communities stronger.

These residents continue to come together, identify challenges and work with local community stakeholders – politicians, schools, police and many others – to make a difference in their neighbourhoods.

United Way hasn't done any of this work alone. Our member agencies are at the core of every single one of our partnerships and initiatives.

Last month at Impact 2011: United Way's Agency Conference, the focus was on how to work together to make our city better in the long term.

And this isn't an easy time for our member agencies. They are facing many pressures.

We are proud to be able to continue to offer them core funding, and to support their efforts to build a stronger Toronto for all of us.

Before I go, I'd like to thank:

- Janet Holder, our 2011 Campaign Chair, who has worked tirelessly these past four months;
- Members of the Campaign, Major Gifts and GenNext Cabinets who played a huge role in making our campaign a success;
- And finally, thank you to my colleagues on the Board of Trustees for their contribution to United Way in 2011.

Thank you all for working so hard to make our community the best it can be. [initiate applause]

Without further ado, it's now my honour to introduce a special video that shows why your hard work is so important. It's a big thank you from our community.

Please direct your attention to the screens.

7:32 p.m. Thank you video plays (5 minutes)

7:37 **Matt** introduces awards

[Comment on video]

Now, I'd like to invite you all to get your noise makers ready! It's time to kick off the awards portion of the evening.

For those of you that have attended this event in the past, the format for this year's awards ceremony is a bit different.

Instead of coming up on stage to receive your awards, we'll be handing them to you at your tables.

There are five people in the audience right now who will be handing out awards.

Award recipients, when you hear your name announced, look for your closest award presenter – the spotlight will help – then stand up to receive your award and get ready to be escorted to where you'll have your photo taken.

7:38 Matt announces special event awards and introduces Scotiabank

We're going to start with the Special Event Awards.

These awards recognize those whose commitment to United Way includes pushing themselves to their physical limit – whether pounding the streets or climbing the World's Tallest Tower.

Let's begin with the **Scotiabank Rat Race for United Way**.

2011 was this event' 10th anniversary. Every June since 2001, enthusiastic runners from across the city have dressed in all kinds of rat-inspired costumes for their community.

Scotiabank has not only sponsored the Rat Race since 2002, they also run an incredible workplace campaign, supporting United Ways all across Canada.

For all this hard work, they are a United Way Canada **Thanks A Million** award recipient.

Please join me in welcoming **Jason Charlebois** [Shar-le-bwah], Scotiabank's United Way Employee Campaign Co-Chair for 2011.

Jason Charlebois from Scotiabank introduces Rat Race Award

Thanks very much, Matt.

What a pleasure to be here this evening.

At Scotiabank, we're committed to supporting the communities in which we live, work and do business every day.

And we demonstrate this commitment to the community through our support of United Way — whether it's our successful workplace campaign, the enthusiastic volunteerism of our employees, or our annual Rat Race for United Way.

We do this because we know that United Way is vital to the health and well-being of our city.

I'm pleased to announce that, thanks to many of my Scotiabank colleagues and other United Way supporters across the city, the **Scotiabank Rat Race for United Way raised an incredible \$440,000** for our community in 2011.

Thank you to the 1,200 rat-eared participants who ran their hearts out to make it another successful year.

Matt, would you please do me the honour of announcing the Rat Race Award winner.

Matt announces Rat Race award winner

Thanks, Jason.

For the Scotiabank Rat Race for United Way Toronto, the award for top fundraising team once again goes to...

Scotiabank with 534 runners raising over \$128,000! This is an amazing 99% increase in participation and an 80% increase in fundraising over last year.

Accepting the award is **Kris Kricfalusi** [Kriss-fall-lucy]. [initiate applause, wait for Kris to finish accepting award]

Congratulations to Scotiabank and thank you to all Rat Race sponsors.

Matt continues, announcing CN Tower awards and introducing **Enbridge**

The CN Tower has been a world-renowned landmark in the City of Toronto since 1974, and a committed supporter of one of United Way's most successful fundraising events for 35 years.

Every fall, they graciously invite thousands of people to climb the 1,776 steps of the CN Tower in support of our community. They do a great job of ensuring that the Enbridge CN Tower Climb is a safe and fun event for everyone.

