



UBC COMMUNITY UNITED WAY CAMPAIGN



2017 STEERING COMMITTEE GUIDE

GIVE. VOLUNTEER. ACT.

UBC Community United Way Steering Committee Member Role Description

Lead your co-workers. Inspire your workplace. Impact your community.

Volunteer Summary

Steering Committee Members are the leaders of the UBC Community United Way Campaign. They plan, lead and execute exciting campaigns within their portfolios, giving all staff and faculty an opportunity to get involved and give if they choose. As campaign ambassadors, they help raise awareness and shape the vision and goal of the UBC campaign.

Your Impact

Approximately 5,000 workplace volunteers in over 750 organizations across the Lower Mainland kick off exciting campaigns to inspire their co-workers to get involved in their community. In 2016, almost 80% of the \$25 million total dollars raised were from these workplace campaigns. At UBC, Steering Committee Members lead close to 400 volunteers who together raised over \$500,000 last year.

Responsibilities

- Lead the United Way Employee Campaign within your department/unit
- Raise awareness by disseminating UBC United Way communication pieces and newsletters
- Set goals to drive participation and giving
- Attend training sessions to gain knowledge about United Way's impact in the community
- Inspire colleagues to give
- Educate colleagues about what United Way does and how their contributions will directly affect their community
- Facilitate the collection of pledges



Benefits

- Opportunity to learn and develop leadership skills
- Get to know your colleagues at UBC
- Develop fundraising skills
- Make a difference in your community
- Potentially advance your career
- Participate in a [Day of Caring](#) project in a non-profit organization

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Time Commitment

The Steering Committee Member position is a voluntary position and each individual can plan their own schedule and time spent on the campaign.

Time commitment varies depending on the time of year. Since the Campaign runs September to December most of the planning and execution happens in the fall, however, there are a few workshops and strategy meetings planned for the summer.

Resources Available

- UBC Community United Way Campaign Chairs
- UBC United Way Campaign Coordinator
- Other UBC Committee Members and volunteers
- United Way Campaign Associates
- United Way Senior Resource Development Strategist

"The Steering Committee Members are an inspiring group of people representing our many communities on campus. Thanks to their leadership, the UBC community raised over half a million dollars in 2014 for much-needed programs that strengthen our local communities.

- Paola Baca, 2014 UBC Community Campaign Co-Chair.

2017 Key Dates

- United Way of Lower Mainland Training Sessions: TBD
- UBC United Way Steering Committee Meetings: TBD
- United Way of Lower Mainland Campaign Kick-off: TBD
- UBC United Way Campaign Kickoff Week: TBD

How to apply

To get involved contact Patty Gallivan, the UBC Community United Way Campaign Coordinator at 604-822-8929 or email united.way@ubc.ca

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History

United Way of the Lower Mainland ([UWLM](#)) is a non-profit organization that delivers more than 400 programs and services to members of Lower Mainland communities. The United Way focuses on prevention and addresses the underlying causes of critical social issues such as poverty, bullying and social isolation before they become crises.

The [UBC Community United Way Campaign](#) is an annual workplace campaign that runs in the fall and creates a great opportunity for students, staff and faculty on campus to connect, network and raise funds for a great cause.

The University of British Columbia has a long history with United Way and has held a workplace campaign since 1976. The UBC Okanagan campus started their United Way [campaign](#) in 2005.



The University of British Columbia (Vancouver and Okanagan) has been the top contributor to United Way for many years. Since 2009 UBC has consistently raised over \$500,000 in support of the local community.

In the most recent years UBC has also partnered with the United Way of Lower Mainland to lead research in areas of Middle Childhood Development and Neighborhood Planning as well as providing space for the city to hold conversations on Community Engagement, Social Innovation, Public Policy and more.

2017 UBC Community United Way Team

- Campaign Co-Chair: **Catherine Alkenbrack and Jodi Scott** - Infrastructure Development
- Campaign Vice-Chair: **Colin Moore** - Food Service Operations
- Leadership Co-Chair: **Eilis Courtney** - Ceremonies and Events
- Leadership Co-Chair: **Tammy Brimner** - VP Finance and Operations
- Campaign Coordinator: **Patty Gallivan** - UBC United Way
- Senior Resource Development Strategist: **Gina Jackson** - United Way of Lower Mainland