

University of Victoria Retirees Association – AGM 2018

UVRA 2017 United Way Campaign Report

Presented at the 2018 AGM

Grant Hughes and Patty Pitts co-chaired the 2017 UVRA United Way Campaign, and represented the Association on the Planning Committee for the UVic United Way Campaign.

One of us attended the initial committee meetings in September and Patty represented the Association by staffing the United Way booth (along with UVic committee co-chair Dr. Rachel Scarth) at the campaign kick-off during the Guy Vetrie Basketball Tournament in CARSA on September 29, 2017.

In early October 2017, a letter from UVRA President Peter Liddell was sent to all members containing a link to the online donation form. Unfortunately, a PDF for a hard-copy form was omitted, so a second email was sent with this attachment. Further mention of the UVRA participation in the campaign was included in the Fall "Grey Matters" UVRA newsletter.

In December, the United Way office notified Grant and Patty of the UVRA members who contributed in 2016, but had not yet made a contribution in 2017. These members were all contacted by phone (either directly or via a message) with a reminder about the campaign.

By the end of December 2017, UVRA members contributed \$28,324.56 to the 2017 UVic United Way Campaign—an increase of seven per cent over the previous year.