



MEMORANDUM

To: Mayor Bonnette and Members of Council

From: Deanna Locey, Transit Supervisor & Co-chair, Town of Halton Hills
United Way Committee

Mem No. MEM-ADMIN-2019-0003

Subject: United Way Committee - Soliciting for Items of Donation

Date: January 22, 2019

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to set out the understanding of the designated staff to the Town of Halton Hills United Way Committee acting on behalf of the Town of Halton Hills, with respect to its work in support of the United Way North Halton & Hamilton. Specifically, this memo addresses financial reporting and fundraising practices. The purpose and role of the Town's United Way Committee is to be an advocate for the United Way North Halton & Hamilton.

BACKGROUND:

By way of acceptance of this memorandum, the CAO with agreement from the Mayor and Town Council have therefore advised that the Town's United Way Committee may solicit donations to support fundraising activities. This endorsement is a change from the direction of the previous administration and will support staffs' efforts to engage employees through raffle and auction. Additionally included in this Memorandum are:

- i. An outline of the protocols and principles governing the solicitation of goods and services; and
- ii. The proposed letter of solicitation.

COMMENTS:

Protocols & Principles for Solicitation of Goods and Services

Goals

1. The United Way Committee is responsible for developing the overall fundraising strategies, including but not limited to, recommending specific campaigns to raise funds and solicit donations to support the United Way North Halton & Hamilton.

Reporting

2. The United Way Committee shall prepare and present annually to the Senior Management Team the following:
 - a. A report on the activities of the United Way Committee for the previous year;
 - b. An audited list of local business and individuals that have contributed items of donation for raffle and auction; and
 - c. An audited financial statement of the donation funds collected and submitted to the United Way North Halton & Hamilton.
3. The financial year-end of the United Way Committee shall be December 31st.

Fundraising

4. The United Way Committee shall have, as one of its primary responsibilities, the undertaking of fundraising activities which support the United Way North Halton & Hamilton.
5. The United Way Committee shall solicit local businesses for items of donation in order to raise donation dollars collected annually for the United Way North Halton & Hamilton. Each solicited business shall be provided with a letter of donation as attached in this Memorandum.

Conflict of Interest

6. The United Way Committee members shall avoid any activity of solicitation which could be construed as an actual or potential conflict of interest with respect to the business of the Town of Halton Hills, which shall include but is not limited to the following:
 - a. there will be no self-dealing or any conduct of private business or personal services between any member of the United Way Committee and except as procedurally controlled to assure openness, competitive opportunity and equal access to inside information;
 - b. no member shall use their position(s) to obtain items of donation for the promise or exchange of business with the Town.

7. In addition, the United Way Committee members acknowledge and comply with the provisions of the Municipal Conflict of Interest Act.

Confidentiality

8. The members of the United Way Committee shall not disclose issues which are of a confidential nature involving the Town and/or the United Way North Halton & Hamilton, which shall include but are not be limited to, all proposed or pending acquisitions, personnel issues, litigation or potential litigation, financial issues, legal issues and property issues.
9. The members of the United Way Committee agree to neither make public statements on issues which impact on nor relate to the Town or the United Way North Halton & Hamilton without prior authorization from the CAO or Manager of Corporate Communications.

Understanding

10. Where specifically provided herein, the attached letter of donation to this Memorandum is part of this Memorandum. This Memorandum constitutes the entire hereto pertaining to the subject matter hereof and supersedes all prior and contemporaneous agreements, undertakings, negotiations and discussions, whether oral or written. There are no warranties, representations or agreements in connection with the subject matter of this Memorandum except as specifically set forth herein.
11. The attached letter of donation may not be amended or modified by the parties except in written instrument executed and approved by the CAO and/or the Manager of Corporate Communications.
12. The parties acknowledge and agree that the Town may, as it deems appropriate and in consultation with the United Way Committee, amend the letter of donation and any amendments made hereinafter.

CONCLUSION:

The United Way Committee recognizes the extensive and generous contributions of past and present committee members as well as Town staff. 100% of proceeds raised through the United Way Committee are donated right back into the community to assist the twenty (20) local agencies and the twenty-three (23) programs in Halton Hills that are supported and funded by the United Way North Halton & Hamilton. The overall intention of United Way Committee is to advocate and continue to raise donation dollars in support of the United Way North Halton & Hamilton.

Reviewed and Approved by,

A handwritten signature in black ink that reads "Brent Marshall". The signature is written in a cursive style with a large, prominent initial "B".

Brent Marshall, Chief Administrative Officer