Enbridge, a long-time supporter of United Way, has been the title sponsor of the **Enbridge CN Tower Climb for United Way** for the past 11 years. They also run an incredible workplace campaign.

For Enbridge's outstanding support of United Ways across Canada, they are also the recipient of a **Thanks A Million** award.

Please join me in welcoming **Samantha Schofield** [Sko-field], 2011 Employee Campaign Chair for Enbridge, who will present the CN Tower Awards.

Samantha Schofield introduces CN Tower Awards

Thanks very much, Matt.

At Enbridge we're committed to helping build sustainable communities. That's why we're such proud supporters of United Way.

We know how important United Way's work is to people in this city and beyond.

We're thrilled to be the title sponsor of The Enbridge CN Tower Climb for United Way.

Not only is it one of Toronto's signature charitable events, it's also a signature event for us, allowing us to demonstrate our deep commitment to our community.

So many Enbridge employees climb those 1,776 steps and raise pledges every year. In fact, this past fall, our employees raised an amazing \$67,000 in CN Tower pledges alone. That's nearly a 300% increase over 2010.

And we were not alone in our climbing and pledge-raising efforts.

I'm delighted to announce that close to 11,000 climbers participated in the 2011 Enbridge CN Tower Climb for United

Way, raising a record-breaking \$2.39 million for our city — a 14% increase over 2010.

Matt, please do the honour of announcing our Enbridge CN Tower Climb for United Way Award winners.

Matt announces CN Tower Award winners

Thank you, Samantha.

For the Enbridge CN Tower Climb for United Way, the award for top fundraising team, raising over \$193,000...an increase of 4% over last year goes to...

Suncor Energy Incorporated!

Here to accept the award are **Dan Evangelista** and **Kiran Ruparelia**.

On to the next Enbridge CN Tower Climb Award, for top student fundraising team.

With 76 student climbers raising over \$17,000 ... the award goes to...**Seneca College!**

Here to accept the award is **Darius Kharamzi** [DARE-ee-us Kah-RAHM-zi]

United Way would also like to congratulate those who participated in the 2011 Presidential Climb.

The Presidential Climb was again spearheaded by Rob Bruce, President of Communications for Rogers Communications. It saw a record number of participants – 40 climbers – and raised \$142,000.

Finally, thank you to all of our Enbridge CN Tower Climb for United Way sponsors.

United Way would particularly like to thank **Jack Robinson, Chief Operating Officer of the CN Tower**, for all his work on the Enbridge CN Tower Climb.

Jack would you please stand? Can we get a spotlight on Jack? Let's give him a big round of applause. [Initiate applause]

7:50 Matt continues and announces the 1st portion of Spirit Awards

What makes Toronto special is its people. If this campaign proves anything, it's that this is an incredibly generous city, filled with people who care about their community and each other.

A big part of this event is recognizing that spirit of generosity. We're going to start celebrating that generosity right now, with the 1st portion of the Spirit Awards.

These awards recognize the people and organizations that offered outstanding support to United Way Toronto in 2011.

There were an amazing 142 nominees in 15 categories this year. You'll find them all listed in this evening's program. United Way would like to thank each and every one of these nominees for all their hard work during the 2011 campaign.

Selecting the winners was no small task. The selection committee was impressed by the level of creativity, ingenuity and wholehearted commitment of the nominees. In fact, they were inspired by innovative ideas they could apply to their own workplace campaigns.

For this first set of Spirit Awards, I'm going to invite our first two presenters to the stage:

- **David Agnew**, President of Seneca College and a member of United Way Toronto's 2011 Campaign Cabinet
- **Kay Blair**, Executive Director of United Way agency Community MicroSkills Development Centre

DAVID PRESENTS AGENCY CAMPAIGN AWARD

Hello everyone. Kay and I are delighted to be here tonight.

Before we announce our first award, a reminder to award winners that you will be receiving your awards at your tables.

Our first award is for best **Agency Campaign**. This honour goes to a member agency that runs an exceptional campaign in support of United Way's Community Fund. The campaign must achieve at least a 10% increase in funds raised over last year. New this year, United Way is recognizing the amount of support agencies provide to raising awareness about its impact in the community to workplaces across the city.

