

2024-2025 UVIC UNITED WAY CAMPAIGN REPORT



United Way
British Columbia

UVIC

A MESSAGE FROM THE CO-CHAIRS

The University of Victoria has reached the milestone of 30 years of support for the goals and mission of United Way. In those 30 years, UVic has raised over 6 million dollars, giving back to the community in a profound way.

Your support this year has helped 50,465 people in Southern Vancouver Island through 11 programs to assist elders, 21 programs to support those struggling with mental health and addiction, and 38 programs to empower families, youth and children.

This, year the UVic United Way Campaign Committee hosted five events that brought our campus community together with laughter and connection. From the Coffee Days, Artisan Market, Pub Quiz and Plasma Car Race, thank you for being there for your community.

We extend our gratitude to the campaign committee for their work in making this year's events and fundraising possible. To the UVic campus community who continues to show up for those in need through your one-time and payroll donations, thank you for your ongoing commitment and dedication to United Way. Your support is making a real difference.

On behalf of the United Way Campaign Committee, we want to thank you for your consistent participation and generosity throughout the 2024-2025 campaign year.

Sincerely,
Cassbreea Dewis and Benjamin Butterfield

GOALS AND RESULTS

The UVic United Way Campaign committee worked hard this year to raise awareness and funds through campaign events and initiatives.

Primary Goal

- To raise \$210,000 from faculty, staff, retirees, and students

Secondary Goal

- To retain and increase existing donor pool

Results

This year's campaign succeeded in engaging with the campus community through a variety of events and campaign activities. We received 231 pledges with 38 leader level donors and a 4.6 % participation rate from staff. This year the average pledge was \$741.39.

The total raised in our 2024-2025 campaign was **\$190,904**.



ENGAGING THE CAMPUS COMMUNITY

The communications strategy for this year's campaign was comprehensive and aimed to reach the entire campus community. Tactics included: a campaign poster, email blasts to faculty and staff, postings in the UVic events calendar, Campus Checklist e-newsletter items, social media posts, updates on the UVic United Way website, outdoor signage and digital screens throughout campus. The campaign committee also reached out personally to many faculty and staff to ask them to volunteer, participate in events and donate to United Way.

Employees

Employees can give to the campaign via bi-monthly payroll deductions of an amount they choose. The link for payroll deductions is found via broadcast email and on the UVic United Way website.

Leader Level Donors

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

Students

UVic students make up a large audience and have the potential to become future donors. Students participate by attending the Artisan Market and United Way Coffee Days. This year, some of our Vikes students competed in the Plasma Car Race.



EVENTS

For this year's campaign, the committee rolled out signature events. Our committee members focused on reminding people of the fun elements in these events such as dressing in costumes for our Plasma Car Race or testing knowledge against team members at our Pub Quiz night.

UNITE
with us and donate today.

UNITED WAY SUPPORTS THREE AREAS OF ACTION:
• families • seniors • mental health and addictions

UNITED WAY NEEDS YOUR SUPPORT

UWIC is a proud supporter of United Way Southern Vancouver Island. Become a member of our United Way team by giving what you can.

GIVE whatever you can at uvic.ca/unitedway

VOLUNTEER at our campaign events. Contact unitedway@uvic.ca

Please help us reach our goal of raising \$210,000.

ATTEND an upcoming event

Upcoming Campus Events

1 UVIC ARTISAN MARKET
November 28 | 12 - 6 p.m.
Michèle Pujol Room, Student Union Building
The free admission Artisan Market will feature local and student artisans selling their homemade creations and a raffle draw!

2 PUB QUIZ
January 16 | 4:15 p.m.
Grad House
Get your quiz on. Register your team and compete for longevity rights and prizes.

3 PLASMA CAR RACES
February 13 | 12 - 1 p.m.
Michèle Pujol Room, Student Union Building
UWIC's most anticipated goody car race event is back! With an exciting new course, crazy obstacles and team rivalries, you won't want to miss it!

Contact unitedway@uvic.ca to find out more.
All event proceeds go to the United Way.

 uvic.ca/unitedway 

UVIC UNITED WAY ARTISAN MARKET

NOVEMBER 28 | 12 - 6 P.M.
MICHÈLE PUJOL ROOM (SUB)

Featuring talented local artisans offering a range of handmade items.

*** FREE ADMISSION**

 uvic.ca/unitedway 



UVIC UNITED WAY CAMPAIGN

PLASMA CAR RACE

February 13 | 12 - 1 p.m.
Michèle Pujol Room, SUB

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UVIC PUB QUIZ
★ THE ERAS TOUR ★

DATE: Thursday, January 16
TIME: Doors open 4:15 p.m.
Quiz starts 5:00 p.m.
LOCATION: Grad Lounge

 Form teams of up to five and test your knowledge on different eras! Categories could include the medieval era, grunge music era, cancel culture era, 80s Saturday morning cartoon era, and so many more.

PRIZES FOR:
• highest score per round • best team name • big raffle draws per round • final team wins


TICKETS: \$25 PER PERSON
• includes some food & lot of entertainment



Sign up soon, space is limited.

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UVIC PUB QUIZ
★ THE ERAS TOUR ★

Thursday, January 16 | Grad Lounge | 4:15 p.m.

 **SIGN UP SOON SPACE IS LIMITED!**

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LESSONS LEARNED

The UVic United Way committee collaborates closely with a new campaign team each year. We are deeply appreciative of the exceptional engagement from the UVic community, which fuels our commitment to our collective cause.

Recognizing the importance of our support to the local community, we continue to demonstrate our commitment to United Way through campaign goal setting. Our targets are informed by past performance, ensuring realistic milestones while sustaining enthusiasm and momentum.

This campaign year, activities were concentrated mostly in November through March. Our collaboration with campus partners underscores our dedication to fostering a culture of giving and philanthropy, irrespective of the cause. This year, we have learned that consistency makes a difference in this campaign, and we value the constant support of our committee volunteers.

In February 2025, United Way Southern Vancouver Island and United Way BC moved to create a single organization serving all of BC. UVic continues to support the work of United Way in our local community. Dollars raised in our community will continue to stay in our region and will remain focused on local support.

We always warmly welcome new members to join our dynamic team. Please reach out to us at unitedway@uvic.ca if you are interested in becoming involved. 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 hope you will join us for the 2025-26 Campaign Year!



2024-25 CAMPAIGN COMMITTEE

CAMPAIGN CO-CHAIRS

Benjamin Butterfield, Head of Voice, Music

Cassbreea Dewis, Executive Director, Equity & Human Rights

CAMPAIGN COORDINATOR

Ruby Ollivier, Co-op Student

COMMITTEE MEMBERS

Alexis Ramsdale – Administrative Coordinator, Ceremonies & Special Events

Anika Leist – Alumni Coordinator - Events & Marketing, Alumni Relations

Derushka Pillay – Events Operations Coordinator, Athletics & Recreational Services

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

Kim Tooby – Associate Director, Peter B. Gustavson School of Business

Laurie Mitchell – Human Resources Consultant, Human Resources

Louise Thornton – Administrative Assistant, Nursing

Michelle Oussoren – Communications Officer, University Communications & Marketing

Stephanie Raymond – Administrative Assistant, University Relations