



United Way  
Winnipeg

# SALUTE

TO ORGANIZATIONS

— 2019 —

# Corporate Cornerstones

*A Cornerstone is the foundation on which the existence, success or truth of something depends. This perfectly describes what the following companies and organizations mean to United Way Winnipeg:*

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Bell MTS & IBEW, TEAM-IFPTE, Unifor  
Birchwood  
Canada Life  
CWB National Leasing  
Government of Canada Workplace Charitable  
Campaign & PSAC, UTE, PIPSC  
IG Wealth Management  
James Richardson & Sons, Limited (JRSL) and  
Affiliated Companies:  
- Richardson International Limited  
- Richardson GMP Limited  
- Richardson Centre Limited  
- Tundra Oil & Gas Limited  
- Wynward Insurance Group  
Johnston Group Inc.  
Manitoba Hydro & CUPE, IBEW, OE, Unifor  
Manitoba Public Insurance & MGEU  
The North West Company  
Payworks Inc.  
RBC Royal Bank, Dominion Securities  
& Royal Direct  
University of Manitoba & AESES, CUPE, UMFA, Unifor  
Wawanesa Mutual Insurance Company

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# Campaign Chair's Message

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I am a very proud Winnipegger. Every day, I am so thankful to be living in such a wonderful city. And there is one part of our DNA that makes me most proud: our ability to come together as a community in times of adversity and challenge. Our history is peppered with examples of how we dug deep to carve a path forward through challenging times. When we work together towards a common goal, we are unstoppable!

During my years at the Winnipeg Chamber of Commerce, I was honoured to work with many organizations and learn about what issues mattered most to them, what challenges they were facing, and what opportunities existed. It was an excellent experience on so many levels, and I felt I knew so much about Winnipeg and our unique culture through a business lens.

And then, through my volunteer work at United Way Winnipeg, I got to know our city in a much deeper way. I've developed a real understanding of the breadth and depth of the programs and services that the 100+ donor-supported agencies and programs offer, day in, day out, to the thousands of Winnipeggers who need our help.

As we head into the 2020 United Way Winnipeg campaign, we recognize that the COVID-19 outbreak has turned all of our lives upside down, as it has for people around the world. Economic and mental health consequences have been and continue to be significant, and the impact on our community and our ability to provide the supports Winnipeggers need have increased dramatically. Recovery was not the initial focus for our campaign, but it must be now.

Our community needs these agencies now more than ever. As we get to know the work of the agencies and the people they help, we quickly understand their commitment to leaving no one behind.

Yes, we have many challenges to overcome; however, I believe the story of our 2020 United Way Winnipeg campaign will be one of a community that, when faced with unprecedented hardship, dug deep once again to rally and come out the other side in a united way.

I look forward to standing shoulder to shoulder with you at the end of this to say proudly that when our community needed us, we were there – together.

**Dave Angus**  
President, Johnston Group Inc.  
2020 Campaign Chair, United Way Winnipeg

# Employee Campaign Chair Award

*Thank you to workplace volunteers who stepped up over and above their regular work schedules to inspire, motivate and rally co-workers to make a difference through United Way Winnipeg.*

---

Lana Bakun & Sheri Borgfjord  
Bell MTS & IBEW, TEAM-IFPTE, Unifor

Sarah Pinheiro  
IG Wealth Management

Sandy Carriere & Richard Laurin  
Boeing Canada, Winnipeg & Unifor

Theresa Crow Spreading His Wings  
Ma Mawi Wi Chi Itata Centre

Tara Kinchen  
Canada Life

Valerie Schmidt  
Norima Consulting

Tessia Harms  
Government of Canada Workplace  
Charitable Campaign:  
- Canada Revenue Agency - Winnipeg  
Tax Centre & PSAC, UTE, PIPSC

Jodi Kryschuk  
Seven Oaks School Division & SOTA,  
CUPE, Educational Assistants of  
Seven Oaks

Neil Penner  
Crosier Kilgour & Partners Ltd.

# Ambassador Team Award

Bank of Montreal  
Carte International Inc.  
Government of Canada Workplace  
Charitable Campaign  
- 17 Wing/C.F.B. Winnipeg &  
PSAC - UNDE

HEB Manitoba  
Manitoba Blue Cross  
The North West Company  
SkipTheDishes  
University of Manitoba & UMFA, AESES,  
CUPE, Unifor

# Campaign Chair's Award

*Thank you to workplaces that received United Way Winnipeg's highest level of recognition for outstanding achievements in giving and leadership, as well as participation in Days of Caring, Speaker presentations, agency visits and United Way Winnipeg's Leadership Development program.*

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Birchwood

James Richardson & Sons, Limited (JRSL) and  
Affiliated Companies:  
- Richardson International Limited  
- Richardson GMP Limited  
- Richardson Centre Limited  
- Tundra Oil & Gas Limited  
- Wynward Insurance Group

Payworks Inc.

Wawanesa Mutual Insurance Company





# Campaign Chair's Award

## JAMES RICHARDSON & SONS, LIMITED AND AFFILIATED COMPANIES

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James Richardson & Sons, Limited (JRSL) and Affiliated Companies, which includes Richardson International Limited, Richardson GMP Limited, Richardson Centre Limited, Tundra Oil & Gas Limited and Wynward Insurance Group, was one of the recipients of United Way Winnipeg's highest honour, the Campaign Chair's Award.

Each of these companies set its own workplace campaign target and planned a wide range of engaging activities to ensure United Way Winnipeg's 2019 campaign exceeded its goal. Thanks to the Richardson Foundation's corporate matching program, every donation made by active and retired personnel of JRSL and Affiliated Companies immediately went twice as far.

"As a Winnipeg-based company, it's not a choice to help others in our community, it's an obligation," said Darryl Levy, President and CEO of Wynward Insurance Group.

Levy said Wynward's 104 team members recognize the value and importance of solidifying around a campaign and being engaged, as evidenced by their 100% United Way campaign pledge participation in all of their offices across Canada, as well as their interest in experiencing first-hand the profound impact that agencies have in our community.

For one of many campaign events, Levy chartered a bus, they closed up shop, and every team member at Wynward went on an agency visit to Graffiti Art Gallery. In previous years they have done the same, visiting other donor-supported United Way Winnipeg agencies.

Team members at Richardson International also participated in bus tours to various agencies and, for the first time, attended a Lunch and Learn, where a speaker from United Way Winnipeg's Speakers Bureau spoke about the value of the United Way Winnipeg network of agencies, said Robert Young, Employee Campaign Chair for Richardson International.

Richardson International also exceeded its campaign goal, with a campaign total of over \$350,000, which was then matched by JRSL.

"We saw 100 Leadership-level donors for the first time and signed up 58 donors who hadn't contributed through Richardson previously," said Young.

It's a united effort that consistently yields outstanding results for our community.



JAMES RICHARDSON & SONS, LIMITED  
ESTABLISHED 1857  
AND AFFILIATED COMPANIES





## Living on the Edge

### ASSINIBOINE CREDIT UNION (ACU)

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While many Winnipeggers feel compassion for those living in poverty, it's hard to imagine how it would feel to actually experience it.

ACU wanted to give staff the opportunity to learn more about living in poverty and put their company's values into action.

"Our credit union is committed to providing access to those who experience barriers to financial services," said Employee Campaign Chair Aaron Russin, Continuous Improvement Analyst, ACU. "Living on the Edge is a way to connect to the experience of Manitobans we serve who are living or have lived in poverty, to gain more insight, understanding, and compassion for the contributing factors of their situation."

Living on the Edge: Taking a Look at Poverty is a unique, two- to three-hour interactive group experience organized by United Way Winnipeg that gives participants a glimpse into poverty. The simulation also shows how overwhelming and difficult it can be to pull oneself out of poverty without support.

