



**United Way**  
Northern British Columbia



## Employee Campaign Coordinator (ECC) Information Guide

Your role as ECC is central to the success of UWNBC's campaign and, ultimately, to the well-being of your community and northern BC.

As an ECC, your role is to:

- Lead and direct the UWNBC campaign within your workplace
- Help your colleagues understand what UWNBC does and how contributions to UWNBC benefit people in northern BC
- Liaise with UWNBC staff during your workplace campaign.

This information guide will assist you with your role by providing information on UWNBC messaging, campaign best practices and suggested special event ideas.

### UWNBC Messaging

Locally driven and regionally governed, UWNBC is dedicated to improving the quality of life by advancing the common good... when we reach out a hand to one we influence the condition of all. We all benefit when a child succeeds, when families are financially stable, seniors are involved in community activities, and when people are healthy and safe.

It takes everyone working together to create a brighter future and UWNBC provides the means for all of us to come together, United, to take action for positive social change.

### What UWNBC Does

- Invests in a strategic combination of proven programs;
- Fundraises and builds resource partnerships so donations and contributions are available to support programs and initiatives;
- Works with community partners to find long-term solutions to community issues;
- Provides leadership and support to the non-profit sector; and
- Provides the means for you to make an effective and efficient investment of time, talent and treasure for your community.

*"United Way is a leader in understanding the root causes and social issues in our region and in bringing together people and resources to find and implement lasting solutions."*

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## Who UWNBC Helps

Funding and support is provided to kids, families, seniors and individuals through United Way's network of care:

- Building successful kids and empowered families
- Helping seniors remained involved and independent
- Ensuring healthy citizens and safe, supportive communities

## UWNBC's Mission & Promise

Our mission is to improve lives and build community by engaging individuals and mobilizing collective action.

Our promise to you is to invest resources where they are needed the most and where they will have the most impact to the most people. Our efforts positively affect the lives of 1 in 3 individuals in northern British Columbia. 90 cents of every dollar received is reinvested into programs and services helping your friends, relatives and neighbours throughout the region.

## United Way - Investing in Northern BC Communities

The United Way of Northern British Columbia has a service region encompassing the northern 2/3 of the province of BC – from Quesnel in the south to the Yukon border in the north, and from Haida Gwaii (Queen Charlotte Islands) in the west to the Alberta border in the east. Our governance and operating structure ensures we are able to work with partners to develop and implement solutions to critical social issues on a regional and local level.

## Commonly Asked Questions about UWNBC

### When was the United Way formed?

The origin of federated fundraising for community services in North America dates back to the late 19<sup>th</sup> century when the first United Way was created in Denver, Colorado in 1887.

In Prince George, The Prince George & District United Appeal began in 1969. In 1986 the name changed to Prince George & District United Way and again changed in 1994 to Prince George United Way. In 2009, the name was changed once again to United Way of Northern British Columbia (UWNBC) to better reflect the vast area in which we provide services and the many communities in which we operate.

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### **Are there United Ways across Canada?**

There are 115 United Way Centraides across Canada that raise more than \$440 million each year for more than 7,000 local charities and an additional 10,000 donor directed charities.

In British Columbia, 13 United Ways exist that raise approximately \$45 million each year.

### **Is UWNBC a “branch” of the national organization?**

No. Each United Way, including UWNBC, is an autonomous, locally governed organization. United Way is an international movement linked by a similar purpose and a common goal.

### **What is the geographical service area encompassed by UWNBC?**

UWNBC’s region encompasses all of northern BC – from McLeese Lake in the south to the Yukon border in the north and from the Queen Charlotte Islands in the west to the Alberta border in the east. This service region encompasses 22 communities and 5 regional districts, and approximately 80 First Nations communities. The region has approximately 300,000 residents.

### **Why should I give to UWNBC?**

United Way is a leader in understanding the critical social issues in communities and the northern region and working with community partners to find solutions to address those issues. By investing in UWNBC, you are ensuring a better community and region for everyone. United Way’s goal is to improve the quality of life by advancing the common good; when we reach out a hand to one, we influence the condition of all. We all benefit when a child succeeds, when families are financially stable, seniors are involved in community activities, and when people are healthy.

### **Why should I give at all? Aren’t my tax dollars enough?**

Crucial service gaps exist through lack of sufficient government funded programs. In a caring society we continue to be responsible for those who cannot always care for themselves.

### **Why should I support the Maximum Possible Impact (MPI) Fund?**

UWNBC has a process for investing MPI dollars and ensuring accountability of those organizations receiving an investment. Through the use of volunteer community committees called Community Impact and Investment Committees (CIIC’s) who review applications for funding on an annual basis and UWNBC’s annual assessment of needs MPI funds are directed to Canadian Registered Charitable organizations providing programs and services in the areas of most need. Throughout the year, CIIC’s monitor investments made with MPI funds, which allows UWNBC to be accountable to donors.

