



UNITED WAY/OKOTOKS PARTNERSHIP COMMITTEE CHAIR REPORT

Issue

Governance Committees of Council Bylaw 04-24 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 accepted as presented.

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 areas, according to identified community priorities. The Committee ensures the terms of the Memorandum of Understanding between the Town and United Way of Calgary and Area are met.

Each year the United Way/Okotoks Partnership conducts several fundraising initiatives to increase the amount of funding available for community investment. In 2023, the Committee raised a total of \$5,340 which represented a 53% decrease from the \$11,313 raised in 2022. During 2023, the Committee focused on raising funds and promoting awareness in the community through the following initiatives:

- How to Connect with Anyone: Guest Speaker Event
- The Committee's annual coupon book

All donations and funds raised were added to the annual Community Investment Fund, resulting in \$79,500 being distributed in grants to ten eligible community agencies and programs in 2024:

- The Connections Program, Christ the Redeemer Catholic Schools
- Community Bereavement Boxes Program, Foothills Country Hospice
- Outreach Services, Cameron Crossing
- Family School Liaison Counsellors, Foothills School Division
- Family Support Program, Inclusion Foothills Association
- Physical Activity Registration Support, KidSport Okotoks
- Developing Your Wellness Toolkit for Building Resilience, Nurtured By Nature
- Okotoks Family Resource Centre
- Volunteer and Events Program, Rowan House Society
- Intake Coordinator and Individual Counselling Services, Solace Grief Support Society

The Committee had eleven regular meetings in 2023 and have had eight regular meetings from January to August 2024.

The Committee continues to regularly seek out new awareness and fundraising initiatives. The 2024-25 fundraising goal is to be able to grant \$90,000 for the 2025 Community Investment.

To achieve the 2024-25 fundraising goal the Committee is presently coordinating a talent show fundraiser that is inclusive for all ages and demographics. The event will be held in March 2025 and aims to raise \$20,000. Planning is also underway for additional guest speaker events and workplace campaigns. When selecting fundraising and awareness initiatives to pursue, the Committee strives to select events that help to contribute to strong community connections and cohesiveness.

Strategic Plan Goals

<input type="checkbox"/>	Responsibly Managed Growth	<input type="checkbox"/>	Demonstrated Environmental Leadership
<input type="checkbox"/>	Strong Local Economy	<input checked="" type="checkbox"/>	Enhanced Culture & Community Health
<input type="checkbox"/>	Organizational Excellence		

Equity/Diversity/Inclusivity Impacts and Strategy

Providing funding for local social programs and engaging a committee of volunteers for fundraising can significantly contribute to community impact. Committed volunteers bring extra resources to local programs, while also building social capital.

Environmental Impacts

n/a

Governing Policies/Bylaws/Legislation or Agreements

Bylaw 04-24 Governance Committees of Council
Town of Okotoks and United Way of Calgary and Area Memorandum of Understanding

Community Engagement Strategy

n/a

Alternatives for Consideration

n/a

CAO Comments

Thank you to the committee for their work and the presentation of their activities over the last year.

Attachment(s)

n/a

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