Kalyn Maskiw-Connelly, Grants and Sponsorship Program Coordinator, was one of ACU's many staff members to participate in the Living on the Edge poverty simulation.

"It's hard to develop empathy when you don't understand the situation," said Kalyn. "By immersing yourself in the experience, it really engages you and puts you in a position to better understand the complexity of Manitoba's social systems, and the emotional struggle of navigating them and trying to make it through a week. It's an effective tool for building empathy."

Kalyn said her experience made her truly appreciate the value of community.

"Thankfully there are asset building programs and other programs and services through United Way Winnipeg's network of agency partners that can empower people who are experiencing poverty," she said. "But these programs can only do this important work with the support of the community – with the support of us."



# Corporate Community Builders of Distinction

*Thank you to organizations that continue to champion real and lasting change in Winnipeg through their generous support.*

---

## **Diamond** **\$200,000+**

Canada Life  
James Richardson & Sons, Limited (JRSL)  
and Affiliated Companies:  
- Richardson International Limited  
- Richardson GMP Limited  
- Richardson Centre Limited  
- Tundra Oil & Gas Limited  
- Wynward Insurance Group  
Manitoba Hydro  
Manitoba Public Insurance  
Wawanesa Mutual Insurance Company

## **Sapphire** **\$100,000 - \$199,999**

Bell MTS  
Birchwood  
CWB National Leasing  
IG Wealth Management  
Johnston Group Inc.  
The North West Company  
Payworks Inc.  
RBC Royal Bank, Dominion Securities &  
Royal Direct  
Workers Compensation Board  
of Manitoba

## **Platinum** **\$75,000 - \$99,999**

Cambrian Credit Union  
PCL Constructors Canada Inc.  
TD Bank Group  
Winpak Ltd.

## **Gold** **\$50,000 - \$74,999**

BMO Financial Group  
- BMO Bank of Montreal  
- BMO Nesbitt Burns  
Boeing Canada, Winnipeg  
CIBC  
Costco Wholesale Canada Ltd.  
Credit Union Central of Manitoba  
Maple Leaf Construction Ltd.  
PricewaterhouseCoopers LLP  
Scotiabank

## **Silver** **\$25,000 - \$49,999**

Assiniboine Credit Union  
Carte International Inc.  
MacDon Industries Ltd.  
Manitoba Blue Cross  
NFI Group  
Pollard Banknote Limited  
The Price Group of Companies  
Qualico Developments  
SkipTheDishes  
StandardAero  
Western Financial Group  
Insurance Solutions  
Winnipeg Airports Authority Inc.

## **Bronze** **\$10,000 - \$24,999**

Brock White Construction Materials  
Canadian Pacific Railway  
Cargill Limited  
Color Ad Packaging Ltd.  
Conviron  
Crosier Kilgour & Partners Ltd.  
Crosstown Civic Credit Union  
Duha Color Services Ltd.  
Emergent BioSolutions  
Enterprise Holdings  
Fort Garry Industries Ltd.  
Globe Property Management  
KGS Group Consulting Engineers  
Maxim Truck & Trailer  
Nelson River Construction Inc.  
Old Dutch Foods Ltd.  
Parrish & Heimbecker, Limited  
Princess Auto Ltd.  
RBC Convention Centre Winnipeg  
Rexall Care Network  
ROBINSON  
Sandler Training Canada  
Varian Medical Systems

# Corporate Circle of Success

*Thank you to organizations that continue to create opportunities for better lives in Winnipeg through their generous support.*

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## Diamond Circle of Success \$5,000 - \$9,999

Architecture49 Inc.  
Canterra Seeds  
Casera Credit Union  
Celero Solutions  
City Mix Inc.  
The Dufresne Group Inc.  
Enns Brothers  
Farm Business Consultants  
Federated Insurance Company of Canada  
FloForm Countertops  
The Forks North Portage Partnership  
FWS Group of Companies  
Geo. H. Young & Co. Ltd.  
Intact Insurance  
The Keg Steakhouse & Bar  
Magellan Aerospace Corporation  
Manitoba Pork Council  
Manulife Financial  
Midwest Quilting Co. Ltd.  
National Bank Financial  
Norima Consulting  
Piston Ring Service  
PRA Inc.  
Quintex Services Ltd.  
Shelter Canadian Properties Limited  
SMS Engineering Ltd.  
Solvera Solutions  
Symcor Inc.  
Taylor McCaffrey LLP  
Terracon Development Ltd.

UFCW Local 832  
Western Glove Works

## Platinum Circle of Success \$3,600 - \$4,999

3M Canada Company  
A.S.H. Management Group Inc.  
bf workplace  
Crestview Veterinary Hospital  
Cummins Western Canada  
Gateway Group  
ICE Futures Canada Inc.  
Royal Canadian Properties Ltd.  
Suncor Energy Inc.  
WSP

## Gold Circle of Success \$2,400 - \$3,599

Antex Western Limited  
Astroid Management Ltd.  
Bee Maid Honey Ltd.  
Colliers International  
Cunningham Business Interiors Ltd.  
Dimatec Inc.  
Hub International  
IDEA Inc.  
Industrial Investments Ltd.  
Interprovincial Co-operative Limited  
McNaught Cadillac Buick GMC

People Corporation  
Resolute Technology Solutions Inc.  
Richlu Manufacturing  
Scott Bathgate Limited  
To-le-do Foodservice  
Tribal Wi-Chi-Way-Win Capital Corporation  
Vector Construction Ltd.  
W. J. Christie & Co. Ltd.

## Silver Circle of Success \$1,200 - \$2,399

Adesa Auctions  
Assiniboia Downs  
Belgian-Alliance Credit Union Ltd.  
Bridgeport Office Solutions  
Canadian Western Bank  
Cansys West Ltd.  
CanTalk Canada Inc.  
Carpathia Credit Union Limited  
Craig Kelman & Associates  
Cushman & Wakefield Stevenson  
Derksen Plumbing & Heating (1984) Ltd.  
Diamond Retirement Planning Ltd.  
Endeavour Wealth Management  
Grant Thornton LLP  
Jade Enterprises Inc.  
Keith G. Collins Ltd.  
Lakeview Management Inc.  
LM Architectural Group  
Peerless Garments LP  
Rogers Wireless  
Ryerson  
Shell Canada  
Sisters of the Holy Names  
Steinbach Credit Union  
Strauss Event & Association Management  
Telenium, Inc.  
TransCanada Corporation  
WGI Westman Group Inc.  
Word International Ministries

WSP - Lombard  
Wyatt Dowling Insurance

## Bronze Circle of Success \$500 - \$1,199

AECOM  
Alliance Investments Manitoba Inc.  
Atlas-Graham Industries Co. Ltd.  
Blind Ambitions  
Caisse Financial Group  
(CCA) Commercial Credit Adjusters Ltd.  
Collins Aerospace  
Co-operators General Insurance Company  
Custom Truck Sales (Man.) Ltd.  
Datum Builders (1998) Ltd.  
Eagle Professional Resources Inc.  
Economic Development Winnipeg Inc.  
Entegra Credit Union  
Family Optical St. Anne's Road  
First Canadian Insurance  
Goodyear Canada Inc.  
h@ms Marketing Services Co-op Inc.  
I.A.M.A.W. - Red River Lodge 1953  
JELD-WEN Windows & Doors Winnipeg  
M. H. Insulation Inc.  
Manitoba Federation of Labour  
Margolis Capital Group Inc.  
Munroe Pharmacy Ltd.  
Neptune Management Ltd  
North End Weather Stripping/Newco Corp. 2006  
Party Stuff/U-Rent-It  
Sakiyama Construction Ltd.  
Starbuck All Charities Inc.  
TelPay Incorporated  
UPS Canada  
Viterra Inc.  
Wellington-Altus Private Wealth Inc.  
Winnipeg South Osborne Legion Branch #252



