

**From:** "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>  
**To:** "Direct to Mayor and Council - DL"  
**CC:** "City Manager's Correspondence Group - DL"  
**Date:** 3/14/2019 3:39:53 PM  
**Subject:** United Way Period Promise Campaign

Dear Mayor and Council,

I am pleased to update you with the plans for the staff activities to support the United Way Period Promise campaign.

Our Internal Communications team is working with David Seller, the campaign lead, to share messages with staff to raise awareness, enlist support and secure donations. Our first blast went today, with a City Insider article and Citywire [post](#), raising awareness of the campaign objective and requesting staff volunteers to help coordinate the donations.

The campaign will run from March 25 to April 4, and we are reaching out to VPL, Park Board and City office and operational staff. United Way department reps will be asked to help support the campaign, so we reach as many City departments and teams as possible.

I'd love to see your support with the campaign, maybe by donating, challenging others, raising awareness on social media, or even setting a challenge for the most donations?! We want to beat our number from last year – we raised 5500 products, so let's see what we can do now!

Please watch Citywire for updates and join us in raising awareness about period poverty and what City staff are doing to support people in need.

Thank you,  
Sadhu

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*The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.*