

The UVic Campus United Way Campaign Report 2013 for the UVRA AGM (June 18, 2014)

This year, Greater Victoria contributed \$5.8 million dollars to the United Way campaign, which had the theme of “Be An Agent of Change”. The United Way has two distinct roles in building a caring community. One is to invest in the immediate needs, by financially supporting local programs, and the second is to work with educational institutions to develop tools that will measure our collective impact. Next year, the campaign will be chaired by Rebecca Grant of the UVic School of Business. Recently, the United Way welcomed a new CEO, Patricia Jelinski, who arrived in Victoria in March 2014.

The donors came from businesses and organizations in the community, and networks, partnerships, collaborations, and corporate matches. The University of Victoria is one of the three institutions in the Post-Secondary Challenge category. The fund-raising total for the University of Victoria in December 2013 came to \$256,000.00 from 423 donors, and included 55 new donors. Fifty-one retirees contributed \$ 20,294.00. Special events raised \$18,079.00 of the total. The amount donated represented 60% of the goal for this year. The final calculation is expected to increase, as more activities are held between January and the start of the next campaign in the fall.

The United Way began the first week in October with a goal of \$290,000. Six events were planned following the Start-up Breakfast, the Lunchtime Barbecue, the Plasma Car races, the Bug Push, the Hearts and Crafts Fair, the UVic Libraries Book sale, and the Chemistry Show. Other events were organized by UVic students within various departments. The Library Book Sale and several of the events and were facilitated by UVRA members, who served as volunteers. This assistance was very much appreciated. A highlight was the Leadership Breakfast, which was a “thank you for donating” for “leadership” donors. The campaign committee would like to increase the number of leadership donors next year, and involve more UVRA members.

Please watch the UVic web-site: <http://unitedway.uvic.ca> for events, pledge forms, and further information. If you have any questions, please contact me at uvra@uvic.ca

Respectfully submitted,

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United Way Campaign Committee