## Corporate Excellence Award

*Thank you to the organizations that increased their previous year's donation by at least 25% and by a minimum of \$1000.*

---

Architecture49 Inc.  
National Bank Financial  
PricewaterhouseCoopers LLP  
ROBINSON  
Shell Canada  
Wawanesa Mutual Insurance Company  
Western Financial Group Insurance Solutions

## Corporate Pacesetters

*Thank you to organizations that exemplify leadership by making their gift ahead of United Way Winnipeg's city-wide kickoff.*

---

Adesa Auctions  
Alliance Investments Manitoba Inc.  
Assiniboine Credit Union  
Atlas-Graham Industries Co. Ltd.  
bf workplace  
Birchwood  
Blind Ambitions  
Boeing Canada, Winnipeg  
Bonfire Bistro  
Bridgeport Office Solutions  
Cambrian Credit Union  
Canada Life  
Cansys West Ltd.  
Colliers International  
Crestview Veterinary Hospital  
Crosier Kilgour & Partners Ltd.  
Crosstown Dental Laboratory Ltd.  
Cunningham Business Interiors Ltd.  
CWB National Leasing  
Dimatec Inc.  
Drive Line Services  
The Dufresne Group Inc.  
Emergent BioSolutions  
Family Optical St. Anne's Road  
Farm Credit Canada  
Filles de la Croix

Geo. H. Young & Co. Ltd.  
ICD Manitoba Chapter  
IDEA Inc.  
Industrial Investments Ltd.  
James Richardson & Sons, Limited (JRSL) and Affiliated Companies:  
- Richardson International Limited  
- Richardson GMP Limited  
- Richardson Centre Limited  
- Tundra Oil & Gas Limited  
- Wynward Insurance Group  
Johnston Group Inc.  
Keith G. Collins Ltd.  
M. H. Insulation Inc.  
Magellan Aerospace Corporation  
Manitoba Blue Cross  
Manitoba Federation of Labour  
Manitoba Pork Council  
Manitoba Public Insurance  
Manulife Financial  
Maple Leaf Construction Ltd.  
Margolis Capital Group Inc.  
McNally Robinson Booksellers  
Midwest Quilting Co. Ltd.  
Mr. Boomtruck Inc.  
NationWest  
Nelson River Construction Inc.

North End Weather Stripping  
Newco Corp.  
The North West Company  
Old Dutch Foods Ltd.  
Party Stuff/U-Rent-It  
Payworks Inc.  
Power Vac Services  
Qualico Developments  
RBC Convention Centre Winnipeg  
Richlu Manufacturing  
River East Electric  
Sakiyama Construction Ltd.  
Shell Financial Services  
Starbuck All Charities Inc.  
Telenium, Inc.  
UPS Canada  
W. J. Christie & Co. Ltd.  
Wawanesa Mutual Insurance Company  
Western Financial Group Insurance Solutions  
Winnipeg South Osborne Legion Branch #252  
Workers Compensation Board of Manitoba

# Workplace Top 50

*We are proud to salute the organizations, employees and union members from United Way Winnipeg's Top 50 workplaces who are among United Way Winnipeg's most loyal friends and generous supporters.*

---

The Asper Foundation  
Assiniboine Credit Union  
BMO Financial Group  
- BMO Bank of Montreal  
- BMO Nesbitt Burns  
Bell MTS  
Birchwood  
Boeing Canada, Winnipeg  
Cambrian Credit Union  
Canada Life  
Cargill Limited  
CIBC  
City of Winnipeg Charitable Fund  
Costco Wholesale Canada Ltd.  
Credit Union Central of Manitoba  
CWB National Leasing  
Deloitte LLP  
Government of Canada Workplace  
Charitable Campaign  
IG Wealth Management  
James Richardson & Sons, Limited (JRSL) and  
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- Richardson GMP Limited  
- Richardson Centre Limited  
- Tundra Oil & Gas Limited  
- Wynward Insurance Group  
Johnston Group Inc.  
Manitoba Blue Cross  
Manitoba Hydro  
Manitoba Public Insurance  
Maple Leaf Construction Ltd.  
MLT Aikins LLP  
MNP LLP  
NFI Group  
The North West Company  
Payworks Inc.  
PCL Constructors Canada Inc.  
Pollard Banknote Limited  
The Price Group of Companies  
PricewaterhouseCoopers LLP  
Provincial Government Employees' All  
Charities Campaign  
RBC Royal Bank, Dominion Securities &  
Royal Direct  
Scotiabank  
StandardAero  
Taylor McCaffrey LLP  
TD Bank Group  
Thompson Dorfman Sweatman LLP  
United Way Winnipeg  
University of Manitoba  
The University of Winnipeg  
Wawanesa Mutual Insurance Company  
Wellington-Altus Private Wealth Inc.  
Western Financial Group Insurance Solutions  
Western Glove Works  
Winnipeg Regional Health Authority  
Winnipeg School Division  
Winpak Ltd.  
Workers Compensation Board of Manitoba

# Corporate Match

*Thank you to the following organizations that demonstrate a commitment to their workforce and the wider community in Winnipeg by matching employee donations.*

---

AECOM  
Bell MTS  
Birchwood  
Brock White Construction Materials  
Cambrian Credit Union  
Cargill Limited  
Casera Credit Union  
Celero Solutions  
Convion  
Costco Wholesale Canada Ltd.  
Credit Union Central of Manitoba  
CWB National Leasing  
Duha Color Services Ltd.  
Eli Lilly Canada Inc.  
Endeavour Wealth Management  
Enns Brothers  
Farm Credit Canada  
Federated Insurance Company of Canada  
The Forks North Portage Partnership  
FWS Group of Companies  
ICE Futures Canada Inc.  
IG Wealth Management  
James Richardson & Sons, Limited (JRSL) and  
Affiliated Companies:  
- Richardson International Limited  
- Richardson GMP Limited  
- Richardson Centre Limited  
- Tundra Oil & Gas Limited  
- Wynward Insurance Group  
JELD-WEN Windows & Doors Winnipeg  
Johnston Group Inc.  
Manitoba Blue Cross  
Manitoba Hydro  
Manitoba Public Insurance  
MD Financial Management Ltd.  
Microsoft Canada Inc.  
Norima Consulting  
The North West Company  
Payworks Inc.  
Pfizer Canada Inc.  
RBC Royal Bank, Dominion Securities & Royal Direct  
Richlu Manufacturing  
ROBINSON  
Shell Canada  
SkipTheDishes  
Solvera Solutions  
Steinbach Credit Union  
Suncor Energy Inc.  
SunLife Financial  
TD Bank Group  
Telenium, Inc.  
TelPay Incorporated  
Toromont Cat  
Tribal Wi-Chi-Way-Win Capital Corporation  
UPS Canada Inc.  
Varian Medical Systems  
Vector Construction Ltd.  
Wawanesa Mutual Insurance Company  
Wellington-Altus Private Wealth Inc.  
Western Financial Group Insurance Solutions  
Workers Compensation Board of Manitoba  
Wyatt Dowling Insurance Brokers





# Corporate Match

## SKIPTHEDISHES

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When it comes to raising money for our community, SkipTheDishes really delivers.

2019 was Skip's first year partnering with United Way Winnipeg, and they were committed to making a big impact.

"We wanted to partner with an organization where we could make the most out of community action," said Shanae Blaquiere, SkipTheDishes. "Short-term fundraisers are good, but we wanted the opportunity to engage beyond that and build a long-term relationship where there was room for innovation and where we could use team members' talents in exciting and creative ways."

Over 2,300 team members across four cities and four provinces participated in over 30 events. Some of the events in Winnipeg included a "Skip's Got Talent"

talent show, bingo (featuring CEO Kevin Edwards as the bingo caller), and raffles. For each of the activities, donations and pledges were encouraged. Skip also matched donations, giving team members even more incentive to make a difference.

