Keeping Good Company 2018

5th Annual

Recognizing corporate citizens who ignite change across our region

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Blakes
A law firm’s partnership with the community

Intact
Because future-proofing our region begins today

Building Industry Leaders
A blueprint for stronger social infrastructure
Loving this place we call home is a feeling we all know well, no matter where we are within the GTA. That’s what compels each of us—as residents, as neighbours, as community members—to take action and ignite positive change for everyone. That also goes for the many organizations whole-heartedly embracing and amplifying efforts around creating that change.

It was their generosity. As leading corporate citizens—together with their employees, retirees and partners—each of these organizations raised a remarkable $500,000 or more in support of our communities.

It was their time. By rallying colleagues and industry peers, each of these organizations looked outward, engaging with the community to tackle pressing social challenges.

Ultimately, it was their decision to act. By choosing to partner with United Way, each of these organizations helped to strengthen local communities across our region.

We extend our sincerest thanks to the organizations that share our vision and help to make it a reality.

For more information, email us at engage@uwgt.org.

The Salesforce Philanthropy Cloud—a digital, customizable employee-giving and engagement platform—will soon be available to United Way’s corporate partners, helping them more easily and effectively support their social-responsibility goals. And that means strengthening our collective, region-wide efforts in fighting local poverty in all its forms.

For more information, email us at engage@uwgt.org.

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THE GLOBE AND MAIL*
Blakes is a leading business law firm with 11 locations in Canada and around the world. But, its heart is forever rooted at home—wherever that may be for each and every employee. “It’s important for us to be a participating member, with both feet in, of any community we’re a part of,” says Chris Hewat, a Senior Partner in Toronto.

That’s why building strong local communities is woven into the firm’s culture. Members of the firm donate their time and money to more than 150 charitable organizations, community agencies and volunteer boards. One of the greatest examples of this commitment is their annual support of United Way.

Joining Blakes a decade ago, Sandra Bouchard, Information Technology Administrative Assistant, was inspired by the firm’s stance on giving back and soon began volunteering as part of its United Way efforts. “Over the years, it has developed into a leadership role,” she says, still participating and encouraging others in a big way. “As co-workers and involved community members, we rely on constant mentorship, teaching others how to run the campaign from the ground up.”

Of course, well-tuned teamwork is vital, especially when it comes to engaging such a big-hearted, but busy, workforce,” adds Sarah O’Grady, Associate at the Toronto office of Blakes and Co-Chair of the United Way Associates Campaign. However, proof of impact is equally important. “Lawyers are inherently skeptical,” she laughs. “The fact that United Way is committed to the effective and efficient use of funds certainly resonates in an environment like this.”

For Blakes, building a generous firm culture—in the name of meaningful change—takes real commitment. Actions, like words, truly matter, which is why they look to United Way as a collaborator in creating that meaningful change.

According to Hewat, “few organizations have the same impact that United Way does. And such of us, our families and our businesses, are stronger for it. Working together, we are investing in a community that can take care of its own.”

Dedication. Admiration. Respect. All are words that describe a good partnership—and a firm’s commitment to community. But, perhaps O’Grady says it best: “When choosing where to spend your charitable dollars or precious time, it’s important to know who you’re partnering with.”
With a workforce of more than 88,000 strong, Scotiabank has teamwork down to a fine art. Teamwork that extends beyond its own walls. Since 1991, employees across the Greater Toronto Area have raised more than $832 million for United Way.

Scotiabank’s President and CEO, Brian Porter, has long believed that the foundations of healthy cities are healthy communities. “Unfortunately, there are very real needs in communities across the city—too many people are living below the poverty line and struggling to get ahead,” says Porter. As United Way Greater Toronto’s 2018 Campaign Chair, he is committed to helping even more people gain access to the opportunities and resources they need to improve their lives, and to fight local poverty in all its forms. “Together,” he says, “we can create a stronger future for individuals—and for Greater Toronto.”

This includes the GTA’s young people, who Scotiabank believes are one of our community’s most valuable resources. “Young people are our future leaders,” says Jacquie Ryan, Scotiabank’s Vice President of Sponsorship & Philanthropy, who knows a thing or two about leadership herself. She is entering her second year as Co-Chair of the Scotiabank Employee Giving Campaign. “We believe that investing in young people is the strongest path to community prosperity, and we are committed to helping to make a measurable and lasting impact in our communities,” she says.

This belief is further bolstered by Scotiabank’s support of community hockey across Canada, which helps to build confidence, connections and a wider sense of belonging at an early age.

The importance of having an opportunity to succeed—for people of all ages—is the bedrock of a long-standing partnership between Scotiabank and United Way. Every year, over and above its extraordinary corporate donation, Scotiabank conducts one of United Way’s largest workplace campaigns, a testament to its generous employees.

Whether arranging agency tours, hosting speaker events or raising awareness of critical issues through volunteering, fellow Scotiabank Employee Giving Campaign Co-Chair Rob McGavin, Managing Director, Financial Planning & Insurance Advisory at Scotia Wealth Management, excels at rallying his senior-level colleagues toward their personal best. "Financial support is important," he says, "but what’s even more valuable is getting involved and committing time and energy to make a positive impact in the community."

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—Jacquie Ryan

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"A colleague asked if I’d be interested. I thought, United Way plays an important role in the lives of so many and that if I could assist in these efforts through volunteering my time and encouraging others to make a donation, that would be time very well spent."

