

NOMINEE TOOLKIT

Awards of Distinction

2024





Congratulations on your Award of Distinction nomination!

...Now let's generate some excitement among your colleagues and friends!

Share the incredible role you play in building a strong and vibrant community by supporting United Way. In the toolkit folder download, you'll find graphics that you can post on social media to share news of your nomination. Read on for some tips and prompts to help you share your United Way story.

Share Your #DoLocalGood Story

An Award of Distinction nomination demonstrates your commitment to creating positive social change in the Alberta Capital Region. Your hard work and passion help make a significant difference in the lives of vulnerable people, and for that your story deserves to be told.

Share why supporting United Way and its mission to build a strong and vibrant community where no one is left behind is important to you.

Here's how:

1. Post photos and share stories from your recent United Way workplace campaign or fundraising project on social media from either your organization's social media account or your own personal account.
2. Share on LinkedIn, Instagram, Facebook, or X (formerly Twitter) and be sure to tag **@MyUnitedWay / United Way of the Alberta Capital Region** and use the hashtag **#UWRedTie**.

Need help getting started?

- Why did you/your company choose to get involved, support United Way, and invest in our community?
- What is it about United Way's mission and values that inspired you to take part in the United Way movement?
- What were some of your best campaign moments? Share a selfie or a snapshot of the team that helped make your campaign a success.

Thank you for your support! And good luck!





Sample Social Media Posts

 **Danisha Bhaloo-Shivji, CFRE** · ... + Follow ...
Certified Fund Raising Executive |
Chief Mom Officer | #Top40YEG | ...
11mo · 🌐

I am so humbled to have been nominated for a #uwredtie award in the Education and Engagement category this year!


I absolutely love the work United Way of the Alberta Capital Region does in the community and feel privileged to play a small role as the local #WomenUnited Co-Chair, Community Impact Speaker, and National Board Member for United Way Centraide Canada

United Way supported me and my family, and being able to give back in this way means so much to me.

Thank you for the nomination, and congrats to all of this year's nominees!

#dolocalgood #yeg #uwredtie #womenunited #uwcc #endpovertyeg



 **Samantha Baxter** · 3rd+ + Follow ...
Unit Claims Manager - Auto
1yr · 🌐

For those of you who know me, you know I am not speechless often. But today when I saw an email from United Way of the Alberta Capital Region in my inbox, I definitely was. Not only was our amazing Generosity in Action campaign in support of the United Way nominated for the Campaign Committee of the Year Award: 100+ Employees, but myself and my co-chair Heather R. were both nominated for Employee Campaign Chair of the Year Award: Private Sector. The United Way Red Tie Gala is on March 14th and will be celebrating a number of incredibly talented and generous people, and I am so humbled to be counted among them.

I have been at Intact for over 10 years now, and have seen time and again the way they live their values and encourage others to live them as well. Generosity is a key part of living our values, and part of that is making our communities more resilient. The Edmonton office raised close to \$50,000 for the United Way Capital Region in November, which was then matched by Intact. Every dollar of these donations are used locally to support our communities. I am beyond proud of our committee of over 25 dedicated Intact staff who volunteered for the committee last year and what they managed to accomplish, including two successful in person events during a hybrid campaign.

#UWRedTie #UnitedWay #DoLocalGood #GenerosityInAction #YEG #IntactInsurance

