

UVIC UNITED WAY CAMPAIGN REPORT 2021-2022



MESSAGE FROM THE CO-CHAIRS

As co-chairs, we are grateful to have had the opportunity to raise money, increase awareness and engage the UVic campus community in the 2021-22 University of Victoria United Way campaign.

UVic has been a strong supporter of United Way Southern Vancouver Island (UWSVI) for nearly thirty years. Our campus priorities are well aligned with United Way's areas of action, including creating a welcoming, inclusive and equitable community for all; providing counselling, outreach and peer support services for those facing mental health challenges and addictions; connecting isolated seniors to healthy meals and companionship; and helping families succeed by providing neighbourhood resources close to home.

Since 1994 UVic workplace campaigns have raised over \$5.5 million, including close to \$205,000 in 2021-22. The UVic United Way campaign not only helps to raise money but also supports awareness and increases the number of new donors in support of UWSVI and their goals. With the continuation of the COVID-19 pandemic, our campaign had to shift its focus away from traditional campaign events towards an employee giving campaign. Additionally, to sustain the energy and momentum of the United Way campaign throughout the year, it was extended to the end of March.

We celebrated the end of the campaign with our Impact Event, held on May 12 as part of You're the Best-Fest—an appreciation week for UVic employees. We had the opportunity to thank our generous donors and share information about how their gifts benefit our local community.

We wish to express our gratitude to the United Way Campaign Team who worked so hard to ensure the success of the campaign. Without your energy, collaboration and flexibility, the campaign would not have been possible. Thank you for your commitment to showing your local love. We wish the new co-chairs success and a lot of fun with the 2022-23 campaign!

Allana Lindgren, United Way Co-Chair | **Jennifer Vornbrock**, United Way Co-Chair



GOALS & RESULTS

While the UVic United Way campaign has been largely known for its signature events, due to the COVID-19 pandemic, the focus in 2021-22 was “back to basics.” The committee’s efforts were directed at employee giving targeting four key audiences: employees, leaders, retirees and students.

Primary goals:

- ▶ To increase awareness, engagement and participation of UVic staff, faculty, retirees and students
- ▶ To raise \$280,000 from UVic staff, students, faculty and retirees
- ▶ To increase the participation rate by 50 new donors

Secondary goals:

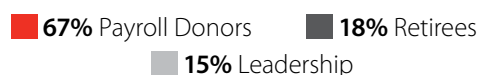
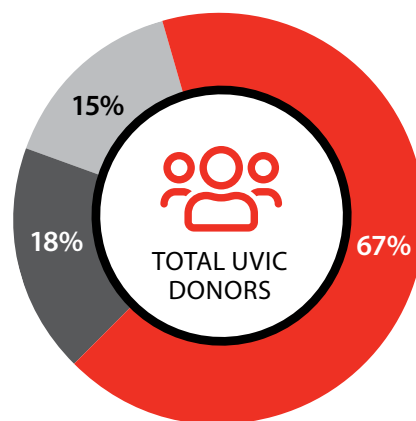
- ▶ To acknowledge the contributions of those who give and those who advocate for United Way
- ▶ To expand the reach of United Way using online platforms
- ▶ To expand the reach of United Way to students and new/younger staff members
- ▶ To collaborate and coordinate with UVic Development to support a culture of philanthropy on campus
- ▶ To integrate stories about UVic research related to United Way initiatives, sharing the impact/outcomes

2021-22 results:

This year’s campaign was successful in engaging UVic faculty, staff, students and retirees through events, contests, social media, videos and direct appeals. We raised **\$204,500** through payroll giving, one-time gifts and events. We were also successful in increasing the number of payroll donors and leadership donors. United Way Leaders are defined as donors who contribute **\$1,200** or more to United Way. Contributions from this group are central to the success of the campaign and generate more than **60 per cent** of the total campaign funds raised. This year the number of leadership donors increased by **34 per cent**. Overall, the total number of UVic donors to United Way increased by **58** people or **20 per cent**.

This year, out of all UVic donors, **67 per cent** were payroll donors, **18 per cent** were retirees and **15 per cent** were leadership donors.

We focused on sharing the impact of donations to United Way through the research videos, videos with personal testimonials about why people give, “Did You Know?” postcards and social media platforms. The videos can be viewed on the UVic United Way website using the QR code.



ENGAGING THE UVIC CAMPUS COMMUNITY

The communications subcommittee worked to ensure messages were targeted to each specific audience. General communications tactics to the entire campus community included: a campaign poster, print and online articles in the Ring and UVic News, email blasts to faculty and staff, entries in the UVic events calendar, Campus Checklist e-newsletter items, social media posts, the UVic United Way website, videos and digital screens throughout campus.

A video message featuring President Kevin Hall alongside Hazel Braithwaite, United Way Director of Donor & Partner Relations, was distributed via broadcast email to all faculty and staff. The video was also used at several events and presentations, as well as on the website homepage.

