What is the High-five Program?

United Way Elgin Middlesex (UWEM) is excited to be launching a brand-new initiative that we are calling the “High-five” match, from September 2022 to March 2023, to encourage new donors to participate in payroll giving in an easy and affordable way. At just $5 per pay ($130 across 26 pay periods), new donors will help their neighbours in need and trigger a “boost” from local companies, who will donate an additional 50 cents for every new dollar donated through the High-five program - up to $65,000! - to vital local housing stability programs.

We need your help to get the full benefit of the match for our community!

What can $5 per pay do?

- For just $5 per pay, you can provide more than two weeks of emergency food for a vulnerable young woman participating in the homelessness prevention program at the YWCA St. Thomas-Elgin
- Or you can provide a healthy and nutritious breakfast for 43 children at South London Neighborhood Resource Centre.
- Or you can cover the cost for a one-hour initial assessment and family therapy session at Vanier Children’s Services for a child coping with mental health challenges.

Will the boosting match count towards our workplace campaign?

No, the matches themselves will not count towards workplace campaign totals but it will help incentivize new donors to join your campaign and help you meet or even exceed your campaign goals!
Who can take part in the “High-five” program?

The “High-five” program is for new donors. To participate, donors must be new to payroll giving or have given less than $5 per pay previously.

How can folks join the “High-five” program?

Donations are made through your workplace’s payroll giving tool. Donors should choose the option of $5 per pay period. This can be done by using your personal giving link if your workplace uses the UWEM e-pledge online tool; through your workplace’s own digital tool or by using a UWEM paper pledge form. Donors will receive their tax receipt for their donation through their T4.

How will you track, match and recognize our High-five donations?

A “High-five” donation is recognized solely on the amount of $5 being pledged for the UWEM 2022 Campaign by a donor who has not made a payroll donation in the last year or whose last donation was less than $5 per pay.

The standard number of pay periods in a year for most workplaces is 26. However, we recognize that not all workplaces or all job roles use the 26-pay-period system. Provided the donor gives $5 per pay, as per their wage system, their pledge will be recognized as a “High-five” donation regardless of the annual total. The 0.50 match will be calculated as $2.50 per pay period to align with the donor’s wage system. Where there is a workplace or group of workers who have non-standard pay periods, the UWEM relationship manager will support communications with you, the Champion or Committee and alert the UWEM finance team so that they are aware for processing purposes.

With the use of some third-party online giving tools, UWEM receives donor data up to 4 months after the initial pledge is made. UWEM can only recognize “High-five” donations once this information is received and if email addresses are included.

Keeping all this in mind, after your campaign has closed we will share with you the number of donors and total dollars raised through the “High-five” program at your workplace.

Every “High-five” donor will receive a special thank and information on how their own gift was invested as well as finding out whether we were able to maximize the Match offer from our “high-five” investors.

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Help us ensure that everyone in our community has a fair shot at a good life – with just $5 per pay!

DONATE NOW
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