"Corporate matching was key to our first-ever internal giving campaign with United Way Winnipeg," said Blaquiere. "We knew that our teams would be excited to give back, and we wanted to show our support by making sure their donations would create the biggest impact possible for the community we love."

Skip's 2019 campaign raised a total of \$70,000 for United Way, which included both team member donations and their corporate match.



*SkipTheDishes team members at a Giving Back Pop-up*

# Labour Engagement

*Thank you to working Winnipeggers in Unions and Locals throughout our community who embody the spirit of collective action that helped found United Way Winnipeg over 50 years ago.*

---

## 2019 Campaign Supporters

AESES	PSAC - USJE
ATU Local 1505	PSAC Prairie Region
CLC	Teamsters Canada Rail Conference, Division 76
COPE Local 342	Teamsters Local 979
CUPE Local 1063	UFCW Local 832
CUPE Local 1482	UMFA
CUPE Local 2153	UNIFOR
CUPE Local 2348	UNIFOR Local 101R, Lodge 53
CUPE Local 3909	UNIFOR Local 191
CUPE Local 500	UNIFOR Local 2169
CUPE Manitoba	UNIFOR Local 3003
CUPE Regional	UNIFOR Local 3007
CUPW Prairie Region	UNIFOR Local 468
IAMAW Local Lodge 1953	UNIFOR Local 681
IBEW Local 2085	UNIFOR Local 7
IBEW System Council 11	UNIFOR Local 830
Manitoba Teachers' Society	UNIFOR Prairie Regional Council
MFL	USW Local 9074
MGEU	USW TC Local 1976
MNU	WLC
PIPSC Prairie Region	Workers United Canada Council
PSAC - Agriculture Union, Local 50073	

# Labour Engagement

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*Thank you to the following Unions and Locals for your organizational gifts to United Way Winnipeg in 2019.*

International Association of  
Machinists & Aerospace Workers  
(IAMAW) Local Lodge 1953  
United Steelworkers (USW)  
Local 9074

*Thank you also to those Unions and Locals that ran workplace campaigns in 2019.*

Canadian Union of Public  
Employees (CUPE) -  
Regional Office  
Public Service Alliance of Canada  
(PSAC) - Prairie Regional Office  
Workers United Canada Council

*A big thank you to Unions and Locals that gave an organizational gift and ran a workplace campaign in 2019.*

Canadian Office & Professional  
Employees Union (COPE)  
Local 342  
Manitoba Federation of Labour  
Manitoba Government and  
General Employees  
Union (MGEU)  
Manitoba Nurses Union (MNU)  
United Food & Commercial  
Workers Union (UFCW) Local 832  
Winnipeg Labour Council (WLC)

*Unions that gave through special events in 2019.*

Canadian Union of Public  
Employees (CUPE) Local 2348  
International Brotherhood of  
Electrical Workers (IBEW)  
Local 2085  
Manitoba Government and  
General Employees  
Union (MGEU)  
Technology, Engineering,  
Administration and Management  
& the International Federation  
of Professional and Technical  
Engineers Union (TEAM-IFPTE)  
Local 161  
Unifor Prairie Region  
Winnipeg Labour Council (WLC)





# Labour Engagement

## MOTOR COACH INDUSTRIES LTD. & IAMAW-1953

Whether you're working in business or labour, the public, private or nonprofit sector, one thing is certain: when we work together, we're stronger together.

It's a belief that has served Motor Coach Industries Ltd. extremely well over the years, thanks to strong ties with their Union, the International Association of Machinists and Aerospace Workers, Local Lodge 1953 (IAMAW-1953).

The Union played a key role in supporting Motor Coach's workplace campaign with United Way Winnipeg.

Patrick Dram from IAMAW-1953 helped bring together people in different areas on the shop floor to be ambassadors for United Way Winnipeg and raise awareness and generate enthusiasm. "I wanted to see as many people as possible be engaged and know what United Way Winnipeg does in the community," said Dram.

The Union also made a donation to Motor Coach's workplace campaign.

"Their support and collaborating and being seen as partners are very important to us," said Denis Sutton, HR Liaison with Motor Coach. "We're promoting this arm in arm with them. A lot of our employees are represented by the Union, and some of them access United Way Winnipeg services, so it's important to them on a personal level, too."

The joint effort between Motor Coach and IAMAW-1953 made a huge difference in campaign activities like Bus Pull, where Union members and staff came together to demonstrate just what's possible when we pull together.

"And we always try to make it fun. 50/50s, bake sales – activities like that," said Sutton. "And everyone gets a pledge form."

Hard work and collaboration paid off, with four new Leaders and a total campaign increase of 35.2% – Motor Coach's most successful campaign year to date!



Local Lodge 1953



# Leading Organizations

*Thank you to the following Winnipeg organizations for having three or more individual donors who contribute at the Leadership level (\$1200 or more)*

## Accounting

MNP LLP .....	43
PricewaterhouseCoopers LLP .....	17
KPMG LLP .....	16
Deloitte LLP .....	14
Grant Thornton LLP .....	8
Ernst & Young LLP .....	6
BDO Canada LLP .....	4

## Architecture

Architecture49 Inc. ....	7
Number TEN Architectural Group .....	6

## Construction

PCL Constructors Canada Inc. ....	34
Brock White Canada Company .....	9
Vector Construction Ltd. ....	3

## Crown Corporations, Boards & Agencies

Manitoba Public Insurance .....	50
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Workers Compensation Board of Manitoba .....	34
Western Canada Lottery Corporation ..	3

## Dentistry

Assiniboine Dental Group .....	3
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## Diversified Corporations

Birchwood .....	183
James Richardson & Sons, Limited (JRSL) and Affiliated Companies:	
- Richardson International Limited	
- Richardson GMP Limited	
- Richardson Centre Limited	
- Tundra Oil & Gas Limited	
- Wynward Insurance Group .....	156

## Education

University of Manitoba .....	145
The University of Winnipeg .....	32
Pembina Trails School Division .....	10
River East Transcona School Division ...	9
Winnipeg School Division .....	9

Seven Oaks School Division .....	7
Louis Riel School Division .....	5
St James Assiniboia School Division .....	3

## Engineering

Crosier Kilgour & Partners Ltd. ....	8
KGS Group Consulting Engineers .....	5

## Financial Services

IG Wealth Management .....	85
RBC Royal Bank, Dominion Securities & Royal Direct .....	36
Cambrian Credit Union .....	31
BMO Financial Group	
- BMO Bank of Montreal	
- BMO Nesbitt Burns .....	21
CIBC .....	16
Assiniboine Credit Union .....	15
Scotiabank .....	14
Credit Union Central of Manitoba .....	11
TD Bank Group .....	10
Western Financial Group	
Insurance Solutions .....	10
Wellington-Altus Private Wealth Inc. ....	8
Lawton Partners Financial .....	6
Manulife Advisors .....	5
National Bank Financial .....	5

Endeavour Wealth Management .....	4
Steinbach Credit Union .....	4
Crosstown Civic Credit Union .....	3
Manulife Financial .....	3

## Grain/Food

Cargill Limited .....	18
Parrish & Heimbecker, Limited .....	3

## Healthcare

Winnipeg Regional Health Authority ..	24
NorWest Co-op Community Health .....	4
Health Sciences Centre .....	3

## Information/Communication/Technology

Resolute Technology Solutions Inc. ....	12
Sierra Systems Group Inc. ....	8
Norima Consulting .....	7
Online Business Systems .....	7
Solvera Solutions .....	7
RTDS Technologies Inc. ....	6
Microsoft Canada Inc. ....	3
PCGI Consulting Services .....	3