This year's winning agency provided extensive support to the United Way campaign in almost every way possible.

With a clear focus on one on one canvassing and encouraging pledges of over \$1000, their workplace campaign achieved excellent results with increased employee giving. They deepened their relationship with the clients they serve by involving them in their campaign - partnering with a nearby school and inviting community members to a staff lunch.

Achieving an outstanding participation rate of 100%, they increased funds raised by 60% for a total of \$18,000!

Congratulations to...**THORNCLIFFE NEIGHBOURHOOD OFFICE!**

Here to accept the award on their behalf are Campaign co-Chairs

Jennifer Rajasekar and Prince Sibanda.

KAY PRESENTS FIRST STUDENT CAMPAIGN AWARD

The next two awards recognize our **Student Campaigns for both public and private schools.**

These awards honour schools whose students run an innovative and successful United Way Campaign, achieve results over and above last year, and meet a minimum \$5 donation per student.

The first **Student Campaign Award is for a public secondary school.**

This year's winning campaign was all about engagement and participation. This school sets the bar with a standing committee involving every grade. They tweeted, they facebooked, they won the Toronto District School Board's United Way video competition. Every home room class ran their own fundraising project.

Their strategy worked. They doubled the number of climbers that "conquered" the CN Tower AND the funds to go with it. Collectively they raised over \$20,000.

And now it's time to cheer them on....**NORTHERN SECONDARY SCHOOL!**

Accepting this award are Committee Co-Chairs **Caroline** [Carol-ine]

Hayes and Billy Richmond.

DAVID PRESENTS SECOND STUDENT CAMPAIGN AWARD

Our second **Student Campaign Award** is for a **Private Secondary School**.

At this school, the campaign was about inspiring students to participate in the campaign but more importantly to motivate them to create positive change in society.

With a twist to their popular Prefect auction, each of these students represented a different service area of United Way. Talking about needs in the city while offering a range of fun activities to involve everyone, successfully increased awareness and engagement. This small but mighty student body raised over \$3,600.

Congratulations to...**THE YORK SCHOOL!**

Accepting the award are Committee co-Chairs **Alisha Kapur** [Kah-poor] and **Emi-Lee Comisso** [Em-ee-Lee Com-ee-so]

KAY PRESENTS CORPORATE SUPPORT AWARD

This next award for **Corporate Support** is presented to an organization that demonstrates commitment to our city through corporate giving, active support of its employee campaign, volunteerism, and corporate and community engagement.

Senior leadership of this organization not only dressed up as Hollywood stars to launch their campaign on theme. Tonight's award winner set the example for its employees and made them want to give more.

As a long time corporate supporter of matching employee giving, they amped up their efforts this year with a two to one match resulting in a generous gift of a million dollars and even went so far as to match funds raised at the Enbridge CN Tower Climb for United Way.

They have been the title sponsor of United Way's largest community event for the past 10 years. Senior executives volunteered to solicit support from outside their own campaign. And finally, a senior leader from this organization is United Way's own 2011 Campaign Chair, Janet Holder. If you haven't guessed already...

The award goes to ... **ENBRIDGE GAS DISTRIBUTION INCORPORATED!**

Accepting the award is Executive Chair of their Campaign, **Mark Boyce.**

DAVID PRESENTS JOINT LABOUR AND MANAGEMENT CAMPAIGN AWARD

And now we move on to present the award for Joint Labour and Management Campaign.

This award goes to a unionized organization that exemplifies collaboration and teamwork between labour and management groups in running their campaign, and reaches a minimum of \$52 per employee for United Way.

With a strong committee made up of union members and management, this organization encouraged all employees to work together towards a successful best practice campaign. Ambassadors asked their colleagues to "give a little bit more". They showed their commitment 24-7, hosting BBQs for every shift and raising awareness in every possible way.

Despite a smaller employee base, they achieved an impressive increase in the average amount raised per employee up from \$165 last year to \$209 in 2011.

