

Media Release

FOR IMMEDIATE RELEASE

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A year of giving

Throughout any given year, much focus is placed on the programs and services that the Town of Caledon provides to residents, business and visitors. What's often forgotten is the effort that Town staff put in to help those in need within our community.

"I'm proud that staff understand there is a need in the community and have stepped up through payroll contributions and fundraising efforts to make a difference", said Acting CAO Carey Herd.

From delivering meals to seniors and contributing to hospice services, to supporting organizations such as United Way and Caledon Community Services, Town of Caledon employees gave over \$20,000 in 2019 via payroll deductions, special events and a very successful United Way campaign.

"Dressing Down" for Charity

Many workplaces now incorporate "casual Fridays" where the dress code is more relaxed. As a fun twist and to encourage the act of giving, 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 \$8,283 and went to the following 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
- Family Transition Place: \$500
- Sick Kids Hospital: \$1025
- CURE Foundation: 258



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“Know Your Impact” United Way Campaign

The focus of this year’s United Way campaign was help staff understand the impact of every dollar donated. By knowing the impact of every donation, the hope was to increase payroll deductions.

"Giving is not only our duty, but a privilege. Not everyone may be able to help others, so when someone does, I applaud them," said Mayor Allan Thompson. "I'm proud of the hard work of Town staff and look forward to us continuing to give back to our community."

The United Way Committee was able to raise over \$13,000 and surpassed the goal for payroll deductions:

- Staff participation via payroll contributions: 40% increase from 2018. This year’s goal was to increase payroll contributions by 25%.

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.

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