

# UVIC UNITED WAY CAMPAIGN - 2011

## “CHANGE STARTS HERE”

The goal was \$ 290,000.00 with a 10% increase in participation. Three community impact areas were determined by a series of focus-group meetings held earlier in the year. These targeted areas were “All that Kids Can Be”, “From Poverty to Possibility” and “Healthy People Strong Communities”.

As of the last United Way report in December, \$271,165 or 90% of the goal was reached and 62 new donors. Campus activities raised \$ 36,641 by January and continued through the spring.

Again this year, the campaign kick-off was a lunch-time barbeque. This was held on September 21, 2011 by the Petch fountain in front of the McPherson Library. The next events were the Plasma Car races at noon on November 2, 2011 in the Michelle Pujol room in the SUB. The Hearts and Hands Craft Fair was held on 11:00 to 2:00 PM on November 15 in the foyer of the University Centre. The Book Sale, was held from 9:00 to 5:00 PM on November 29 to December 2, 2011 in the Michelle Pujol Room. Other student events were planned, and were announced later in the new year.

Pledge forms were automatically mailed to donors, if they donated last year, or could be printed from the UVic United Way web site. Congratulations were extended to three UVRA members, each of whom won a weekly draw during the fall.

The 2012 campaign will begin in September. Please watch the UVic United Way web-site for announcements of activities and events in which you may participate.

Grateful thanks are extended to those of you who participated in “Change Starts Here” this year. The UVRA Board and members are deeply appreciative of your contribution, and for helping the United Way in Victoria to assist those in need in our community.

J. Isobel Dawson  
UVRA Representative  
United Way Campus Campaign Committee