



GIVE. VOLUNTEER. ACT.

UBC United Way Campaign Champions Role Description

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

Summary

Campaign Champions are the leaders of the UBC 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 2018, almost 80% of the \$25 million total dollars raised were from these workplace campaigns. At UBC, Campaign Champions lead close to 400 volunteers who together raised over \$550,000 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
- Make meaningful connections on campus
- Participate in a Day of Caring project in a non-profit organization



Time Commitment

The Campaign Champion 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 late summer.

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

Paola Baca, 2014 Campaign Co-Chair

Resources

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

2019 UBC United Way Executive Team

Campaign Chair	Carole Jolly , <i>Director, Campus + Community Planning</i>
Campaign Vice-Chair	<i>TBC</i>
Campaign Past-Chair	Colin Moore , <i>Director, UBC Food Services</i>
Leadership Campaign Co-Chair	Liz King , <i>Director, Ceremonies + Events</i>
Leadership Campaign Co-Chair	<i>TBC</i>
Campaign Manager	Karolin Konig , <i>UBC United Way</i>
Associate Campaign Manager	Megan Simpson , <i>United Way of the Lower Mainland</i>

2019 Key Dates

UBC United Way Campaign Champions Meetings	August 23 rd , September 26 th , November 21 st
United Way of Lower Mainland Campaign Kick-off	<i>TBD</i>
UBC United Way Campaign Kickoff Week	<i>TBD</i>

Get Involved

For questions or to get involved, contact Karolin Konig, Campaign Manager, UBC United Way at 604-822-8929 or email united.way@ubc.ca



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 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 providing space for the city to hold conversations on Community Engagement, Social Innovation, Public Policy and more.