## Leading Organizations continued...

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### Insurance

Wawanesa Mutual Insurance Company.....	175
Canada Life .....	130
Manitoba Blue Cross .....	16
AON .....	5

### Law

MLT Aikins LLP .....	34
Thompson Dorfman Sweatman LLP ....	24
Fillmore Riley LLP .....	22
Taylor McCaffrey LLP .....	17
Pitblado Law .....	14
Duboff Edwards Haight and Schachter .....	4
Tapper Cuddy LLP Barristers & Solicitors .....	4
Provincial Court of Manitoba .....	3

### Manufacturing

NFI Group .....	35
Boeing Canada, Winnipeg .....	24
The Price Group of Companies .....	22
Pollard Banknote Limited.....	20
Winpak Ltd. & UNIFOR Local 830 .....	17
Emergent BioSolutions .....	10

Monarch Industries Ltd. ....	10
Motor Coach Industries Ltd. ....	6
Carte International Inc. ....	5
Color Ad Packaging Ltd. ....	3
Conviron .....	3
ROBINSON .....	3

### Public Sector

Government of Canada Workplace Charitable Campaign .....	95
Provincial Government Employees' All Charities Campaign.....	18
City of Winnipeg Charitable Fund .....	13

### Real Estate

Colliers International .....	5
Shelter Canadian Properties Limited ....	3

### Retail/Wholesale

The North West Company .....	79
Costco Wholesale Canada Ltd. ....	21
The Dufresne Group Inc. ....	10
Princess Auto Ltd. ....	7

### Service

Bell MTS .....	57
Payworks Inc. ....	45
Johnston Group Inc. ....	41
CWB National Leasing .....	37
SkipTheDishes .....	12
Enterprise Holdings .....	8
Duha Color Services Ltd. ....	6
People Corporation .....	6
Royal Canadian Properties Ltd. ....	5
Stephenson Equipment Limited .....	4
The Forks North Portage Partnership ...	4
Fort Garry Industries Ltd. ....	3

### Transportation

Bison Transport Inc. ....	3
Maxim Truck & Trailer .....	3

### Union/Labour

MGEU .....	5
CUPE Regional Office .....	3

### Voluntary Sector

United Way Winnipeg .....	38
YMCA-YWCA .....	6
The Asper Foundation .....	4
Community Agencies Benefits Plan Retirees .....	4
Women's Health Clinic Inc .....	4
Manitoba Centennial Centre Corporation .....	3
SMD .....	3



# Leading Organizations

## WAWANESA INSURANCE

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When President & CEO Jeff Goy stepped up in 2019 to serve as Campaign Chair, Wawanesa's employees stepped up too – putting their community values into action by working together and raising more than \$500,000 for United Way Winnipeg.

Wawanesa encouraged employees to think about their gift's potential and introduced a new Leadership challenge: to become a *Wawanesa Community Driver* by donating \$2,000 or more. Employees across Canada and the U.S. rose to this challenge. Wawanesa noted an increase of Leadership donors of \$1,200 or more from 109 in 2018, to 175 Leaders in 2019 – an increase of 60%! Of the 175 Leaders, 71 are at the *Wawanesa Community Driver* level.

Wawanesa also increased opportunities for employees to get involved and learn about United Way Winnipeg by adding engagement activities to their fundraising campaign.

This commitment to engagement resulted in more than 130 people visiting United Way Winnipeg donor-supported agency partners, more than 30 Day of Caring volunteer opportunities, and nearly 5,000 items donated through collection drives during their three-week campaign. More employees were able to see first-hand how big an impact their donations could have, and this motivated them to go above and beyond the call for support.



Standing united at Wawanesa's Executive Office



# Outstanding Workplace Campaign

*Thank you to workplaces throughout Winnipeg with above average employee participation, leadership and individual generosity.*

---

## Ruby Award

*For workplaces where 95% of employees contribute an average of \$182 per donor (or \$3.50 per week) directly to United Way Winnipeg.*

Birchwood  
Birchwood Accounting Services  
Birchwood BMW MINI  
Birchwood Chevrolet Buick GMC  
Birchwood Collision Centre  
Pointe West  
Birchwood Collision Centre Regent  
Birchwood Hyundai  
Birchwood KIA on Regent  
Birchwood Nissan Infiniti  
Birchwood Reconditioning Centre  
Crosier Kilgour & Partners Ltd.  
James Richardson & Sons, Limited  
Manitoba Pork Council  
SEED Winnipeg  
Teen Stop Jeunesse  
Telenium, Inc.  
United Way Winnipeg  
The Winnipeg Chamber  
of Commerce  
Wynward Insurance Group

## Diamond Award

*For workplaces where 85% of employees contribute an average of \$156 per donor (or \$3 per week) directly to United Way Winnipeg.*

The Asper Foundation  
Birchwood Credit Inc.  
Birchwood Honda on Regent  
Birchwood Jaguar Land  
Rover Volvo  
Birchwood Lexus Toyota  
Canada West Assurance  
The Canadian Air Transport  
Security Authority  
Casera Credit Union  
CNIB  
Costco Wholesale  
- #549 on McGillivray  
Ernst & Young LLP  
Frost Fighter Inc.  
Government of Canada Workplace  
Charitable Campaign  
- Statistics Canada Western  
Region and Northern Territories  
h@ms Marketing Services  
Co-op Inc.  
Johnston Group Inc.  
Marr Finlayson Pollock LLP  
Opportunities for Employment  
Resolute Technology Solutions Inc.

Robertson Shypit Soble Wood  
Rossbrook House  
Social Planning Council of  
Winnipeg Inc.  
TEAM Systems  
Tundra Oil and Gas Limited

## Platinum Award

*For workplaces where 75% of employees contribute an average of \$130 per donor (or \$2.50 per week) directly to United Way Winnipeg.*

American Biaxis Inc.  
Andrews Street Family Centre, Inc.  
Bank of Montreal  
Belgian - Alliance Credit Union Ltd.  
- Portage Ave  
Birchwood Ford  
Boys & Girls Clubs of Winnipeg  
Community Financial  
Counselling Services  
Community Unemployed  
Help Centre  
Costco Wholesale  
- #153 on Regent  
David Aplin Recruiting  
Enterprise Holdings  
Grant Thornton LLP  
KPMG LLP

Manitoba Federation of Labour  
Manrex Ltd.  
North End Women's Centre  
Payworks Inc.  
PCL Constructors Canada Inc.  
Solvera Solutions  
Stephenson Equipment Limited  
The Laurel Centre  
YMCA-YWCA  
- Administration

## Gold Award

*For workplaces where 70% of employees contribute an average of \$104 per donor (or \$2 per week) directly to United Way Winnipeg.*

bf workplace  
Birchwood Honda West  
Canadian Community Economic  
Development Network-Manitoba  
Canterra Seeds  
Costco Wholesale  
- #57 on St. James  
Immigrant & Refugee Community  
Organization of Manitoba  
Levene Tadman Golub  
Law Corporation  
Manitoba Blue Cross  
Mediation Services: A Community  
Resource for Conflict Resolution  
MNP LLP  
Multiple Sclerosis Society of  
Canada - Winnipeg Chapter  
Richardson International Limited

## Silver Award

*For workplaces where 65% of employees contribute an average of \$78 per donor (or \$1.50 per week) directly to United Way Winnipeg.*

Acuity HR Solutions  
Country Inn & Suites  
CWB National Leasing  
ImagineAbility  
PRA Inc.  
Spinal Cord Injury Manitoba Inc.  
TelPay Incorporated  
Wawanesa Mutual  
Insurance Company

## Bronze Award

*For workplaces where 60% of employees contribute an average of \$52 per donor (or \$1 per week) directly to United Way Winnipeg.*

AON  
Big Brothers Big Sisters  
of Winnipeg  
Canada Life  
Government of Canada Workplace  
Charitable Campaign  
- Canadian Heritage Prairies and  
Northern Region  
- Library and Archives Canada  
Eckler Ltd.  
Family Dynamics

