

2025-2026 UVIC UNITED WAY CAMPAIGN REPORT



United Way
British Columbia

UVIC

A MESSAGE FROM THE COMMITTEE

The University of Victoria has been committed to people in need for over 30 years and remains dedicated to supporting United Way's key mission to connect people with vital supports when they need it the most. Through networks of local agencies United Way has funded several programs and services that are essential to creating healthy, caring and inclusive communities.

Your support this year has helped 73,379 people on Southern Vancouver Island through a United Way initiative or funded program. By giving a little, we can create so much positive change and truly make a long-lasting difference in our community.

This year, the UVic United Way Campaign Committee hosted five key events that brought people from all walks of life together to experience fun, laughter and warmth. We hope you were able to participate in our coffee days, Artisan Market, Plasma Car Race and Pub Quiz, and contribute to supporting the reconnection and growth of our amazing community.

We extend our gratitude to all the volunteers for helping to make this year's events and fundraising efforts successful. And most of all, thank you to those who continuously support us through one-time and payroll donations.

Your ongoing commitment to, and engagement with, the UVic United Way Campaign makes a difference in the lives of people facing barriers, and for that we are so very grateful.

Thank you again for your support and generosity throughout the 2025-2026 campaign year.

Sincerely,
UVic United Way Campaign Committee

GOALS AND RESULTS

Primary Goal

- To raise \$180,000 from faculty, staff, retirees and students

Secondary Goal

- To reinvigorate United Way campaign back into the UVic Campus and increase existing donor pool

Results

This year's campaign successfully engaged the UVic campus community through various fun-filled events and campaign activities. We received 170 pledges totaling \$107,232.48. There were 28 leader level donors totaling \$75,899.85 and UVic Retirees contributed 25% of total funds raised. This year the average gift was \$679.40.

The total raised in our 2025-2026 campaign was **\$147,160**.



ENGAGING THE CAMPUS COMMUNITY

The communication strategy for this year's campaign was comprehensive and designed to engage the UVic community at large. UVic's United Way website was significantly updated to reflect, through short digestible information, the growth of UVic's relationship with United Way British Columbia and the shift in focus areas to help people seeking support. Additionally, a survey has been launched to gain valuable insights into how the public participates in and perceives the campaign.

Tactics to foster community engagement included campaign and event posters (physical and digital); targeted email communications to UVic faculty, staff, and retirees; regular updates to the UVic United Way website; features in the Campus Checklist e-newsletter; social media outreach efforts; and campaign visibility through outdoor signage posted across campus, digital screens, the faculty and staff website and the UVic homepage.

In addition, campaign committee members conducted personal outreach through their social networks, which included several faculty and staff, to warmly invite them to volunteer or participate in fundraising efforts for the United Way.

Employees

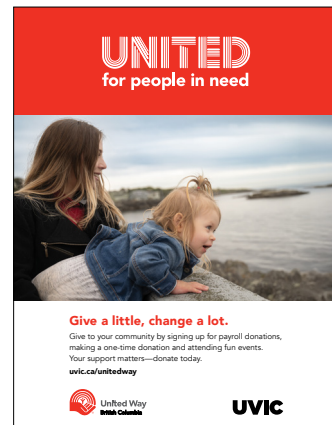
UVic Employees can make regular donations to the UVic United Way campaign through our donation program. This is a bi-monthly donation that comes automatically out of the employee's paycheck. Payroll donations help provide stability and form the backbone of United Way's funding.

Leader level donors

Leader level donors are those who donate \$1,200 or more to the UVic United Way Campaign year.

