Oct. 23, 2019

Dear fellow members of the University of Victoria community,

As a long-time supporter of United Way Greater Victoria and honorary chair of the 2019 UVic United Way campaign, I am writing to seek your support.

I strongly believe in the United Way and the work it does in the Greater Victoria area. Since 1937, United Way Greater Victoria has invested more than $170 million to support a network of programs and services in the Capital Region District and southern Gulf Islands, with a particular focus on children, poverty and strong communities. There is a good chance that someone you know or work with has been supported by a United Way-funded program.

The University of Victoria has a proud history of giving generously to the United Way. Strong leadership support and a dedicated campaign committee have made UVic the second largest workplace campaign in Greater Victoria. In 2018 our campaign raised almost $230,000, part of the $4.7 million United Way invested in our region.

As the campaign motto encourages, please “show your local love” and join us to launch the 2019 UVic United Way Campaign on Monday, Oct. 28 from noon to 1 p.m. in the SUB’s Upper Lounge. Hear from United Way CEO Mark Breslauer, connect with local organizations and individuals that benefit from United Way support, and enter to win some fantastic prizes. Other upcoming campaign events include the Plasma Car Races on Nov. 5 at the SUB, samosa sales and the ongoing book sale at the UVic Bookstore.

Our goal is to grow campus participation in the United Way campaign. Donations of any amount help us to achieve so much in our community. Please consider making a payroll or one-time donation through the United Way Greater Victoria e-pledge page. Regular prize draws will occur in November for those who have donated.

For more information, contact the campaign assistant at unitedway@uvic.ca or visit the website at uvic.ca/unitedway.

Yours sincerely,

Jamie Cassels, QC
President and Vice-Chancellor