15 September 2017

Dear member of the University of Victoria community,

Today, I am writing to you as a strong supporter of the United Way Greater Victoria (UWGV) and as Honorary Chair of the 2017 UVic United Way campaign.

I believe in the United Way and the work it does in the Greater Victoria area. Last year, 111,282 children and youth, families and individuals in the Greater Victoria area were directly impacted as a result of the $4.2 million the United Way invested in our community. Chances are someone you know or work with has been supported by a program funded by the UWGV.

The University of Victoria, its employees, retirees and students, has a proud history of giving generously to the United Way campaign and I believe we can exceed the $258,821 raised last year. The 2017 campaign has an additional goal to increase the number of UVic donors by 100 over the next two years. Achieving this goal will bring our level of participation, across all employee groups, to more than ten per cent. The e-pledge system makes it easier than ever to donate through payroll deduction. You can visit the UVic United Way website (http://www.uvic.ca/unitedway/) for more details or make your donation via the UWGV e-pledge page (https://pledge.uwgv.ca/uvic).

To launch this year’s UVic United Way campaign, I encourage all of you to attend the kick-off at a special Vikes Nation Event in CARSA Performance Gym on Friday, Sept 29 from 5:00 p.m. – 6:30 p.m. and 7:00 p.m. – 8:30 p.m. at the Guy Vetrie Tournament. Full-time employees at UVic can watch the games free with their ONECard, and there is a Vikes Family game rate for UVic Employees to bring their families (info available at govikesgo.com/tickets).

Other events include the Plasma Car Race, VARSITY Challenge and the Holiday Artisan’s Market. Full event details will be posted on the UVic United Way website and on Twitter (www.twitter.com/UVicUnitedWay). Event posters and details will also be circulated across campus.

Lastly, any successful endeavor needs the support and cooperation of many people: Community Heroes who make an annual donation of over $500, Everyday Heroes who give a dollar for each day of the year ($365), New Heroes who donate to the campaign for the first time, and other contributors and volunteers. This year’s UWGV campaign motto is “United. We do more.” If you are interested in promoting the United Way or hosting an event in support of the UVic United Way campaign in your unit, please contact the Campaign Assistant at unitedway@uvic.ca.

Yours sincerely,

Jamie Cassels, QC
President and Vice-Chancellor