And the honour goes to **TORONTO STAR with supporting unions:**

- **GCC/IBT Graphic Communications Conference/International Brotherhood of Teamsters Local 100M;**
- **Communications, Energy, and Paperworkers Union of Canada, Local 87-M;**
- **Southern Ontario Newsmedia Guild;**
- **Communications, Energy, and Paperworkers Union of Canada, Local 500G (including Photoengravers);**

- **International Association of Machinists & Aerospace Workers, Local 235**

Accepting the award tonight are Employee Campaign Co-Chairs **Sanjay Agnohotri** [Ag-knee-ho-tree] and **Allan Sheldon**.

[wait for award recipients to finish]. And now back to our host.

7:59 Matt thanks presenters and introduces Janet Holder

Thanks David and Kay.

And congratulations to all the Spirit Award Winners so far. We will announce the rest of the Awards later in the program.

Award nominees, your plaques are at the Spirit Award table in the foyer. Please remember to pick them up before leaving tonight.

Now before we move on to part 2 of the Spirit Awards, I'd like to invite **Janet Holder**, the Chair of United Way Toronto's 2011 campaign, to the stage to say a few words.

8:00 Janet Holder gives address and introduces campaign highlights video

Thank you, Matt. It's been my honour to serve as Chair of United Way Toronto's 2011 Campaign.

Five months ago, many of the people here today gathered at AccessPoint on Danforth – one of United Way Toronto’s Community Hubs – to launch that Campaign.

The energy in that big room was electric. I was surrounded by people who cared deeply about United Way and our community.

What I found most inspiring in my role as Chair was that this energy lasted far beyond the campaign launch.

It carried right through the entire campaign.

It was in every workplace, every volunteer, and every donor I encountered.

These past few months, I have also been deeply moved by the scope of this campaign.

It was supported by 900 workplaces of all types, shapes and sizes.

That’s 900 organizations coming together in common purpose: to build a better city.

Those 900 workplace campaigns were supported by 22,000 volunteers.

Imagine the number of hours those 22,000 people gave for their community.

And if you think those numbers are big, consider this... The campaign was supported by an incredible 150,000 donors!

150,000 people who believe in the power of United Way to improve the lives of people across Toronto.

So many stepped up for our city this year.

So many gave of themselves to make this campaign a success.

But over the past few months I've also seen how every contribution – whether volunteering or giving – is needed.

For many people in Toronto, it hasn't been an easy year.

But I joined this campaign because I believe that United Way can really make Toronto better.

Not only does it improve the lives of individuals, it strengthens whole neighbourhoods.

And that's why Enbridge supports this cause.

I am so proud of Enbridge's achievement this campaign – of each and every single one of our staff.

So many of my colleagues donated, volunteered, or even climbed the CN Tower.

I have found the role of Campaign Chair incredibly rewarding by meeting like minded business leaders and residents who care deeply about this city.

Everyone in this room has worked so hard to achieve our target for this year's campaign.

Because we all know that every dollar raised will make a difference today and tomorrow.

Thank you for giving me the opportunity to take on this role. And, more importantly, thank you for making Toronto a better, stronger, healthier city.

Now, we all work hard to raise funds for our community.

But that doesn't mean that we don't have fun while doing it.

Please bring your attention to the screens for the 2011 United Way Campaign highlights video.

8:05 Campaign highlight video plays

8:07 Matt announces Spirit awards part 2

[Comment on video]

And now back to our Spirit Awards. This next set of awards recognizes excellence in two very important aspects of any United Way campaign – canvassing and Leadership.

The two presenters for this set of Spirit Awards are:

- **Gerrard Schmid**, President and COO of Davis and Henderson, and a member of United Way Toronto’s 2011 Campaign Cabinet
- **Lekan Olawoye** [Lee-kahn Ola-whoa-yay], Executive Director of For Youth Initiative, a United Way member agency

LEKAN PRESENTS AMBASSADOR TEAM AWARD

Good evening.

The next award goes to a team of **ambassadors** that maximizes United Way’s best practices, helps build awareness and promotes the Community Fund.

This organization is committed to being a strategic partner with United Way working to fight poverty, build communities and make change.

Of 15,000 employees, 800 ambassadors stepped up. Almost every one participated in an agency tour or Days of Caring project. This firsthand experience helped them inspire their colleagues to donate.

