

Media Release

FOR IMMEDIATE RELEASE

January 15, 2019

2018: Town Staff Give Back

Throughout any year, a great deal of focus is placed on the programs and services that the Town of Caledon provides to the community. What isn't often discussed is the commitment of Town staff in helping those in need in Caledon.

"Municipalities are about more than services and taxes," said CAO Mike Galloway. "As professionals our staff work hard to serve residents on a daily basis and their charitable contributions reflect that commitment to community."

From delivering meals to seniors and shut-ins and hospice services to helping new parents and victims of domestic violence, Town of Caledon employees gave over \$22,000 in 2018 via payroll deductions, special events and a very successful United Way campaign.

To recognize the generosity of staff, a special celebration was held in the Town Hall atrium on January 15, 2019. The event included remarks from Mr. Galloway, as well as a cheque presentation with representatives of United Way Greater Toronto.

"I am always so impressed with the commitment of staff to our community," remarked Mayor Thompson. "Staff show this commitment both through their work and by opening up their wallets to make a difference."

"Dressing Down" for Charity

As with many workplaces now, on "casual Fridays" the dress code is more relaxed. As a creative twist on casual Fridays, the Town of Caledon has a "Dress Down" committee that organizes special themed Fridays to help raise money for charity.

Over the year donations totaled \$7,000 and went to the following Caledon organizations:

- Caledon Community Services: \$3,000
- Caledon Meals on Wheels: \$1,000
- Bethell Hospice Foundation: \$1,000
- Vera Davis Centre: \$500
- Peel Children's Centre: \$500
- Peace Ranch: \$500



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- Family Transition Place: \$500

The Dress Down Committee also sponsored Denim Day in support of the Cure Foundation for breast cancer, raising an additional \$600 in donations.

“Be the One” United Way Campaign

Town of Caledon staff this year set an ambitious goal of \$15,001 for its annual United Way fundraising campaign and then challenged employees to “be the one” to help surpass the goal.

“We chose fifteen thousand and one as the number,” said Erin Britnell, co-Chair of the Town of Caledon United Way Committee. “We wanted to get everyone excited about being **THE ONE** to push us over the target.”

“It was amazing and gratifying to see how staff got excited about this year’s campaign,” said Devan Lobo, co-Chair. “I’d like to thank all staff and in particular my fellow Committee members for much behind-the-scenes work organizing all these events.”

The campaign kicked off in September with a barbeque, generously sponsored by Caledon businesses Millers Meats, Kisko and Summermead Farms. For the ever popular bake sale in October, contributors were entered into a draw for gift card from Gabe’s Country Bake Shoppe. There was a very successful chili cook-off, a 50/50 draw and a silent auction. One of the most creative fundraising ideas this year was a beard-growing contest that raised over \$300.

“We’re so thankful to all the staff here at the Town of Caledon for their generous contributions,” said Ruth Crammond, Vice President, Community Investment and Development, United Way Greater Toronto. “The money raised here is invested back into the community for important causes, from victim services and seniors health and wellness to parent-child services...and more.”

About United Way Greater Toronto

United Way Greater Toronto is dedicated to fighting local poverty in all its forms, working with communities in Peel, Toronto and York Region. Together with our partners, we create opportunities for a better life for everyone across our region. As the largest non-governmental funder of social services in our region, United Way Greater Toronto mobilizes people and resources to support a network of agencies that help people when and where they need it most. Join United Way’s #UprisingofCare and help us build a region where poverty has no power. unitedwaygt.org

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