Fort Garry Women's  
Resource Centre  
Immigrant Centre Manitoba Inc.  
Number TEN Architectural Group  
OCLC Canada  
Pitblado Law  
Richardson GMP Limited  
Strauss Event &  
Association Management

# Employee Excellence Award

*Thank you to workplaces where employees took personal pledges to new levels last year.*

---

American Biaxis Inc.  
AON  
Birchwood  
Birchwood Chevrolet Buick GMC  
Birchwood Collision Centre  
Pointe West  
Birchwood Honda on Regent  
Birchwood Honda West  
Birchwood Hyundai  
Birchwood Jaguar Land Rover Volvo  
Birchwood Lexus Toyota  
Birchwood Nissan Infiniti  
Boys & Girls Clubs of Winnipeg  
Fairstone Financial Inc.  
Government of Canada Workplace  
Charitable Campaign  
- Statistics Canada Western Region  
and Northern Territories  
IG Wealth Management South  
Immigrant & Refugee Community  
Organization of Manitoba

Ma Mawi Wi Chi Itata Centre  
Mercer (Canada) Limited  
Momentum Healthware  
NFI Group  
Norima Consulting  
Opportunities for Employment  
Payworks Inc.  
RBC Convention Centre Winnipeg  
Resolute Technology Solutions Inc.  
Richardson GMP Limited  
Richardson International Limited  
Shell Canada  
Sound Concepts Inc.  
Staffmax  
Tundra Oil and Gas Limited  
Wawanesa Mutual  
Insurance Company  
The Winnipeg Chamber  
of Commerce  
Wynward Insurance Group

# GenNext Chapters

*Workplace teams that mobilize their co-workers to take meaningful action towards making Winnipeg better for everyone.*

---

Bell MTS  
Birchwood  
Canada Life  
Cargill Limited  
CWB National Leasing  
James Richardson & Sons, Limited  
(JRSL) and Affiliated Companies:  
- Richardson International Limited  
- Richardson Centre Limited  
- Richardson GMP Limited  
- Tundra Oil & Gas Limited  
- Wynward Insurance Group  
Johnston Group  
Manitoba Hydro

Manitoba Public Insurance  
Motor Coach Industries Ltd.  
The North West Company  
Online Business Systems  
Payworks Inc.  
PCL Constructors Canada Inc.  
PricewaterhouseCoopers LLP  
Taylor McCaffrey LLP  
TD Bank Group  
Wawanesa Mutual  
Insurance Company  
Workers Compensation Board  
of Manitoba





## GenNext CANADA LIFE

When a group of emerging young leaders come together for community, great things are possible.

And Canada Life's GenNext Chapter of eight committee members is demonstrating just that.

"Building on GenNext's vision to inspire, connect, and act, we want to promote the importance of giving back and find out what our community really needs," said Nicole Vince, Regional Sales Support Manager, Canada Life.

Nicole was one of the creators of Canada Life's GenNext Chapter, and she also co-chaired United Way Winnipeg's GenNext Summit this past October. Canada Life has one of the 19 GenNext Chapters in Winnipeg, and the Chapters often work together to build strong networks of people who want to make a better city.

Throughout Canada Life's workplace campaign, the Chapter organized and

participated in an event each month, including a Food Bingo for NorWest Co-op Community Health; West Broadway Snoball; "H.U.G.S. & Cake" for Thrive Community Support Circle; and a highly successful book drive, where they collected 2,500 books for The John Howard Society of Manitoba.

"In October, we organized a walking tour to a series of agencies, so staff and leaders could develop a greater appreciation of what the agencies do," said GenNext Co-Chair and 2019 Employee Campaign Chair Tara Kinchen, Group Customer, Canada Life.

With energy and enthusiasm, the Chapter helped increase engagement by setting up a photo and info booth, where staff could share how they love Winnipeg while posing for a picture and learning about GenNext, and also participate in a popcorn giveaway.

"Our leaders support our volunteer efforts," said Nicole. "It's all part of Canada Life's strong commitment to community."





## Workplace Pacesetters

*Thank you to workplaces that began their United Way Winnipeg campaigns prior to the city-wide kickoff, and paved the way for success in 2019.*

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bf workplace  
Birchwood  
Bridgeport Office Solutions  
City of Winnipeg Charitable Fund  
Color Ad Packaging Ltd.  
Crosier Kilgour & Partners Ltd.  
Johnston Group Inc.  
Maple Leaf Construction Ltd.  
The North West Company  
Payworks Inc.  
PCL Constructors Canada Inc.  
Tundra Oil and Gas Limited





# Workplace Paceseters

PCL

It's been said timing is everything, and for Workplace Paceseters, giving a campaign a head start can make all the difference.

PCL kicked off their workplace campaign at the beginning of September 2019; however, they started planning the actual campaign in the summer.

"We pride ourselves on being a United Way Winnipeg Workplace Pacesetter," said PCL District Manager, Monique Buckberger. "By getting all of our pledges in before the city-wide campaign kicks off, we help lay the foundation for a successful United Way Winnipeg campaign."

This year PCL Winnipeg District had an 80% participation rate and raised more than \$97,000 for United Way Winnipeg, and with their corporate gift, their campaign total for United Way Winnipeg was over \$175,000.

"We have an amazing committee who is incredibly passionate about the work that United Way Winnipeg does, and we're committed to raising as much as we can," Buckberger said.

Engagement also played a vital role in PCL's campaign success, which PCL supported in a variety of ways, such as setting up fun competitions between departments, bringing in guest speakers, and organizing group events. Key highlights included their Kickoff Event, which featured an inspiring speaker from United Way Winnipeg's Speakers Bureau; the 2019 Plane Pull; and their Campaign Wrap-Up with a "Made in Manitoba" theme.

"Throughout the campaign, the team was reminded that every dollar of their donation is being invested back into our community," said Buckberger. "As a builder, we're driven by a desire to make a positive difference in the communities where we live, work and play."



PCL team members at their campaign kickoff

# Collection Drives

*Thank you to 133 workplaces and volunteer groups that organized 193 collection drives in support of 49 United Way Winnipeg agency partners and community organizations.*

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ADESA Auctions  
 AON\*  
 ATMAHR Health  
 Avant Systems Group  
 BDO Canada LLP\*  
 BentallGreenOak  
 Bison Transport Inc.  
 BMO  
 Canada Life\*  
 Canadian Society of Safety Engineering  
 Canadian Western Bank  
 CF Polo Park  
 CentrePort Canada Inc\*  
 CIBC  
 ColorAd Packaging Ltd.  
 Congregation Shaarey Zedek  
 Country Inn and Suites\*  
 Cummins Western Canada  
 CWB National Leasing\*  
 Danali  
 Diamond Athletic Medical Supplies  
 Divine Mortgage Group  
 Endeavor Wealth Management  
 Family Acupuncture Wellness Clinic  
 Family First Chiropractic  
 Fat Panda  
 Fillmore Riley LLP  
 First Phase Data  
 Fort Rouge Auto Body  
 Garden City Shopping Centre  
 General Mills\*

Government of Canada Workplace Charitable Campaign  
 - 17 Wing/C.F.B. Winnipeg\*  
 - Canada Revenue Agency - Winnipeg Tax Centre\*  
 - National Microbiology Laboratory & Canadian Food Inspection Agency\*  
 - Royal Canadian Mounted Police D Division  
 Greystone Managed Investments Inc.  
 Harmony Chiropractic  
 Health Sciences Centre  
 Hub International  
 IBM Canada Ltd.  
 IG Wealth Management  
 Integrated Power Services  
 James Richardson & Sons, Limited and Affiliated Companies  
 - Richardson International Limited  
 - Tundra Oil and Gas Limited\*  
 Johnston Group  
 Kildonan Place Shopping Centre Limited\*  
 KPMG LLP  
 Linden Ridge Family Chiropractic Centre  
 Louis Riel School Division  
 - École Guyot  
 - École Provencher  
 - Windsor Park Collegiate  
 Magellan Aerospace Corporation\*  
 Manitoba Hydro\*  
 Manitoba Nursery Landscape Association  
 Manitoba Public Insurance