After receiving extensive training, ambassadors tailored their canvassing approach to a variety of work environments and sites. Equipped with new tools, they were better able to support their colleagues through the giving process.

After all this hard work, they raised over \$5,500,000 in pledges with more than 78% of their employees pledging - making them a leader of large institutions with such a high participation rate of employee giving.

Congratulations to... **BMO FINANCIAL GROUP!**

Accepting the award are BMO Campaign Cabinet members **Miada Neklawi** [Mee-ah-dah Neck-lah-wee] and **Donna Parish**.

GERRARD PRESENTS FIRST LEADERSHIP CAMPAIGN AWARD (PART 1)

United Way is lucky to have special donors called Leaders, who demonstrate their commitment with a personal gift of \$1,000 or more, and are an exceptional role model for their peers.

These next few awards recognize best practices used to run successful **Leadership Campaigns**. These practices include:

- building donor awareness of United Way's Community Fund;
- peer-to-peer canvassing;
- and effective recognition resulting in at least a 10% increase and a minimum of 15 leaders.

The first **Leadership Campaign** award is for a **private sector organization raising between \$25,000 and \$500,000.**

In this category it was too difficult to declare a clear winner. So instead we will celebrate a tie between two organizations that effectively engaged employees to drive impressive increases in both Leadership donors and dollars.

For the first time at this organization, the Leadership Chair advocated the idea that Leadership donations are driven by personal choice, not by title or a higher pay band. This more inclusive Leadership campaign resulted in a remarkable jump from 106 to 150 leaders.

Congratulations to this organization's Leadership Chair and canvassing team that went all-out to ensure that 2011 saw their greatest Leadership growth ever.

A round of applause for... **ONTARIO TEACHERS' PENSION PLAN!**

Accepting this award on their behalf is Leadership Chair **Michael Wissell**.

LEKAN PRESENTS FIRST LEADERSHIP CAMPAIGN AWARD (PART 2)

The second winner in this category was determined to grow their Leadership campaign this year with a highly personalized approach.

A Day of Caring involving two thirds of employees clearly connected the impact of giving to the work of United Way. Immediately after, they kicked off their pledging with great new Leader incentives and customized Leadership packages. Ambassadors were equipped with new tools and creative recognition strategies to effectively canvass their peers.

This best practice campaign saw more than 50% growth in Leadership donors and almost the same in dollars.

Congratulations to **KRAFT CANADA INCORPORATED!**

Accepting this award on their behalf is Leadership Chair **Jack Hewitt**.

GERRARD PRESENTS SECOND LEADERSHIP CAMPAIGN AWARD

The next **Leadership Spirit Award** goes to a private sector organization raising between **\$500,000** and **\$1-million**.

To lead the way, endorsing Leadership giving, the Executive team visited a United Way agency, and for the first time, employees volunteered at Days of Caring projects. A video featuring employees from across the company, speaking in a variety of languages about United Way increased engagement across all levels of giving.

In keeping with their Hollywood themed campaign encouraging employees to "Take Action and Be a Star" they recognized all Leadership donors on a "Wall of Fame".

Awareness building, canvassing along with exclusive Leadership prize incentives, achieved an impressive 20% growth in Leadership donors and a 26% increase in Leadership dollars.

Congratulations to... **ENBRIDGE GAS DISTRIBUTION INCORPORATED!**

Accepting the award on behalf of Enbridge is Employee Campaign Chair **Samantha Schofield** [Sko-field].

**LEKAN PRESENTS THIRD LEADERSHIP CAMPAIGN AWARDS
(PART 1)**

Next, the **Leadership Spirit Award for a private sector organization raising over \$1-million...**

For the second time this year, the decision was so difficult in this

category that the selection committee would like to honour the efforts of two very deserving campaigns with a tie.

Our first award winner brought donors closer to the story of United Way and its impact in the community with a variety of innovative events, tours and speakers. A direct dialogue between donors and agency Executive Directors highlighted emerging issues and how United Way dollars are so crucial to the response.

Best practices were firmly in place. A personalized approach and matching Leadership giving programs were leveraged to increase results.

