

August 30, 2011

Dear Colleague:

The Difference Is You!

On behalf of the Community Fund, we would sincerely like to thank you for letting your employees volunteer in this year's fundraising Campaign! The obvious benefits for the charities are demonstrated year after year, but we are also learning about the lasting benefits that enhance your employees' morale, development and retention in the workplace well beyond the Campaign's end date.

Throughout many studies and workshops, in different organizations, employee engagement programs have proven that participation in extracurricular activities increases the core developmental skills of any employee. Their involvement means employees have personal interaction with other staff, in and across ministries, and throughout all lines of authority.

The support you give to your employees provides leadership opportunities, fosters networks, and encourages career development. It is uniquely driven and initiated by employees **for** employees.

Please contact Frances Gorman at the Campaign Office if you have any questions or would like to discuss the Campaign in more detail. Now, more than ever, we can make a difference! And it all begins with **you** giving them the opportunity, so thank-you.

The Campaign runs from September 14 to November 18, 2011

Sincerely,



Dana Hayden, Honorary Chair
Deputy Minister
Ministry of Jobs, Tourism and Innovation



Frances Gorman
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