

UVic Retirees Association - 2015 Annual General Meeting

United Way Campaign Report

The United Way of Greater Victoria 2014 community campaign was supported by 11,500 donors, 400 workplaces, and thousands of volunteers, who raised \$5.7 million for the priorities of those in need in our community.

As per previous years, the UVRA functioned as a distinct component of the UVic United Way campaign, and was an active contributor to the UVic fundraising success. Thank you to all who showed your support!

The United Way is the largest non-government funder in the region, and invests the funds pledged in three priority areas:

1. All that kids can be – supporting kids and youth with resources to grow up healthy, and transition into adulthood;
2. From poverty to possibility – building individual financial stability and independence, through access to healthy food, affordable housing, and employment;
3. Strong communities – developing the capacity of people to care for themselves and families by creating opportunities and places for social interaction.

The UVic United Way campaign exceeded the goal of \$250,000 by raising over \$268,000, including the contributions of the UVic Retirees Association. The UVRA also exceeded our association goal by raising over \$22,000 -- which was an increase of 8% over the amount raised last year.

UVic's campaign, with the support of the UVRA membership, was recognized with two awards. We placed first in the category of "Leadership Giving", ahead of the other finalist (Bank of Montreal). We also won the "Post-Secondary Challenge" by having the largest increase in donations, when compared to Camosun College and Royal Roads University.

UVic and the UVRA have developed a key priority to facilitate "continuity" of support for the United Way when employees retire. UVic will now remind employees who are retiring that they will need to reestablish their link to the United Way when they become a retiree. Due to "protection of privacy" considerations, UVic cannot inform the UVRA which retiring staff are United Way donors. So it is up to individuals to ensure that they identify their support for the United Way through the UVRA campaign, or directly to the United Way of Greater Victoria, if they so choose.

A second priority during the past year was to participate in the first "electronic" campaign to reach out our UVRA members by email and then encourage participation in the United Way's e-pledge system. This new system had some teething pains. I appreciate the willingness of those retirees who went "electronic". I am also grateful for those who stayed with "paper" and sent in their cheques to support the campaign. Based upon the feedback received, we will ensure that we can better meet the needs of all interested donors in the next campaign by offering "online" and well as a "printable form" that could be filled in and included with a cheque as payment.

The new 2015 United Way campaign will start in September. The needs of the community are large. Please consider supporting that campaign.

I appreciate the support that I received from the UVRA Board and membership as I participated in the campaign committee for the first time as a retiree. The ongoing support for the UVic United Way campaign by the UVRA is very important. I look forward to continuing my participation on the campaign committee in 2015 at the pleasure of the Board.

Respectfully submitted,

Grant Hughes