Meadowood Chiropractic Centre  
 Motor Coach Industries  
 Nachtigall & Associates Chiropractic  
 NFI Group  
 North Kildonan Family Chiropractic Centre  
 North Point Douglas Women's Centre  
 The North West Company\*  
 Norwood Chiropractic Centre  
 Outlet Collection Winnipeg\*  
 Palliative Manitoba  
 Pan Am Clinic  
 Pembina Trails School Division  
 - Arthur A. Leach School  
 - Oakenwald School  
 - Shaftesbury High School  
 - Prairie Mountatin Elementary School  
 - Vincent Massey Collegiate  
 Pinchin Enviromental Ltd.  
 Premier Chiropractic Centre  
 PricewaterhouseCoopers LLP  
 Princess Auto Ltd.\*  
 The Property Exchange Group  
 Province of Manitoba  
 - Community Sustainability Branch  
 QNET - Manitoba Quality Network  
 Reaching E-Quality Employment Services  
 River East Transcona School Division  
 - École Regent Park School  
 - Munroe Junior High School  
 Robert Half Winnipeg  
 ROBINSON  
 Rosenberg Chiropractic Centre  
 School of Rock  
 Serenity Dental  
 Seven Oaks Child Daycare Centre  
 Seine River School Division  
 - La Salle School

Seven Oaks School Division  
 - West St. Paul School  
 Shoppers Drug Mart  
 SMD (Society for Manitobans with Disabilities)  
 Southern Health - Santé Sud  
 Southwood Chiropractic Centre  
 Spectrum Health Centre  
 St. Charles Catholic School  
 St. James Assiniboia School Division  
 - École Assiniboine School  
 - Strathmillan School  
 St. John's-Ravenscourt School  
 St. Mary's Montessori School  
 St. Vital Centre  
 Sturgeon Heights Community Centre  
 TD Bank Group  
 Telus  
 Tetra Tech Canada  
 Tourism Winnipeg  
 Two Rivers Chiropractic Centre  
 Unifor Local 2169  
 United Way Winnipeg Major Donors\*  
 University of Manitoba  
 Voltage Power  
 Wawanesa Mutual Insurance Company\*  
 Westgate Mennonite Collegiate  
 The Winnipeg Chamber of Commerce  
 Winnipeg Mennonite Elementary & Middle Schools  
 Winnipeg Regional Health Authority\*  
 Winnipeg School Division  
 - Collège Churchill  
 - École Sir William Osler  
 - École Lansdowne  
 Zaharia Chiropractic

*\*Organizations that participated in more than one Collection Drive*





## Collection Drives

### SMD (SOCIETY FOR MANITOBANS WITH DISABILITIES)

Collection drives are a great way for Winnipeggers to donate items to a United Way Winnipeg donor-supported agency partner, which the agency can then use to help people who access their services.

In 2019, agency partner SMD was in the unique position of both holding a collection drive while also being a recipient of a collection drive.

They set up a "store" in one of their offices where SMD staff donated new or gently used items to Big Brothers Big Sisters of Winnipeg's Rudolph Red Tag Sale, a sale where Little Brothers and Little Sisters can purchase holiday gifts for their loved ones at prices ranging from 5 to 25 cents.

"It's an opportunity to give back to other agencies that United Way Winnipeg

supports," said Derek Day, SMD's Manager of Community Inclusion and Support Services. "And when our staff delivered the items, they got to go on a tour and learn more about Big Brothers Big Sisters."

SMD was also the recipient of generous donations from a collection drive organized by staff at Wawanesa Insurance. Wawanesa collected all kinds of sporting equipment for participants of some of SMD's many recreational programs, like sledge hockey and summer camps.

"We've seen both how beneficial it is to receive and also how important it is to give," said Day. "It's really about being part of that community of agencies."



Items collected at SMD in support of Big Brothers Big Sisters of Winnipeg's Rudolph Red Tag Sale

# Day of Caring

*Thank you to 91 workplaces and volunteer groups that rolled up their sleeves to help 55 United Way Winnipeg agency partners and community organizations complete 205 projects throughout 2019.*

*A big thank you to 1644 volunteers who donated a total of 5120 volunteer hours over the same period.*

---

Altema Asset Management	Cummins Western Canada
Aon	CWB National Leasing*
Artis Reit	Deloitte LLP
Bayer CropScience	Eaton Industries
BDO Canada LLP*	Emergent BioSolutions
Belgian-Alliance Credit Union	Ernst & Young LLP*
Bell MTS*	Farm Credit Canada
Birchwood	Federated Insurance Company of Canada
- Birchwood Credit Inc.*	Fraternal Order of Eagles*
- Birchwood Infiniti Nissan	Freedom 55 Financial*
Bison Transport Inc.*	General Mills*
BMO Bank of Montreal*	Government of Canada Workplace
Boeing Canada, Winnipeg	Charitable Campaign
Bold Commerce	- Canada Revenue Agency - Winnipeg Tax
Boys and Girls Clubs of Winnipeg (Lead Up Program)	Services Office
Broadview Networks*	- National Microbiology Laboratory &
Callia Flowers	Canadian Food Inspection Agency
Cambrian Credit Union*	Health Sciences Centre*
Canada Life*	HUB International
Canadian Canola Growers Association	IG Wealth Management*
Canadian Western Bank*	Louis Riel School Division
Cargill Limited*	- Collège Béliveau
CIBC*	Johnston Group
City of Winnipeg	Manitoba Hydro
- Audit Department	Manitoba Public Insurance
Credit Union Central of Manitoba*	Maple Leaf Construction*
	Marsh Canada Limited

MC College*	SkipTheDishes
Mercer (Canada) Limited	St. Paul's Collegiate
Microsoft Canada Inc.	TD Bank Group
MLT Aikins LLP	Telus
Momentum Healthware	Thrive Community Support Circle
Motor Coach Industries Ltd.	Tourism Winnipeg
National Bank Financial*	True North Sports & Entertainment*
Naylor, LLC	Union of National Defence Employees
Online Business Systems*	Regional Human Rights Co-ordinators
Outlet Collection Winnipeg	University of Manitoba
Payworks*	- I.H. Asper School of Business*
Pembina Trails School Division	The University of Winnipeg
- Fort Richmond Collegiate	- The Collegiate at the University of Winnipeg
- Oak Park High School	United Way Winnipeg
Powerland Computers	- Major Donors*
PricewaterhouseCoopers LLP*	- Sponsored Executives*
Princess Auto Ltd.*	- What's Next
RBC Royal Bank, Dominion Securities & Royal Direct	- Youth United*
James Richardson & Sons, Limited and Affiliated Companies	Wawanesa Mutual Insurance Company*
- Richardson International Limited*	Winnipeg Folk Festival*
River East Transcona School Division	The Winnipeg Foundation*
- Murdoch MacKay Collegiate	Winnipeg Regional Health Authority
Robertson College	Winnipeg School Division
Rose & Max Rady Jewish Community Centre	- Elmwood High School
Seven Oaks School Division	- Gordon Bell High School
- Garden City Collegiate	

*\*Organizations that participated in more than one Day of Caring*



# Leadership Development Program

*Thank you to the following workplaces and organizations for loaning employees or providing financial support to boost the people power required to make United Way Winnipeg's 2019 campaign the most successful yet. Thank you also for recognizing the value that enhanced skills bring to both your own workforce and the wider community.*