Raising almost \$6 million through Leadership contributions...our first winner of this Leadership Award is...**RBC and RBC Capital Markets, led by Leadership Cabinet Chairs Jim Salem and Jamie Anderson!**

Accepting the award are **Irene Sobolewski** [So-bo-lev-ski] from RBC and **Jamie Anderson** from RBC Capital Markets

GERRARD PRESENTS THIRD LEADERSHIP CAMPAIGN AWARDS (PART 2)

Our second winner in this category recruited a Leadership Chair for the first time on its campaign committee and it worked. While all

employees were encouraged to give at the Leadership level, they targeted potential donors with customized packages and amazing incentives.

Strong Leadership giving runs right through their campaign, accounting for more than half of pledges from employees and retirees. Leadership donations increased by an impressive 39%.

The second award winner in this Leadership category is... **PROCTER & GAMBLE INCORPORATED!**

Accepting this award is Employee Canvassing Chair **Jeanette Rivers.**

LEKAN PRESENTS FOURTH LEADERSHIP CAMPAIGN AWARD

Last but definitely not least in this category is the **Leadership Spirit Award for the public sector.**

The Deputy Minister hosted a Leadership breakfast event to help his colleagues learn more about United Way and the impact of Leadership Giving. Determined to top last year's results, they cast their net wider and invited all staff who donated over \$500 in previous years.

A poster campaign featured staff from every level of giving making their Leadership campaign visible to all potential donors.

Congratulations to the...**ONTARIO MINISTRY OF ECONOMIC DEVELOPMENT AND TRADE!**

And accepting the award on their behalf are Employee Campaign Chair **Robert Burns** and Leadership Chair **Morah Fenning**.

[wait for award recipients to finish]

Thanks everyone, and back to Matt.

8:17 Matt introduces entertainment

Thanks Lekan [Lee-Kahn] and Gerrard.

And congratulations to all our Spirit Award winners so far. Before we get to the final installment of the Spirit Awards, we have a real treat for you tonight.

Accompanied by **Nicholas Russell**, she is a jazz/hip hop artist whose vocals and raspy tone have been influenced by artists like Adele, Amy Winehouse, and Dinah Washington.

We were introduced to her through the Remix Project, which offers young people who are trying to enter the creative industries access to equipment, training and mentorship.

Her next release is expected to come out this spring. Please welcome **Dana Marson!** [Day-nah Marr-son]

8:18 Dana Marson plays for 10 minutes

8:30 **Matt** introduces Spirit Awards part 3

Thank you, Dana, that was great.

Now it's time for the third, and final, installment of the Spirit Awards. These last few winners represent the very best in workplace fundraising.

To present these awards, I'd like to invite our last two award presenters for the evening to the stage:

- **Alister Campbell**, President and CEO of Zurich, and a member of United Way Toronto's 2011 Campaign Cabinet
- **Axelle Janczur** [Ax-elle Jan-Sir], Executive Director of United Way agency Access Alliance Multicultural Health and Community Services.

ALISTER PRESENTS FIRST EMPLOYEE CAMPAIGN AWARD

Our next awards celebrate the achievements of organizations that bring all of United Way's campaign best practices to life including: effective awareness building; successful canvassing; comprehensive recognition; and continued strong results.

So let's begin with the first of three **Employee Campaign Award** categories...**for an organization raising between \$25,000 and \$500,000.**

2011 was a year of transition for this organization - with a merger and fewer employees. They transformed this challenge into opportunity and this smaller employee base embraced the campaign wholeheartedly.

The United Way Campaign is part of the culture of this organization and well-supported by senior executives. More than half of its employees participated in Days of Caring projects. Peer to peer, one on one canvassing, along with friendly competition drove pledging. Employees creatively leveraged a new event to raise even more funds.

Together they raised almost \$144,000 - an impressive increase of 27% over the previous year.

Our first Employee Campaign Award goes to... **COCA-COLA LIMITED!**

And accepting the award is Co-chair **Fiona Orr.**

AXELLE PRESENTS SECOND EMPLOYEE CAMPAIGN AWARD

The next award is for an **Employee Campaign raising between \$500,000 and \$1-million.**

This organization implemented a year-round strategy to engage donors with United Way. As early as February, they invited speakers

from several agencies to share the impact of their work in the city. During staff meetings, they made time to talk about needs in the community to further promote participation.