—Rob McGavin

"It's surprising how great the need is here, in the community where we live and work. And it's inspiring to see how much good is happening through United Way on the local level."

—Kyla Redden

"It’s an attitude that all Scotiabankers have taken to heart. Kyla Redden, Senior Manager and HR Business Partner, gives her time as a Co-Chair of Scotiabank’s GenNext Cabinet for United Way. “Through programs, events and activities,” she explains, “we’re focused on engaging young professionals in the tough issues that face our community—to help build a better community for us all.” Indeed, efforts like these (from Redden, McGavin and Ryan alike) are whole-heartedly embraced by the larger Scotiabank organization. In Redden’s words, “the bank is truly passionate about giving every employee the opportunities they need to grow, personally and professionally.” And all with the warmth and protection of an enthusiastic team behind them.

“Everyone needs a team,” says Ryan. “We know that being part of one—whether at home, at school, at work or in the community—is a living example of how we are better together.”
Indeed, the effects go far beyond the one day a year on which the luncheon is held. Because the 1,200 forward-looking Building Industry Leaders clearly understand the importance of investing in the communities where they live. And where they build.

As developers and contractors, the group continues to create homes and hospitals, shops and schools, otherwise shaping the demographics, density and infrastructure of York Region—one of Canada’s fastest-growing regions. But, “wherever we build, United Way—a valued partner—is terrific at ensuring that the social infrastructure is in place, too,” says Muzzo. “And we’re proud to support that.”

If the decades reveal anything, it’s that the exceptional efforts of the Building Industry Leaders have been nothing short of transformational. Their fundraising helps to create a rich network of vital programs and services for everyone, including the growing number of newcomers and young families within York Region. Day by day, brick by brick, dollar by generous dollar, they’re building a sense of welcome and belonging.

But, time also tells another story: that pride of community and giving back is engrained in the family lines. Excited to pass the legacy on to yet another generation, De Gasperis says: “Hopefully, my kids will take the torch, and then one day it’ll be my grandkids. That will make me a really happy guy.”

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The world of insurance can be complex. But, when it comes to future-proofing through giving back, it’s simple. Each year, Intact—the largest provider of property and casualty insurance in Canada, and a leading provider of specialty insurance in North America—encourages its employees across Greater Toronto (and the country) to invest in making their local communities better for everyone: family, friends, neighbours and customers alike.

“At Intact, we believe in making the places we live and work safer, healthier and happier,” says Domenic Naccarato, Deputy Senior Vice President, Sales and Operations, belairdirect, and Chair of Intact’s United Way Leadership Campaign. “This is a complete alignment of our corporate values with the community-minded mission of United Way.”

Of course, a little incentive can go a long way, too. With United Way as a focal point of its annual fundraising efforts—bringing employees together to participate in events like the CN Tower Climb (UP)—Intact encourages employees to learn why United Way’s work is so important. From there, employee contributions to their workplace campaign are generously matched. But, it doesn’t stop there. Contributions made to charities outside of the United Way campaign are also matched, up to $500 annually.

Carrie Brown, Director, Sales and Client Service, Intact Insurance, and Chair of Intact’s United Way Employee Campaign, explains: “Everyone in our organization is encouraged to take a day off to spend with their team, giving back to a charity of their choice. Meanwhile, our Skills for Impact program provides the opportunity to apply our talents and professional abilities to help build the capacity of our charitable partners.”

In every case, it’s about adding to the sense of accomplishment and impact felt by employees. And, wherever possible, building genuine connections to the recipients of their generosity.

Janet Yee, Programmer Analyst in the actuarial department of Intact Financial Corporation and long-time United Way campaign volunteer, is someone who appreciates that sense of connection. “I have always been passionate about giving back to my community, whether through donations or volunteering. When the opportunity presented itself to be a part of Intact’s United Way committee, I didn’t think twice. Over the years, I’ve had the privilege of working with amazing people who have shared how they benefited from the services of United Way, and I can see the impact of our efforts first-hand. Maybe that’s why I’ve been at it for over 13 years now,” says Janet, who is also currently a voting member of United Way Greater Toronto.

Intact could essentially write the book on employee engagement. And, once again, it’s simple. By embracing a diverse workplace that not only recognizes but values differences—in age, experience, skills and background—they create an understanding that drives empathy and a common goal of helping the larger community. “And whether that’s through time or what you are financially able to give,” concludes Naccarato, “it’s a great decision that anyone and everyone can make!”

A decision, on both the employee and the company level, that helps to protect what really matters: local communities, and the individuals and families who call them home.

“Intact values people, which includes our employees, our customers and the communities around us. It’s easy to be proud to work here.”

—Carrie Brown

“We truly demonstrate our value of being socially responsible—exemplified from the top down. Having worked directly with our CEO, Charles Brindamour, each year on the campaign, I’ve seen his passion for United Way. And the excellent work United Way does.”

—Janet Yee

“I am inspired to continue to be involved and give back, especially knowing (after the fact) that people I work with have leveraged United Way—and to see how it has helped them. It can be closer to home than we think.”

—Domenic Naccarato
DO YOU KNOW WHAT YOUR SUPPORT LOOKS LIKE?

CONFIDENCE

Alasdair lost his job and couldn’t afford to eat—until someone like you took action. Today, he’s employed and volunteers in the same kitchen that helped him.

Change more lives like Alasdair’s.

UNITEDWAY.CA