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### **Will my money be invested in Northern BC?**

Yes. Money received is invested into critical health and social programs for children and families, seniors and those who need a hand up in northern BC.

### **What are the Benefits of Donating to United Way?**

- 90 cents of every dollar received is invested to impact 1 in 3 people in northern BC.
- It's easy, there are various options! Donors can contribute via payroll, cash, cheque, post-dated cheque, Visa, Mastercard or monthly Visa/Mastercard.
- Gifts are income tax deductible. To calculate tax deductions for donation amounts visit the UWNBC website at [www.unitedwaybc.ca](http://www.unitedwaybc.ca), click on campaign, and use the 'Donation Tax Credit Calculator'.

### **Who decides where my donation will be invested?**

People like you, community volunteers that make up Community Impact and Investment Committees (CIIC's) across northern BC. CIIC's review community needs and investment application requests on an annual basis, directing Maximum Possible Impact (MPI) funds to Canadian Registered Charitable organizations that provide programs and services in the areas of most need. CIIC Members are persons with an interest in making a difference in the lives of people who face social and health challenges.

### **What programs and services does UWNBC support in my community?**

United Way supports programs and services helping individuals throughout northern BC. For more information on specific impacts in your community, please visit: [www.unitedwaybc.ca](http://www.unitedwaybc.ca).

### **Can any agency apply for a UWNBC investment?**

Any Canadian Registered Charity providing social and health programs or services in UWNBC's service area may apply for funding. Applications are reviewed annually.

### **How much does UWNBC spend on fundraising and administration costs?**

UWNBC prides itself on its excellent record as a low-overhead organization. Operating costs average 9.7% (8.2% for fundraising and 1.5% for administration). Other Canadian charities spend on average 26% on administration and operating costs.

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### **Why does the campaign goal keep going up?**

The need for and the cost of human services in the region are increasing at a greater rate than inflation due to an aging population, changes in family structure, continued high rates of poverty, reduced economy and cuts to government and government funding. UWNBC tries to meet these costs through its annual campaign.

### **What else does United Way do other than act as a funder?**

United Way works in collaboration with a broad range of community partners to understand the issues within our communities and region and to ensure that programs and services are available to address these issues. We do this in two ways: 1) we look to addressing immediate issues and 2) we work with partners to address the root causes of issues to alleviate, eliminate, or prevent issues over the long term.

United Way assists in building not-for-profit capacity through delivery of partner services (see website [www.unitedwaynbc.ca](http://www.unitedwaynbc.ca) for list). United Way also works to build the profile of businesses by offering volunteer/community building opportunities. Facilitation and coordination are key in the work we do.

### **Does United Way use volunteers?**

Our campaign relies on the help of over 500 volunteers, without whom the campaign would not be possible. Other events and programs rely on over 300 volunteers to be successful. Volunteers help by raising money in the workplace, recommending how funds are invested, sitting on a variety of advisory committees, participating on the Campaign Cabinet, helping out with special events or serving as members of the Board of Directors.

The generous contributions of so many volunteers allow UWNBC to keep its operating costs to an absolute minimum.

### **Does UWNBC solicit donations of Goods and Services?**

Wherever possible, United Way requests donations of goods and services in order to minimize operating costs. Examples of donations of Goods and Services include:

- Free advertising space and air time from newspapers, radio & TV stations
- Donations of product by in-kind supporters for special events and other UWNBC activities

### **Why do some agencies have their own fundraising activities even though they receive funds from the United Way?**

UWNBC investments are used by partners to cover operating expenses, programs or services. UWNBC is not able to fund all needs of all organizations. All partners are expected to diversify their funding sources.

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## Campaign Best Practices

The strongest workplace campaigns have a number of things in common – we call them our **Campaign Best Practices**. Incorporating these elements into your campaign can dramatically increase your success. UWNBC's Campaign Best Practices are as follows:

### 1. Establish a Campaign Committee

Running a workplace campaign is much easier if there are a group of people from all departments and levels of a workplace to become involved in planning and to share the workload. Those who you may consider approaching to become involved in creating a team include: management, a labour representative (if applicable), a representative from each department including human resources and payroll, new employees and anyone who is eager to contribute time and energy.

### 2. Obtain Management Support

It is essential to have visible support from your senior management team. Getting involved in a UWNBC campaign is a great way for management to interact with employees and demonstrate their commitment to our community and region.

#### Here are some suggestions:

- Identify a 'mentor' from the senior management team. This person serves as your link with senior management and may sit on your Campaign Committee. He or she is helpful in conveying your campaign plans to the senior management team, canvassing, trouble-shooting and securing management support for campaign events.
- Include UWNBC on the agenda of all senior management meetings. Request time to share previous campaign results, current campaign plans and other resources.
- Ask senior management to play an active role in the campaign by supporting volunteers in their individual areas and asking them for regular campaign updates, offering assistance and providing appropriate recognition.