For the first time, senior level ambassadors including VPs and Directors were responsible for canvassing their peers. The Retiree campaign was also revamped to include speakers at events. In a year where the employee base was reduced, these initiatives helped maintain pledges and grow the number of Leadership donors by 9%.

Combine employee giving with their incredibly successful golf tournament, along with their achievement as the top fundraiser of the Enbridge CN Tower Climb, and this company achieved a campaign total of almost \$975,000 and over 70% participation.

Congratulations to...**SUNCOR ENERGY INCORPORATED.**

Accepting the award are Campaign Chair, **David Fath** [Foth], Vice-Chair, **Trevor Brum** [Broom] and Executive Chair **Deborah Gullaher** [Gull-ah-her].

ALISTER PRESENTS THIRD EMPLOYEE CAMPAIGN AWARD

And the final spirit award for an **Employee Campaign goes to an organization raising over a million dollars.**

This organization clearly implements winning strategies to achieve greater results year over year.

They are title sponsors of ROUGE. The CEO, and a Managing Partner, climbed the CN Tower. They ran an exceptionally strong personalized Leadership campaign. They made sure that every one of their 2300 plus employees was touched by a United Way message.

Last year they introduced an agency fair that resulted in a solid partnership with United Way agency Micro-Skills. Again this year, employees offered their skills and volunteer time to benefit member agencies. They also incorporated an in-kind donation drive. All of these efforts to deepen understanding of the needs in our city resulted in a huge demonstration of generous giving.

Their overall campaign raised nearly two million dollars almost entirely from employee giving - they can boast that the average personal gift per employee was more than \$1,300.

Congratulations to...**KPMG LLP!**

Campaign Co-Chairs **Kate Heron, Kristy Carscallen and Sean Bailey**, will accept this award on behalf of the team of KPMG.

**AXELLE PRESENTS FIRST EMPLOYEE CAMPAIGN CHAIR
AWARD**

Our final two awards celebrate the work of **Employee Campaign Chairs** that go over and above to plan and implement outstanding

campaigns. Their dedication is second to none. The recipients of these awards have been recognized by their senior management for their efforts. They are committed to leading the team and driving results to new heights.

The first Employee Campaign Chair Spirit Award is presented to an organization raising between \$25,000 and \$1 million.

This year's recipient embodies passion about United Way and commitment to making our city a better place to live and work. Retiring this year, he is leaving a legacy of genuine positive change in colleagues and a more caring work culture.

Five years ago this organization's campaign goal was \$100,000 and now they are achieving six times that amount. How was this remarkable transformation achieved?

He set clear objectives for fundraising goals, teamwork, education, gratitude and leadership. He is actively involved in all aspects of the campaign - he canvasses alongside the ambassador team and you can even find him on a street corner handing out flyers about their big ticket special event.

His leadership and inspiration helped this organization alone raise \$600,000 and led the extended group of companies to reach \$1 million.

Congratulations to second-time winner of this award...**JOHN**

MACDONALD of OMERS!

ALISTER PRESENTS SECOND EMPLOYEE CAMPAIGN CHAIR AWARD

And our final award of the night...the **Spirit Award for Employee Campaign Chair for an organization raising over \$1 million in Toronto.**

These co-chair recipients used their smarts to reconfigure aspects of an already incredibly successful campaign. They were even asked to share their strategies to benefit a number of other workplace campaigns in a completely different sector.

In a critical year where this organization's employee base reduced they did the near impossible and grew participation and engagement.

Willing to give everything they had – these co-chairs even performed a United Way rap. They showed off their talent and energized their colleagues to do the same. With an impressive incentive program they achieved over 60% participation on their first day of pledging.

Their hard work and dedication paid off. Participation increased to 90% in Toronto, and with the proceeds of another hugely successful warehouse sale, they raised more than \$1.2 million dollars.

Congratulations to this year's Employee Campaign Chair winners ...
MARTIN KEARNS [KERNS] and ZEESHAN SHAMS of PROCTER & GAMBLE INCORPORATED!

