

2022-2023 UVIC UNITED WAY CAMPAIGN REPORT



United Way
Southern
Vancouver Island



University
of Victoria

A MESSAGE FROM THE CO-CHAIRS

UVic has proudly supported the United Way via workplace campaigns for almost 30 years. Our contributions are used to fulfill UWSVI's mission of improving lives and building communities by engaging individuals and mobilizing collective action. The United Way Southern Vancouver Island (UWSVI) supports a network of 99 program partners that impact over 62,000 people each year. UVic partners with United Way SVI because of UWSVI's strong network within the community and the many individuals who benefit from their services.

We happily report that as the 2022-2023 campaign finishes, the long-awaited return to normal—including in-person events after a few years of pandemic haitus—was an overall smashing success! We successfully held in-person events including the Artisans Market in late November, Samosa Sales in December, the Plasma Car Race in February, two campus-wide Coffee Days, and the Trivia/Pub Quiz night in March! Despite some lingering hesitancy and remote-work absences, registration for events was strong, with many participants turning out for the first time. As co-chairs, we are humbled by the energy, dedication and creativity of the United Way Committee who made it all happen.

Every donation made demonstrates our UVic values of giving back to the community. We also recognize the various groups that contribute—this year and always:

- Employees who continuously make a difference via payroll deductions and one-time donations
- UVic Retirees Association, which continues to demonstrate their philanthropy
- Students and student groups, who organize their own events (shout out to the Engineering Bug Push!)
- The United Way book sale hosted by the UVic Bookstore
- University Food Services for their support and commitment to United Way Coffee Days

While we are 'retiring' as co-chairs, we look forward to continuing to support and promote future United Way campaigns and wish nothing but the best of luck to the future co-chairs and committee members. We recognize that the strength of such a successful campaign rests fully in the hands of the large team of committee volunteers behind each and every fundraising event. We also want to acknowledge the extraordinary support we received from our co-op student coordinating this year's campaign, Anika Leist.

Thank you for your continued commitment to our local community.

Trevor Sanderson – **Co-Chair**

Mauricio Garcia-Barrera – **Co-Chair**

GOALS AND RESULTS

The UVic United Way campaign committee considered this a transition year moving, back to in-person events after the hiatus due to the COVID-19 pandemic. The committee focused on highlighting opportunities to participate in the campaign events and initiatives we hosted.

Primary goals

- To raise \$230,000 from faculty, staff, students and retirees
- To generate 50 new donors
- To increase participation and awareness of events and initiatives happening throughout the campaign

Secondary goals

- To expand the reach of the campaign to new employees on campus
- To thank contributors to our campaign and acknowledge our leaders
- To expand the reach of the campaign using online and social media tools

Results

This year's campaign succeeded by engaging the campus community through a variety of channels. The campaign raised a total of **\$215,715** through employee payroll deductions, donations from members of the UVic Retirees Association, events and initiatives. We were also successful in increasing the number of payroll 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 10 participants. Overall, the total number of UVic donors to United Way is 306, with 17 new donors in 2022-2023. UVic was in the top 10 for UWSVI campaigns with the highest increase in donor numbers.



ENGAGING THE CAMPUS COMMUNITY

The communications sub-committee worked to ensure messages were targeted to campus audiences. General communications tactics to the entire campus community included: a campaign poster, email blasts to faculty and staff, entries in the UVic events calendar, Campus Checklist e-newsletter items, social media posts, updates on the UVic United Way website, outdoor signage, videos and digital screens throughout campus.

Employees

Employees can give to the campaign via bi-monthly payroll deductions of an amount they choose. The UVic United Way website was updated to clarify information about payroll deductions for new employees and included a specific appeal. At the beginning of the campaign, the updated information was launched online as an indicator that the 2022-23 campaign year had begun. A section on the UVic United Way Campaign website was added for all information regarding events and how to participate. Prizes, including passes to the Royal BC Museum and the Greater Victoria Art Gallery, were awarded to existing and new payroll donors.

Leaders

Leaders are defined as those who donate \$1,200 or more to our campaign. We wanted to acknowledge our gratitude for these donors by showing the impact they have in our communities. We worked with our United Way representatives to highlight impact stories and thank our leaders for their ongoing philanthropic efforts. A personalized letter including these impact stories and information about events and engagements happening within our campus community was sent out to leaders, expressing our gratitude for their contributions.

Students

Students make up a large audience and have the potential to become future donors to the UVic United Way campaign. At the outset of the campaign, we not only published updates via the UVic United Way website, but also launched communications on our social media channels using Facebook, Instagram and LinkedIn. Throughout the campaign, we used Instagram to highlight events that were happening on campus; for example, one of the campaign committee members showed highlights of the UVic Artisans Market, which worked to draw more students to the event. Additionally, the committee hosted two United Way Coffee Days in partnership with University Food Services. \$1 from drip coffee and \$2 from specialty coffee was automatically donated to the campaign with each purchase.

EVENTS

This year, the committee was able to re-introduce signature events along with a few new ones. With the hiatus due to the pandemic, it was a slow transition to move back to in-person 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.

While the success of our campaign comes largely from payroll donations, events work to engage our community members and spread awareness of the joint initiatives between UWSVI and UVic.

This year, we hosted a total of six events:



Coffee Day (x2)



UVic Artisans Market



Samosa Sales



Plasma Car Race



UVic Pub Quiz

These events brought the campus and surrounding communities together and highlighted how UVic is working to help United Way through our workplace campaign. Besides events, other departments hosted events/initiatives to raise money for the campaign. The Engineering Students Society hosts the annual Bug Push, and the UVic Bookstore ran a book sale to raise funds.

The committee contacted many local businesses and internal departments to collect items or gift cards to be used as prizes at our various events. This year, we received prizes from 14 external businesses and seven UVic departments, with a value of more than \$2,000!

Some of these prizes were also used for our payroll draws. Two UVic payroll donors were randomly selected in January, February and March to win a small prize pack.

LESSONS LEARNED

The UVic United Way committee works diligently with a new leadership team each year. Although this allows for new perspectives and diversities in thoughts, there is a steep learning curve at the outset as the new co-chairs and a new campaign coordinator gain knowledge about all of the different aspects of the campaign. To better support the new leadership team, this year's leadership team worked on event reports to run down the process for each event in a step-by-step manner including recommendations for future years. This year's team also put together a final report covering every aspect of campaign management with recommendations at the end of each general section. Additionally, the Campaign Coordinator re-organized the document management system and outlined where files can be stored each year, so they are easy to locate between campaigns.

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.

This year, campaign activities were held regularly throughout the year. Future campaigns should take note of the timing of other UVic events and avoid busy times of the year. 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 throughout the year through 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 throughout the year on a monthly basis to strategize and assess the progress of the campaign. Sub-committees connect outside of monthly committee meetings as needed.

We hope you will join us for the 2023-24 campaign and show your local love!

Show your local love 

2022-23 CAMPAIGN COMMITTEE

Brita Harrison Brooke

Mauricio Garcia-Barrera (Co-Chair)

Melanie Groves

Kathy Khouri

Anika Leist (Campaign Coordinator)

Kirk Mercer

Michelle Oussoren

Laura Pashkewych (United Way Representative)

James Pepler

Mary Ellen Purkis

Trevor Sanderson (Co-Chair)

Genevieve Thompson

Louise Thornton

Nicole Wallace