

2018 United Way UBC Okanagan Workplace Campaign Report

Cara Kirkey, 2018 Campaign Chair

Financials

	2018	2017	2016
Payroll Epledges	\$29,183.44	\$31,644.16	\$31,360.66
Special Events	\$5,679.43	\$3,860.35	\$7,343.00
Total	\$34,862.87	\$35,504.515	\$38,703.66
Matching Amount	\$4,270.12		

Participation

	2018	2017	2016
Epledge donors	70	78	60
Participation rate	4%	5%	4%
Leadership donors (\$1200+)	7	8	7
Leadership Total	\$12,160.08	\$13,360.00	\$12,780.00

Campaign Successes

- Matching grant for new donors and past donors that increased their donations resulted in a new or increased donations of \$4270.12 raised for the United Way of Central and South Okanagan Similkameen
- United Way agency sponsored guest speaker at Pit Stop event was very effective to communicate to staff and faculty the impacts of funding from the United Way and the increasing need for supports in the community
- Departmental presentations
- Partnership with JDC west student group that had them lead their own events in support of the United Way
- Bake sale and Library book sale both generated their highest sales yet
- Strong support particularly for events from UBC Okanagan United Way committee
- Single sign on through MSP system for payroll donors

Sponsors and Partners

Donated prizes as incentives for payroll donations

- Big White Ski Resort donated a tubing party for 10
- UBC Okanagan Parking Services Annual parking pass
- UBC Okanagan Athletics and Recreation Hangar Fitness pass

Partners, event hosts and supporters

- Aramark Food Services
- JDC west
- UBC Okanagan Ceremonies
- UBC Okanagan Library
- Faculty of Creative and Critical studies
- Equity and Inclusion office
- College of Graduate studies
- Athletics and Recreation
- IT Services
- Irving K Barber school of Arts and Sciences
- UBC Okanagan Security
- UBC Okanagan Development and Alumni
- UBC Okanagan Students' Union
- Facilities department

Special Events

- Halloween Kick off
- Department hosted PitStops
- Aramark coffee sales day and basket draw
- Library Book Sale
- Faculty of Creative and Critical studies bake sale
- United Way Bake Sale and showcase auction
- Campaign celebration Pit Stop, with guest speakers from United Way Central and South Okanagan Similkameen and sponsored agency Ozanam house
- Wine Survivor
- JDC West Dunk Tank at Homecoming



Next Year's Campaign Opportunities

- Focus on department outreach – recruiting departmental champions to help engage donors
- Create opportunities to engage existing donors in the run up to the campaign with a view to recruiting champions and advocates
- Engage more agency speakers to communicate impact and inspire
- Appoint a faculty member chair
- Hire a Campaign coordinator or share the role with multiple staff (eg. Events coordinator, communications coordinator, Outreach coordinator)
- Expand student involvement and partner with UBCSUO