



UNITED WAY/OKOTOKS PARTNERSHIP COMMITTEE CHAIR REPORT

Issue

Committees Bylaw 13-21 requires the Chair of Governance Committees to annually present a summary or highlight report of activities at a Regular Council Meeting.

Motion Proposed by Administration

That the United Way/Okotoks Partnership Committee Chair report be received as information.

Report, Analysis and Financial Implications

The purpose of the United Way/Okotoks Partnership Committee is to sustain a partnership with the United Way of Calgary and Area, to oversee a community fundraising campaign and to distribute United Way funding to eligible organizations serving residents of Okotoks and surrounding area, according to identified community priorities. Fundraised dollars are added to the United Way of Calgary and Area funding that is provided through a memorandum of understanding, and enable the Committee to increase the amount of funding that is available for community investment.

In 2020, the United Way/Okotoks Partnership Committee worked to raise \$9,140 in funds and promote awareness in the community through the following initiatives: United Way Tailgate Bailout, workplace campaigns and the Elks Farmers Market. Funds raised through these events were added to the annual Community Investment fund, resulting in \$85,000 being available to grant to nine (9) eligible community agencies/programs in 2021.

The Committee had a total of seven (7) regular meetings along with one (1) special meeting in 2020 and have had seven (7) regular meetings from January to July 2021.

2021 - 2022 Outlook

The Committee is currently looking for new events or opportunities to raise both funds and awareness. Due to COVID-19 fundraising event opportunities were limited in 2020 and continue to be limited in 2021. Despite this, the addition of the United Way Tailgate Bailout event was very successful, and is being repeated in 2021. In early 2021 a new Memorandum of Understanding was signed with United Way of Calgary and Area. Although there has been a decline in donations over recent years the Okotoks Area Community Partnership will continue to receive the same amount of funding as in previous years from United Way of Calgary and Area. The Committee has been seeking new fundraising opportunities that can work regardless of pandemic restrictions, but is preparing to see a possible reduction in the total amount of funding available for Community Investment in 2022.

Strategic Plan Goals

<input type="checkbox"/>	Manage Community Growth
<input type="checkbox"/>	Provide Quality Community Infrastructure
<input type="checkbox"/>	Enhance Organizational Excellence

<input type="checkbox"/>	Provide Strong Governance
<input checked="" type="checkbox"/>	Healthy and Safe Community
<input type="checkbox"/>	Foster Economic Vitality
<input type="checkbox"/>	Promote Environmental Excellence

Governing Policies/Bylaws/Legislation or Agreements

Committees Bylaw 42-18

Memorandum of Understanding

The Committee will ensure that the terms of the Memorandum of Understanding between the Town and the United Way Calgary are met for fundraising campaigns and the distribution of annual funds to local agencies.

Public Participation Strategy

n/a

Alternatives for Consideration

n/a

CAO Comments

Thank you to the Committee for its work in support of the United Way and the community. Your support and dedication are important to assist in meeting the needs of all Okotokians.

Attachment(s)

n/a

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August 05, 2021