

2023-2024 UVIC UNITED WAY CAMPAIGN REPORT



A MESSAGE FROM THE CO-CHAIRS

As the 2023-24 UVic United Way campaign comes to a close, we celebrate another successful campaign aimed at raising funds for, and awareness of, the United Way Southern Vancouver Island and the many organizations it supports. This year's campaign raised in excess of \$200,000 from faculty, staff, retirees, and other members of our community.

We acknowledge and thank the dedicated volunteers in the campaign committee who educated the new co-chairs and took the lead in organizing many of the signature events, including trivia night and the plasma car races. We all owe a special thanks to Beatriz Costa, the campaign assistant who in reality was the true driving force behind this year's success.

To the UVic campus community who continues to show up for those in need through your one-time and payroll donations and through your participation at campus events, thank you for your ongoing commitment and dedication to the United Way Southern Vancouver Island. Your support is making a real difference in our community.

Sincerely,
Cassbreea Dewis and Robin Hicks

GOALS AND RESULTS

Campaign Goals

- To raise \$240,000 from faculty, staff, students and retirees
- To have 350 payroll donors
- To increase participation and awareness of events and the campaign
- To expand the reach of the campaign to new employees on campus

Results

This year's campaign succeeded by engaging the campus community through a variety of channels and there was an increase in participation in events and initiatives. We received 750 pledges totaling \$190,364, 268 donors, 44 leadership donors and a 5.34% overall staff participation rate. This year our average gift per donor increased to \$710.31. Overall, the total amount raised through employee payroll pledges (\$190,364) and events (\$10,174) was \$201,228.

Total

The overall total amount raised during the 2023-24 campaign was **\$201,228**.



ENGAGING THE CAMPUS COMMUNITY

The Communications Subcommittee diligently curated messaging tailored to diverse campus audiences. Our comprehensive communication strategy encompassed various channels, including campaign posters, targeted email distributions to faculty and staff, UVic events calendar listings, Campus Checklist e-newsletter features, social media outreach, updates on the UVic United Way website, UVic.ca homepage content, outdoor signage, campus-wide video presentations, and digital screen displays.

Employees

Employees can contribute to the campaign through bi-monthly payroll deductions, allowing employees to choose their preferred donation amount. They can also participate in the various on-campus events.

The UVic website was updated to provide clear information on payroll deduction processes for new hires, accompanied by a specific appeal.

The launch of this updated information marked the commencement of the 2023-24 campaign year. In appreciation, prizes such as gift cards for local restaurants and UVic swag were awarded to both existing and new payroll donors.

Leaders

We recognize individuals contributing \$1,200 or more as esteemed leaders in our campaign. We want to express our gratitude for these donors by highlighting the impact they have in our communities. We worked with our United Way Southern Vancouver Island representatives to highlight impact stories and thank our leaders for their ongoing philanthropic efforts. A personalized letter detailing the impact of their donations as well as information about events and engagements happening within our campus community was sent out to leaders, expressing our gratitude for their contributions.

Students

We acknowledge that students are a significant demographic and are potential future donors. To engage students, we used social media for outreach. Instagram served as a platform to spotlight campus events, such as the UVic Artisans Market and helped to foster student engagement.

Furthermore, the committee organized two United Way Coffee Days in partnership with University Food Services, where a portion of coffee sales directly contributed to the campaign, enhancing student involvement and impact.

EVENTS

This year we had the pleasure of hosting fun events that gathered large audiences. Staff, Faculty, students and members of the greater Victoria community took the opportunity to come out and support United Way.

We hosted a total of six events:



Coffee Day (x2)



UVic Artisans Market



Samosa Sales



Plasma Car Race



UVic Pub Quiz



LESSONS LEARNED

The UVic United Way Committee collaborates closely with a new leadership 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 UWSVI 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 and February. Future campaigns could benefit from a more spread-out timeline of events to promote consistent participation as well as implementing a more structured campaign calendar including starting dates.

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.

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 2024-2025 campaign and show your local love!



2023-24 CAMPAIGN COMMITTEE

Campaign co-chairs

Cassbreea Dewis, Executive Director, Equity & Human Rights

Robin Hicks, Dean, Graduate Studies

Campaign coordinator

Beatriz Costa, Co-op student

Communications

Michelle Oussoren, University Communications & Marketing

Rachel Lieske, Social media & News Coordinator

Committee Members

Adam Taylor, Projects Officer, VPFO

Alexis Ramsdale, Administrative Coordinator, Ceremonies & Special Events

Anika Leist, Alumni Coordinator, Events & Marketing

James Pepler, President's Office, Projects Coordinator

Kirk Mercer, CUPE 951, President

Louise Thorton, Administrative Officer, The School of Music

Mark Crocker, UWSVI's Director, Corporate Giving & Partnerships

Olivia Thoen, Vike's, Campus Engagement Officer

Sarah Hood, Director, OD & Learning Services, HUMR

Stephanie Raymond, Administrative Assistant, CGRO