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## Organizations that loaned Sponsored Executives

Bell MTS  
Birchwood  
Canada Life  
City of Winnipeg  
- Fire Paramedic Service  
- Water & Waste  
- Winnipeg Police Service  
Credit Union Central of Manitoba;  
Assiniboine, Cambrian, Crosstown Civic,  
Entegra, and Steinbach Credit Unions  
Government of Canada Workplace  
Charitable Campaign  
- Agriculture & Agri-Food Canada  
- Canada Revenue Agency - Winnipeg  
Tax Centre  
- Canada Revenue Agency - Winnipeg  
Tax Services Office  
- Service Canada  
Manitoba Blue Cross

Manitoba Hydro  
Manitoba Public Insurance  
Payworks Inc.  
Province of Manitoba  
- Families  
RBC Career Launch Program  
RBC Royal Bank  
Wawanesa Mutual Insurance Company  
Workers Compensation Board  
of Manitoba

## Organizations that provided financial support

Johnston Group  
NFI Group  
The North West Company  
Province of Manitoba  
- Health, Seniors and Active Living  
Winnipeg Regional Health Authority

# New Workplace Campaign

*We are proud to recognize the following organizations that ran their first workplace campaign in 2019:*

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African Communities of Manitoba Inc.  
Endeavour Wealth Management  
Enns Brothers  
Galvanic Corrosion Technologies Inc  
Norima Consulting  
ROBINSON  
SkipTheDishes



# New Workplace Campaign

## ROBINSON

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Ask any of ROBINSON's 140 Winnipeg employees, and they'll tell you that you don't need to run a long workplace campaign to have a big impact in the community.

Over five days, staff from ROBINSON's five Winnipeg locations (wholesale, retail and head office) organized many unique fundraisers for their workplace campaign, including bake sales, used book sales, and a scavenger hunt. Even customers and vendors got in on the action. For instance, one vendor donated a faucet, with the money from the sale to go to United Way Winnipeg.

"We were really impressed by our employees' participation at all the events," said Tiffany Tollefson, Vice President, People. "It's a testament to how engaged everyone is, how ready they are to do something for our community."

Although ROBINSON has a long history of giving, 2019 was ROBINSON's first year running a corporate United Way campaign across their 32 locations in Canada, with many supporting United Way in their own communities.

ROBINSON wanted their Winnipeg campaign to have a real local feel to it.

"We were really excited to take part in the Plane Pull," said Tollefson. "We created special hats and shirts for the team, and the entire management team attended, along with participants from each of our nearby locations."

Members of United Way Winnipeg's Speakers Bureau were also invited to speak at many of ROBINSON's events, and ROBINSON matched all employee pledges.

**ROBINSON™**

*ROBINSON employees pulling together at Plane Pull*





# New Workplace Campaign

## ENNS BROTHERS

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Money raised in the community stays in the community. That was one of the driving themes behind Enns Brothers' United Way workplace campaign.

2019 was Enns Brothers' first year running a campaign with United Way Winnipeg. The locally owned John Deere dealership has nine locations throughout the province, with deep roots in each of their communities.

"Our employees are incredibly generous and actively involved their local communities," said Carolyn Kristjanson, Director of Human Resources. "Once they were able to see the breadth of services supported by the United Way in their community, they were completely on board."

Each branch had Campaign Captains, who distributed materials and drummed up energy and excitement.

"I was fully on board with the campaign because I know that all of our donations will help people in our communities," said Shirley Berard, Campaign Captain, Morris.

The Campaign Captains also helped explain the campaign activities, like "One S'wheat contest," where customers and staff were encouraged to buy a number from the guess board and guess how many kernels of wheat were in a jar.

All employees who signed up for the payroll deduction giving option were entered in a draw to win a day off with pay.

"Plus, every dollar we contributed was matched by the company, and that was also a great incentive to participate," said Ron Graham, Campaign Captain, Oak Bluff.

In total, Enns Brothers raised just over \$26,000, far surpassing its campaign goal of \$16,000.

Enns Brothers is already planning ahead for next year and hopes to invite speakers from United Way Winnipeg's Speakers Bureau, to share their stories about the impact of donations to the agencies serving our communities.



*Enns Brothers employees come together at one of their nine locations.*



# Brain Architecture Game

## PAYWORKS

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The Brain Architecture Game is United Way Winnipeg's latest offering for organizations wanting to engage their staff in a unique and impactful way.

For years, Payworks has been a big supporter of United Way Winnipeg activities as opportunities for staff to learn more about local issues and agencies at work in the community.

"We were looking for a way to engage staff, and the Brain Architecture Game had just come out," said Dee dela Cruz, Business Analyst. "We thought it was a good fit for our workplace."

United Way Winnipeg facilitates the Brain Architecture Game at workplaces to help develop an understanding of the effects of stress, particularly toxic stress, on the development of a child's brain and the lifelong impact on health and well-being.

Serving as a model for childhood experiences, the exercise brings participants together to

"build" a child's brain out of straws and pipe cleaners. Every time the hypothetical child experiences toxic stress in life, a support is taken away, or as the child gets older, a weight is added. Without proper supports in place, the foundation may not be strong enough to support it, and the structure could collapse.

Approximately 25 Payworks staff participated in the game, including dela Cruz and Trevor MacHutchon, CRM Manager.

"When you have support, you take it for granted," said MacHutchon. "It's monumental and devastating to someone who doesn't have that support. And when too many negative experiences outweigh the positive, it's hard to turn things around."

MacHutchon and dela Cruz said they found the game a great way to gain perspective and understand the importance of supporting childhood development and building strong communities.



Staff at Payworks "build a brain" together.



## Community Partner Event Fundraiser

*There are just so many ways Winnipeggers can make a difference, including throwing a fundraising event to benefit the community. Thank you to these businesses and organizations, that held fun events and organized successful promotions to help raise money for United Way Winnipeg.*

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I.H. Asper School of Business - Team Toba, JDC West  
Bell Media  
Festival du Voyageur  
Fit Girl Gang  
Le Burger Week With Cheese  
Manitoba Trucking Association  
Santa Lucia Pizza  
School of Rock  
True North Sports & Entertainment  
Virgin Radio 103.1  
Winnipeg Chamber of Commerce



*Santa Lucia's Kos Simeonidis, Hal Anderson, and Santa Lucia's Greg Simeonidis during the cheque presentation at United Way Winnipeg*

# Community Partner Event Fundraiser

## SANTA LUCIA PIZZA

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The Santa Lucia Pizza family has proudly served tens of thousands of Winnipeg customers for decades, and even more than that, they've served their community.

"Our family tradition of giving, supporting, and being involved in the community was taught to us from our parents – from my mom and dad to our aunts and uncles, to the first generation of all of us working at Santa Lucia," said Kos Simeonidis, owner of Santa Lucia on Henderson Highway and in Steinbach. "Now, we have to take care of the second generation of our company and keep the same tradition that we were taught."

Santa Lucia's latest act of outstanding community service was a donation of \$10,137.65 to United Way Winnipeg. The money was raised as part of their "pizza that makes a difference" fundraiser,

where proceeds from the Hal and Joe Charity Pizza, named for two well-known and beloved radio announcers – Hal Anderson and Joe Aiello – go directly to United Way Winnipeg.

"When choosing a charity to partner with, United Way Winnipeg was an easy decision, since we know it helps so many people in the community," said Greg Simeonidis, owner of Santa Lucia on St. Mary's Road. "A lot of our customers come in requesting the Hal & Joe pizza because they know the money's going to a good cause."

In addition to the Hal & Joe pizza fundraiser, since 2006, Santa Lucia has donated more than 1,200 pizzas to United Way Winnipeg events and programs, such as the Youth Day of Caring.



*Thank you  
Winnipeg!*



**United Way**  
Winnipeg





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