

Engaging Labour

United Way and Organized Labour have had a long history of working together to build strong and healthy communities. Union members and their families represent a broad spectrum of community members as donors, volunteers and users of the services and programs supported by United Way. In 1988 the partnership between United Way Centraide and the Canadian Labour Congress was signed to ensure that both movements work collectively for the common good. With this partnership UWCC has two Labour Community Service Representatives serving both Halton & Hamilton's unionized workplace and sit at the respective Labour Councils. Contact the Labour Community Service Representative for support in engaging your Local Union.

HOW LOCAL UNION EXECUTIVES CAN GET INVOLVED

- Endorsement from the leadership level will only strengthen your campaign. There are many ways a local can get involved with UWCC. Some tips for Executives include:
- Show leadership by contributing personally to the campaign- there are many events held by UW, as well as, there may be events held within your members workplaces; attend, volunteer, participate and speak at these special events.
- Invite UWCC to a membership or executive meeting to talk about community issues that your members are passionate about.
- Host a campaign event through the Local (e.g. BBQ, breakfast, auction, product drive etc.)
- Participate in recognizing campaign volunteers.
- If your Local has its own office- consider an employee campaign.
- Include standing committees in organizing events.
- Connect with your local Labour Council to participate in activities, initiatives & advocacy work.
- Endorsement for the workplace campaign: a letter, or verbal endorsement of the campaign asking for members to support.
- Appointment of ECC or campaign chair/committee
- Approval of campaign plans, goals and volunteer time
- Financial support of the campaign: donations through social justice funds, community service etc.
- Donate incentives: SWAG, lunch with the Union President etc.

WHAT ARE THE STEPS IN ORGANIZING A JOINT CAMPAIGN COMMITTEE?

- ✓ Confirm support and interest to United Way volunteers.
- ✓ CEO and Local Union President(s) to jointly endorse the campaign and to appoint the union/management coordinators or leads.
- ✓ Coordinators are responsible for the recruitment of the employee campaign committee (volunteers to support 1:1 canvassing, events, or activities related to the campaign).
- ✓ The joint committee has the responsibility to plan, organize and implement the campaign.
- ✓ The CEO and senior management must ensure that sufficient time is given to all committee members to guarantee a successful campaign.
- ✓ The committee should be working well in advance of the campaign, keeping the CEO and Local Union President(s) informed on a regular basis.
- ✓ To assist the committee United Way provides training and assistance. We have volunteers, Loaned Representatives, and staff including a Labour Community Service Representative who have the expertise to help.