Specific efforts targeted at segmented groups included:

Employees

New employees are potential new payroll donors and were encouraged to support the campaign. In 2021, the UVic onboarding package was supplemented with information about the UVic United Way campaign with an appeal for support. The UVic United Way website was also updated to clarify information about payroll donation for new employees and included a specific appeal. A section on the United Way Campaign was also added to the internal employees' website.

Existing employees were encouraged to continue giving through payroll deduction. Prizes were awarded to existing and new payroll donors including a grand prize of a night at the Hotel Grand Pacific. We moved from paper pledge forms to QR codes linking to the e-pledge website. The QR codes were included in the posters and the postcards.

Campaign co-chairs gave several presentations on the campaign and the importance of payroll giving, including to Senate, President's Leadership Council, Deans Council and CUPE 951.

Retirees

Retirees were invited to participate in a United Way Coffee Zoom with President Kevin Hall and Mary Ellen Purkis from University of Victoria Retirees Association. The coffee chat focused on sharing UWSVI's impact in our local region. Some retirees were also targeted through the Leadership Campaign, as many have given on a leadership level in past campaigns.

Students

Students are also a key audience of the UVic United Way Campaign as they are potential future donors. The student campaign was not focused on donations, but rather on growing awareness of the UWSVI core values, mission, actions and impact in the community.

Events were developed to engage students in the first half of the 2021-22 campaign. One was held at a Vikes game with a 50/50 draw. United Way Coffee Week was held in partnership with UVic Food Services locations and Starbucks. \$1 from every drip coffee sold and \$2 from every specialty drink sold was donated to United Way. United Way also hosted an information table on Giving Tuesday, a philanthropic day focused on students at the university.

EVENTS

While the financial success of the campaign is largely based on the contributions from UVic staff, faculty and retirees, special events also contribute to the level of engagement and energy around the campaign. The number of events in 2021-22 was reduced; however, several events were able to take place including the Climb Up campaign, samosa sales, Vikes 50/50 Draw Challenge, UW Coffee fundraiser and the U Club Daily Meal Special fundraiser. These events were organized by the United Way Committee.

Some events were organized by other divisions such as the Bug Push (ESS – Engineering Students' Society), a silent auction (Office of Vice-President Research and Innovation) and the UW Book Sale (Bookstore) with all the proceeds going to United Way.

Events postponed due to the COVID-19 pandemic included the Zumba class, Plasma Car event, Trivia Event and March Movement challenge.

We contacted local businesses requesting donations of prizes for the events and for payroll giving incentives. In total, we received prizes from 21 donors with a value of over \$2,100. These prizes included a \$300 complimentary night at the Hotel Grand Pacific, local goods and several tickets to shows, galleries and tours.

Draw prizes were awarded for existing payroll donors, new payroll donors and retiree donors.

The campaign wrapped up with our Impact Event—which was part of You're the Best-Fest—a celebration and appreciation week for UVic employees from May 9 to 13. This was an opportunity to wrap up the campaign, thank supporters and United Way champions and do a soft launch of the 2022-23 campaign. It involved a social media campaign to launch the impact videos and a cookie booth to thank the UVic community, do a prize draw and share the campaign results and impact of our donations to United Way.



LESSONS LEARNED

The United Way campaign is a beloved part of the campus community and our philanthropic spirit. One of the challenges with the campaign has been that each year the co-chairs and the committee must start from scratch with a steep learning curve. To better support United Way, Community & Government Relations (CGRO) is stepping up to provide ongoing secretariat support to the campaign co-chairs. This will relieve the co-chairs of some administrative responsibility and will ensure continuity for finances, tracking and other administrative tasks associated with the campaign.

Setting campaign goals is vital, but it is important to be realistic. Campaign goals will be established based on the previous year's performance to set achievable targets and to sustain enthusiasm and energy around the campaign.

Campaign activities will be held regularly through the year to avoid an event and fundraising blitz in the fall, which can overlap with other fundraising activities such as Giving Tuesday. We continue to work closely with others on campus to support the spirit of giving and philanthropy no matter what the cause. Ongoing activities will ensure awareness of United Way is sustained through the year with activities such as employee orientation, coffee days and other initiatives on campus. It will also allow us to take a segmented approach to each of our audiences and to really highlight the impact of giving to United Way.

UVic's United Way efforts involve a year-long commitment, and the volunteer committee works hard to ensure the success of the campaign. We are always looking for new members to join so please contact us (unitedway@uvic.ca) if you are interested in being part of a fantastic team. The committee meets through the year with monthly meetings to strategize and assess the progress of the campaign. Subcommittees connect outside of monthly committee meetings as needed.

We hope you will join us for the 2022-23 campaign and show your local love!

2021-22 Campaign Committee:

Lisa Abram

Krista Boehnert

Victoria Bustamante

Adrien Castle

Melanie Groves

Brita Harrison Brooke

Sarah Howe

Kathy Khouri

Allana Lindgren

Liam McDonough

Kirk Mercer

Danielle Mulligan

Michelle Oussoren

James Pepler

Julie Potter

Mary Ellen Purkis

Trevor Sanderson

Morgan Slavkin

Genevieve Thompson

Louise Thornton

Jennifer Vornbrock