



UBC United Way 2014 Campaign Raised Over \$572,000



Campaign Team: Joan Denenfeld, Gina Jackson (UWLM), Paola Baca, Tammy Brimner, Ellis Courtney, Winnie Ng, Aylin Tavakoli

In fall of 2014, the UBC Community United Way Campaigns in Vancouver and Okanagan together raised \$572,218 dollars with the help of 682 staff, faculty and emeriti who donated to the campaign via payroll and 50 fundraising events that were organized on both campuses.

UBC Vancouver

The UBC Vancouver campaign including emeriti and retired staff raised \$530,872, surpassing its goal by \$30K. All donations went to the United Way of Lower Mainland (UWLM).

This year’s UBC-V campaign was led by Joan Denenfeld from DAE, Winnie Ng from the Faculty of Land and Food Systems and Paola Baca from Enrollment Services. Eilis Courtney from Ceremonies and Tammy Brimner from Animal Care Services led the leadership component of the campaign.

Aylin Tavakoli coordinated the campaign with the help of Kevin Mo (seconded Campus Security staff), and Courtney Lee (Arts Co-op student).



Kevin Mo, Courtney Lee





UBC Community United Way Campaign



The Vancouver campaign engaged 40 UBC staff and faculty who sat on the United Way Planning Committee from various departments and units.

Over 400 volunteers also participated by organizing and running the campaign events.

UBC was nominated for the UWLM 2014 *Engaged Award* which is awarded to organizations that maintain or increase percentage in dollars given directly to United Way. In addition, for the fifth consecutive year, UBC and its associated unions and associations were recognized as the *Top Contributor* to the United Way of Lower Mainland.



Campaign Team, Karen Ranalletta (CUPE 2950), Andrea Han (AAPS), Catherine Alkenbrack, Ali Mojdehi



Sauder Team at Earthwise Society - Day of Caring
Nov 2014

UBC-V staff participated in 4 local *Day of Caring* projects during the course of the campaign.

Day of Caring is a unique opportunity for employees in a workplace to come together, develop team-building skills and make a difference in the community by taking part in one-day work projects at Lower Mainland non-profit agencies.

Impact in the Lower Mainland Community

With \$26 million dollars raised from local corporations and organizations such as UBC, the United Way of Lower Mainland will continue to support 150 community partners, fund 450 programs focused on children, young adults and seniors, and advocate for social change.

In 2015, United Way of Lower Mainland's focus is supporting Community Schools. They are investing \$375,000 in 161 Community School sites which help deliver 2,472 programs. These programs range from supporting aboriginal, immigrant and refugee children and families to providing child care, nutritious food, tutoring, outdoor activities and music, leadership opportunities and emotional support to young kids.





UBC Community United Way Campaign

A community school is both a place and a set of partnerships between the school and other community resources. Its integrated focus on academics, health and social services, youth and community



development and community engagement leads to improved student learning, stronger families and healthier communities. Community schools offer a personalized curriculum that emphasizes real-world learning and community problem-solving. Schools become centers of the community and are open to everyone – all day, every day, evenings and weekends. Community schools contain a host of opportunities and built-in supports that give students and

parents the tools they need to learn and grow. In 2013-2014, 51,954 children (ages 6-12) participated in community schools programs. Some examples of these schools are: Edmonds, Gilmore, Lochdale in Burnaby and Britannia, Grandview, and Strathcona in Vancouver.

UBC Okanagan:

UBC Okanagan campus raised \$41,346 for the United Way of the Central and South Okanagan/Similkameen. The 2014 campaign was led by Allyssa Costerton-Grant from the Faculty of Education.



Allyssa Costerton-Grant

Impact on the Okanagan Community:

The United Way of the Central and South Okanagan supports families in the Okanagan with child care and provides young kids with healthy snacks, homework support and mentoring after school.

They provide counselling, therapy for young children with developmental disabilities, trauma therapy and support groups for women and men who have been abused, and provide recovery options available for those struggling with mental illness, brain injury or addictions. They also assist isolated seniors to find the services and supports that they need to remain independent in their homes.

\$41K donated from the UBC-O campus will help maintain and enhance these programs. For instance, it can ensure that individuals struggling with mental illness have access to a real person on a support phone line all year round.



Other Partnerships

UBC sponsored the United Way of Lower Mainland's RevUp event in September 2014, training more than 1,000 volunteers and Chairs on campaign management and social awareness.

For the fifth year, UBC Robson Square provided classrooms for *The United Way Public Policy Institute (PPI)*. PPI is a training program that helps leaders in the non-profit sector better understand and influence the public policy process. Recently, UBC Learning Exchange received positive feedback from the Downtown Eastside community and businesses about the influence of UWLM PPI. This indicates the strong role UBC plays in connecting, educating and engaging with the local community.



UBC Robson Square also hosted the United Way of Lower Mainland Middle Childhood Learning Summit in 2014.

