Welcome to the UVic United Way Campaign! The University of Victoria is a proud supporter of United Way Greater Victoria, and we count on the support of our entire community to raise money to support United Way and improve lives in the Capital Regional District.

This toolkit is intended to provide you and your department with ideas about ways to increase participation and engagement with United Way while raising money for the community. Holding a fundraising event in your department or faculty can be a great way to bring the team together and have fun while supporting a worthy cause.

**What kind of event?**

The possibilities for fundraising events are nearly endless. New and creative ideas are always welcome!

**TIP:** One-time events are rarely able to raise as much money as individual pledges generate. Wherever possible, try to make your event “pledge-based” to encourage individual pledging to United Way.

**TIP:** Consider holding a special prize draw at the end of your event for employees who have made individual pledges to United Way. Contact the UVic campaign at unitedway@uvic.ca for help securing prizes.

**United Way community partner speaker**

While United Way is a charity that many people have heard of, few truly understand what it does and how it helps. Hearing firsthand from a United Way community partner can help raise awareness about United Way, and can be a very moving experience. The speakers’ stories are often powerful and motivating, and will help you and your colleagues understand the importance of United Way. Community partner speakers represent various organizations across all three United Way priority areas: All That Kids Can Be, From Poverty to Possibility, and Strong Communities. To book a community partner speaker, contact the UVic campaign at unitedway@uvic.ca.

**DEPARTMENT CHALLENGES**

Fundraising for United Way can be an opportunity to create friendly competition between departments or faculties. Work together to create a trophy or banner for the winning department, and decide on a fun but fair punishment for the losing side (e.g. losing department serves lunch to the winning side). Or, agree that everyone wins when it comes to helping the community, and get departments together for an event or lunch.

You may also choose to compete within your faculty. For example, the Faculty of Science awards a trophy to the department that raises the most money each year.
SALES

Silent auction
Canvass the community for items to auction off, or have employees donate items to be sold. Set a fair starting bid price for each item and see how high the bids climb.

Services auction
Ask employees or friends/family of employees with unique talents or services to put their services up for auction in a live or silent auction setting. For example, a co-worker or their significant other/family member may be a skilled carpenter, sewer/knitter, cook, etc. Ask them to donate an hour or two of their time to be auctioned off. Have participants pitch the service they are offering, set a suggested starting bid and watch the bids come flying in.

Pumpkin sale/Carving contest
Have employees buy pumpkins for their families to use in the contest, or to carve together as a teambuilding exercise. Award prizes for various categories: best traditional, most creative, best effort by group, best effort by an individual. Throw a Halloween party to show off the pumpkins, and sell or auction off the best pumpkins for people to display at their homes on Halloween.

Department/Faculty garage sale
In the weeks leading up to campaign, have employees bring in items from home to contribute to a garage sale, and price all of the items. Over a lunch hour, open the garage sale up to all employees. Donate items that don’t sell to the community.

MEALS

Barbeque or pizza lunch, employee potluck or pancake breakfast
Host a meal in your department or building. Advertise well in advance what you will be serving, or invite everyone in the department to contribute a dish and charge for admission. Include an option to cater to those with food allergies and vegetarian/vegans. Put your tickets on sale a week ahead of time so you will have an idea of how much food you’ll need. Watch United Way video stories or book a speaker from United Way to entertain and inform participants during the meal.

OTHER IDEAS…

Spelling bee
Organize a spelling bee with participants paying an entry fee. Have other employees pay to place bets on the winner. Award the winners with a special incentive.

Plasma car race
Enter a team in the annual UVic United Way Tour de SUB Plasma Car Races. Contact the campaign assistant (unitedway@uvic.ca) about entering a team of 4 from your department. Collect pledges for your team and race to win the coveted hubcap trophy. Be sure to dress up in costume for the races!

Talent show/UVic Idol
Host a talent competition in your department/faculty/building. Invite those with a special talent (or lack thereof) to perform. Vote for the winner by placing donations to United Way in their fundraising envelope/bag after the performance.

United Way scavenger hunt
Organize a scavenger hunt across campus or in your building. Form teams of 3-4 people and have participants seek out items beginning with the letters U-N-I-T-E-D-W-A-Y. Provide prizes for the winning team.

Testimonials board
Find a space in a common area where employees can anonymously share their reasons for supporting United Way. Use whiteboards or flip charts for employees to write on. Leave markers and encourage people to share their stories. Keep it posted for the duration of the campaign.

Events tournament/Week of FUN-draising
Schedule noon-hour events for each day of the week. Choose from the events mentioned here, or include fun and simple competitions: e.g. paper airplane throwing contest, shooting crumpled paper into wastebaskets, an obstacle race or a briefcase/ring toss. Encourage inter-departmental competition. Keep a tally of the department that wins each event and provide a prize at the end.

ABOUT UNITED WAY GREATER VICTORIA
United Way Greater Victoria’s mission is to improve lives and build community by engaging individuals and mobilizing collective action. United Way plays a dual role as both a year-round fundraiser and community funder. United Way funds programs that work to address the immediate needs of the community on an annual basis, while creating long-term strategies to target the root causes of social issues facing our region. uvic.ca/unitedway

WE CAN HELP!
The United Way campaign assistant can provide you with event assistance, including recruiting volunteers, creating signage and providing event planning tips. Depending on the type of event(s) you are holding, the campaign assistant may also be able to secure a budget for you to use for purchasing materials for your department campaign. Contact: unitedway@uvic.ca.

TIP: Before your event, pick up United Way materials and information from the United Way committee. Encourage participants to make a pledge to the United Way.