



**University
of Victoria**

President and Vice-Chancellor

Administrative Services Building Room A220 PO Box 1700 STN CSC Victoria BC V8W 2Y2 Canada
T 250-721-7002 | F 250-721-8654 | pres@uvic.ca | uvic.ca/president

21 September 2018

Dear members of our University of Victoria community,

As a long-time supporter of United Way Greater Victoria and as Honorary Chair of the 2018 UVic United Way campaign, I am pleased to be writing to you to seek your support.

I strongly believe in the United Way and the work it does in the Greater Victoria area. Every year, the United Way campaign directly supports three key areas of greatest need—Kids, Poverty and Community. Chances are someone you know or work with has been supported by a program funded by the United Way as a result of the \$5.01 million raised last year by big-hearted Greater Victoria supporters.

The University of Victoria has a proud history of giving generously to the United Way campaign as one of its most strategic and involved partners. Strong leadership support and a dedicated United Way campaign committee at UVic have made us the second highest grossing workplace campaign in Greater Victoria. Last year we raised \$231,223 and I am confident we can exceed that amount this year.

The 2018 campaign has a particular focus on increasing our campus participation, both in new donors and amounts pledged by UVic donors. Our current participation rate is 8 per cent.

As an incentive to our current donors to increase their donation, and to new donors to join the campaign, the United Way has secured several donors who will match any increase of 15 per cent or more from our current donors and all of the amount pledged by new donors! This is an amazing opportunity to increase the impact of our generous donors and help the United Way support the areas of greatest need in our community.

The e-pledge system makes it easier than ever to donate through payroll deduction. You can make your donation via the United Way of Greater Victoria e-pledge page (<https://pledge.uwgv.ca/uvic>) or visit the UVic United Way website (<http://www.uvic.ca/unitedway/>) for more details.

To launch this year's UVic United Way Campaign, please join Rachael Scarth, our UVic Campaign Chair, at a special Vikes Nation Days of Thunder basketball event on Friday, Sept. 28. We hope you will come out to enjoy the games starting at 6 p.m. in the CARSA Performance Gym. Full-time UVic employees can attend the games free with their ONECards and there is a Vikes Family game rate for UVic employees to bring their families at www.govikesgo.com/tickets. Come out and have fun supporting UVic and the United Way!

Other events include the Plasma Car Race and the Amazing Race. Full event details will be posted on the UVic United Way website (<https://www.uvic.ca/unitedway/>). Watch for the event posters, which will be circulated across campus.

This year's United Way campaign motto is "Show your Local Love," highlighting how the support that you provide benefits our local community. 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

