

University of Victoria Retiree's
Campaign for the United Way of Greater Victoria – 2021/22

Annual Report submitted June 6, 2022

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 third 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, UVIC Retiree donors contributed \$56,200 to our community.

With the help of our generous donors, we met and slightly exceeded our stretch goal, contributing over 27% of the overall UVIC Campaign total. Again this year, the Retiree's campaign was highly significant in securing UVIC's reputation as a top-tier donor for the United Way of Southern Vancouver Island (UWSVI). Thank you, on behalf of the University, the United Way and all those in our community that your donations support.

As you know, the United Way of Southern Vancouver Island is a critical social impact organization in our community. As we emerge from the last two years of pandemic isolation and come to grips locally with the fall-out of that significant, global event, the local and regional network of organizations we rely on to lend a helping hand when we need it most are critical. The UWSVI distributes funds to those organizations on a strategic and evidence-based basis so that you can be assured your donations are having impact in those places and for those people in greatest need.

Recently the UWSVI has launched its Help a Neighbour initiative. For the first time, Southern Vancouver Island residents can view the impact of their donation online via an interactive map, and see which areas need more local love. The new campaign aims to initially raise at least \$300,000 to fund services and supports based on need, reaching 15,000 local individuals through various UWSVI programs and initiatives. I encourage you to check out the website for this new initiative at uwsvi.ca/help-a-neighbour. And, if you can stretch your donation budget a little further over the summer, please consider contributing to this mid-year campaign. While the United Way has for many years been seen as a seasonal campaign fund-raiser, in fact it is a year-round fund-raising organization. The needs of our community are many and this campaign will continue to support our neighbours in need until next year's campaign.

I am honoured to continue in the role of Campaign Chair for the 2022/23 annual campaign. I would welcome assistance from UVRA members. If you have an interest in joining me in this very rewarding role with a view to taking on the role for 2023/24, I would love to show you the ropes! Please be in touch with me at emmie@uvic.ca!

Respectfully submitted,

Mary Ellen Purkis - UVRA – United Way Campaign Chair