

University of Victoria Retiree's
Campaign for the United Way of Greater Victoria - 2020/21

Annual Report submitted May 10, 2021

To the UVRA Membership,

It was my great pleasure to serve as Campaign Chair for the UVRA United Way Campaign again this year. This was my second year as Campaign Chair and I am pleased to report that our Campaign was a very successful one this year. Over the course of the Campaign, our donors gave **\$50,545.70!**

We exceeded our goal and our average gift increased by just over \$270 per donor! Our campaign was pivotal in the overall University of Victoria campaign reaching its target this year and I want to ensure that all members know how grateful our Campus Campaign Chair, Michelle Parkin (VPAC), and co-Chair, Catherine McGregor (EDUC) were for your remarkable generosity.

The United Way of Greater Victoria is a critical social impact organization in our community. During the past year of pandemic times, the United Way of Greater Victoria has established itself as a critical supporter of isolated seniors through the **More than Meals program**. Working with partner organizations such as James Bay New Horizons, Beacon Community Services and Oak Bay Volunteer Services seniors who have been isolated in their homes through the pandemic have received a hot meal, a friendly visit and regular outreach by telephone for reassurance as well as assistance with errands and appointments. The program was launched with a grant obtained through the Government of Canada's Emergency Community Support Fund and started out offering 200 meals a week. With donations received through this year's campaign, the program now delivers 1200 meals a week!

During this year's campaign we held a physically-distanced "Tea" where members were encouraged to get comfortable with a favoured refreshment and join in on a Zoom session introducing UVIC faculty who are contributing to the **Little Phoenix Daycare**. Little Phoenix is a partnership initiative designed to be a safe haven for children who may have experienced trauma resulting from exposure to domestic violence, abuse and/or time spent in a refugee camp prior to immigrating to Canada. We will continue to raise funds for this initiative in next year's campaign.

Recently you may have seen the new media campaign launched by the United Way of Greater Victoria called the **Blue Love Campaign for Mental Health**. This initiative supports local agencies who support people living with mental health challenges right here in our community. Peninsula Co-op is a presenting partner making a lead gift of \$100,000 that will be used to create a matching fund encouraging others to donate to this year-long campaign that seeks to

raise \$1 million for counselling, peer support and outreach services for those in need in our community.

Our local United Way is an effective and unique fund-raiser in our community – and we can all be a part of this movement! The United Way of Greater Victoria tracks where help is needed in our local community. This allows us to invest donations where they will have the greatest impact. Please join us in making a difference in this coming year! I will be working on increasing our donor base this coming year – so watch for messages on that front!

I am honoured to continue in this role for the 2021/22 annual campaign – and I would welcome any support or assistance from other members! If you have an interest in joining me in this very rewarding role, please do not hesitate to be in touch with me at emmie@uvic.ca!

Respectfully submitted,

Mary Ellen Purkis
UVRA – United Way Campaign Chair