Accepting this award is **Martin Kearns** [Kerns].

[wait for award recipients to finish]

And now back to Matt Galloway

8:39 Matt thanks all nominees and introduces **Susan Mclsaac**

Congratulations to all our winners tonight — what an amazing and inspirational group! And congratulations to all our nominees — our city is better because of your efforts.

A reminder for all nominees, including award recipients: your plaque – a token of recognition for your amazing efforts – is in the foyer. Please make sure you pick it up before you leave.

Now I'd like to invite **Susan Mclsaac** back to the stage.

8:40 Susan thanks all the winners

Thanks Matt.

I wanted to take a moment to thank all Spirit Award nominees and recipients.

So many workplaces take part in this campaign and each one is important. But you are here because you went above and beyond for your community.

And I know that it wasn't easy. Especially this year.

So thank you all for your tremendous hard work. [initiate applause]

8:41 Susan thanks **Matt Galloway**

Now before we get to our campaign achievement, I need to thank someone who has been working hard all evening and who is, once again, doing an amazing job.

This is the third year we've had **Matt Galloway** as our emcee and we are so delighted that he agreed to host again.

Matt lives in Toronto's west end with this family. His love for this city and everyone in it is clear— you can hear it in his voice on CBC's *Metro Morning* and it really shone through tonight.

He gives a lot of himself to our community – not only has he emceed a few of our events, he is also on the Boards of the Stop Community Food Centre and the Toronto Arts Council.

Thank you, Matt for adding warmth to this hall and for everything you do for Toronto. [initiate applause]

I'd like to present you with a gift basket filled with delicious preserves and vinegars from one of our member agencies, FoodShare Toronto. [hand Matt gift basket]

Thank you so much for making tonight a tremendous success.

8:43 Susan announces campaign achievement

In a moment, I'm going to invite **Janet Holder** to join me on stage to announce our fundraising achievement for 2011.

But before I do, let me say that I've seen many campaigns, and this one was tough.

I am so proud of Janet, our campaign cabinet and everyone that worked hard for our community this fall.

In September, we set our sights on an important goal: raising \$116 million for our community. We knew the need was great, and set our target to meet that need.

About a week ago, we made an appeal to the people of our city. We were facing a gap. We were \$3 million short of our \$116 million dollar goal.

We asked people who had never given to United Way to consider giving. We asked people who had already given to dig a little deeper.

These remain difficult times for people across Toronto. There is much uncertainty about the future of our economy.

To all the agencies out there, I know how hard a year it's been. I know that demand for services is great.

It hasn't been easy for the workplaces out there either.

Which is why I am so touched by how much and how often people stepped up for their community.

Over the past five months I've seen everyone across the United Way family go the extra mile. Work a little harder. Give a little more.

In this time of great need, you came through for our city.

Now I'd like to invite **Janet** and a few other members of the United Way family up on stage.

Members of United Way's Board of Trustees and Campaign Cabinet, would you come join Janet and I in announcing our fundraising achievement?

[Banter between Janet and Susan. Get the crowd excited]

Looks like we're all here!

Are we ready!? You all worked so very hard so let's celebrate a tremendous...

\$115 million!!!!

[screen shows number, music, pause for photos]

[Get the crowd's attention]

Now I know this is traditionally where you all get up and leave the room, but I'd like to ask that you stay with us for one more minute.

We're here tonight to celebrate this achievement, yes. But more than that, we're here to celebrate the support that, thanks to you, we can offer people in our community. To celebrate the long-term change we can effect together.

We may not have gotten as far as we wanted, but in this difficult year, I am so proud of this achievement and all of the great things it will do for people in Toronto.

This number — the result of our collective effort — means that we are in a good position to sustain our support for agencies again this year.

I think that deserves a round of applause. [initiate applause]

Now I'd like to invite you to stand and toast each other. Because this achievement, in these tough times, is definitely worth celebrating.

Cheers!

Thank you to Janet, thank you to our campaign cabinet, thank you to our board, thank you to each and every one of you for your amazing contribution to our city.

Every hour you worked, every person you spoke to, every dollar you raised will help build a city for us all.

Thank you again and goodnight.