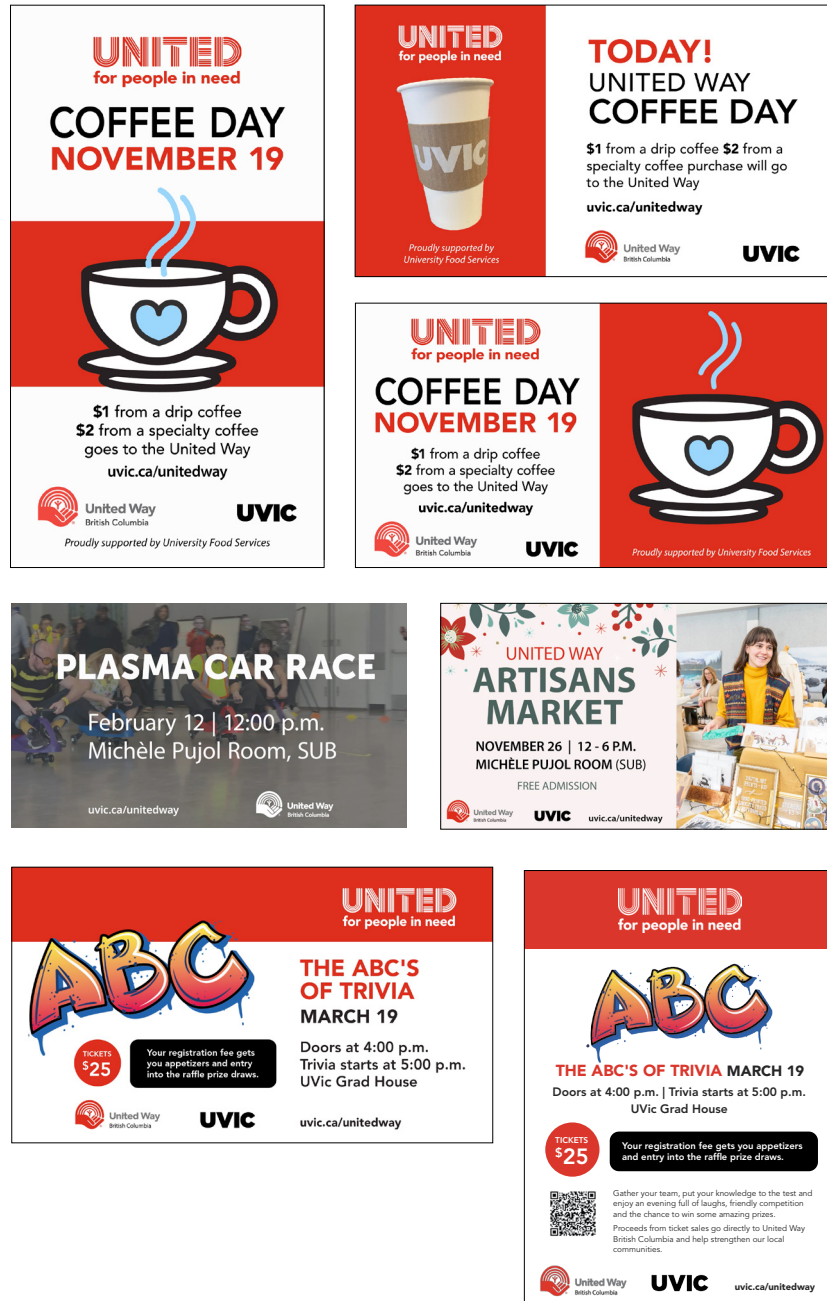
Students

UVic students represent a significant audience with strong potential to become future campaign supporters. Students participated and supported the campaign by attending the Artisan Market, coffee days and the Plasma Car Race.



EVENTS

This campaign year, the committee focused on hosting signature events that were engaging and exciting. Our committee members emphasized the fun elements of these events such as teamwork in the Plasma Car Race, friendly competition during the Pub Quiz night and building community-based connections through Coffee Day catch-ups with colleagues.



LESSONS LEARNED

The UVic United Way Campaign committee collaborates closely with a new team each year, bringing diverse perspectives, innovative ideas, and renewed creativity to the campaign. We are deeply appreciative of the strong engagement from the UVic community, whose continuous support sustains and strengthens our collective efforts towards building healthy, caring and inclusive communities.

Recognizing the significant impact and importance of our support to the local community, we continue to demonstrate our commitment to United Way British Columbia through thoughtful campaign planning and goal setting. Our targets are informed by past campaign performance, ensuring they are realistic and motivating, while sustaining ongoing momentum throughout the campaign.

Over the past campaign years, we have observed that community engagement and charitable giving is trending downwards, likely influenced by broader external pressures and changing personal circumstances. In response, strategic planning sessions to critically assess campaign efforts and how to re-invigorate the campaign back into the UVic community have been underway.

The committee discussed the possibility of returning to a four-month campaign, consistent with the pre-pandemic approach. Future campaign plans will also include activity that integrate with UVic Staff Orientation and identify additional opportunities to connect with staff and faculty. Additionally, a feedback survey has been launched, which is intentionally designed to understand how the community engages with and experiences the campaign.

This campaign year, activities were primarily concentrated between November and March. Our collaboration with campus partners reflects our dedication to cultivating a culture of giving and philanthropy within our community.

This campaign year was an adjustment period, as UVic was navigating the amalgamation of United Way Southern Vancouver Island with United Way British Columbia.

We warmly welcome new members to join our dynamic team. Those interested are encouraged to contact us at unitedway@uvic.ca. Monthly committee meetings serve as focal points for strategic planning and progress evaluation, with sub-committees convening as necessary beyond these sessions to drive initiatives forward.

We look forward to building on this year's momentum and invite you to be part of the 2026-27 Campaign Year!

2025-2026 CAMPAIGN COMMITTEE

CAMPAIGN COORDINATOR

Eva Spence, Campaign Coordinator (Co-op Student)

COMMUNICATIONS

Caylee Maclean, Web Content Strategist, University Communications and Marketing

Melanie Carter, Graphic Designer, University Communications and Marketing

Michelle Oussoren, Communications Officer, University Communications and Marketing

Rachel Lieske, Social Media Officer, University Communications and Marketing

COMMITTEE MEMBERS

Alexis Ramsdale – Administrative Coordinator, Ceremonies and Special Events

Anika Leist – Connections Coordinator, Gustavson School of Business

Derushka Pillay – Events Operations Coordinator, Athletics and Recreational Services (ATRS)

James Pepler – Senior Project & Engagement Advisor, Office of the President

Kirk Mercier – CUPE 951 President

Laurie Mitchell – Human Resources Consultant, Human Resources

Louise Thornton – Administrative Assistant, Nursing

Stephanie Raymond – Administrative Assistant, University Relations