#### A Visible Senior Management Representative Can:

- Announce your role as ECC to the workplace
- Attend the first Campaign Committee meeting to give a personal endorsement
- Attend the Corporate Call with a UWNBC rep
- Send a letter to all employees asking for their support and inviting them to participate in campaign activities
- Attend group presentations and give a personal endorsement
- Arrange for and attend a wind-up event for the Campaign Committee, e.g. wine and cheese reception

### 3. Recruit a Union Representative (Where Applicable)

United Way has a strong partnership with Labour. If your workplace is unionized, please ensure unions are represented on your Campaign Committee.

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#### **4. Include Leadership Giving As A Goal**

Leadership donors are those who make an annual gift of \$500+. Setting goals around the number of leadership donors you would like to have contribute as a part of your workplace campaign and encouraging leadership giving throughout your campaign encourages people to give at this level.

#### **5. Set a Participation Goal**

By setting a participation goal, employees can rally together to encourage more people to give. Remember, every gift counts.

#### **6. Ensure Every Employee is Personally Asked to Give**

People do not give if they are not asked! Going out of your way to ensure all of your colleagues are asked to donate to your workplace campaign gives people the opportunity to ask questions and make an informed choice about donating. Remember to track those who have been spoken to and what their response was so as not to approach the same person twice.

#### **7. Distribute Personalized Pledge Forms**

Use personalized pledge forms to ensure everyone has the opportunity to give. Often Human Resources or Payroll Departments can assist with personalization of pledge forms.

#### **8. Inform and Inspire Employees**

When employees hear about the impact UWNBC makes in your community and region, and see the evidence first-hand, they are eager to invest. Give employees ample opportunity to learn about UWNBC by offering a variety of educational events such as Seeing Is Believing Tours where organizations in your community or region delivering services can be visited.

#### **9. Offer Incentives for Giving**

Offering Early Bird incentive prizes for pledge forms returned by a specified deadline and other incentives throughout your campaign encourages people to donate.

The following are ideas of incentive prizes:

- Vacation day(s)
- Coveted parking spots
- Lunch/dinner with the CEO
- Company merchandise
- Donations from your organization's vendors
- Restaurant or mall gift certificates
- Tickets to movies, sporting or cultural events

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## 10. Create a Theme for Your Workplace Campaign

Many workplaces create a new theme for each year's UWNBC campaign to make it more participatory and fun. Themes are a great way to tie your campaign activities together.

Ideas from previous campaigns include:

- Super hero theme – Real Heroes Work Here!
- Be a Lifesaver – give to United Way (hand out Lifesavers with pledge forms)
- The Dream Team – Making Dreams Come True
- If I could Change the World
- A Little Help from My Friends

## 11. Run Your Employee Pledge Component Prior to Holding Special Events

Ensuring the pledge component of your workplace campaign is completed prior to holding special events encourages people to participate in both.

## 12. Offer Year- Round Communication

Take advantage of non-campaign months to educate employees about UWNBC. Many organizations use intranet, email and community speakers to educate employees and to grow future campaign participation rates. Stay in touch with your UWNBC rep and visit [www.unitedwaynbc.ca](http://www.unitedwaynbc.ca) periodically to garner new information.

## 13. Institute a New Employees Program

When new employees start with your workplace, make sure to give them a pledge form and discuss your organization's commitment to supporting the community through UWNBC. Most new employees are happy to start their giving right away and will continue to give when you run your campaign.

## 14. Establish a Retiree Campaign

Retirees represent a pool of potential donors who may not be captured in your current campaign. With more people retiring every day, a Retiree Campaign is also an excellent way to ensure existing donors stay connected.

Your organization may already be communicating with this group. Your Retiree Campaign may be as simple as including a brochure and pledge form with an existing mailing, sending a separate mailing to this group, or arranging for a presentation at a retiree gathering. Better still, involve an active retiree in the Campaign Committee.

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## Suggested Special Event Ideas

Most workplace campaigns have one or two special events to create enthusiasm and build momentum. These may include a kick-off event, early bird draw, and a final draw. Events should not take away from the employee pledges and are best scheduled after the pledge forms have been distributed. To help with your special events, UWNBC has supplies available e.g. banners, balloons, aprons etc.

### Special Events should be:

- Limited in number - Special events can be time consuming for you and your Campaign Committee members. Having fewer, more exciting events is always a better choice.
- Awareness builders - The best special events help raise awareness about UWNBC and your workplace campaign.
- Fun and free - Employees do not wish to be asked to donate repeatedly throughout your workplace campaign. Events that cost money, e.g. silent auctions should always be held at the end of your campaign.
- Food Safe whenever food is being prepared and served.

### Special Event ideas include:

#### Casual Day with “I’m dressed this way for United Way”

UWNBC can provide stickers for this event. You can also make it a costume day. We ask that you not refer to this day as “Jeans Day”, which is a specific fundraising event for BC's Children's Hospital.

#### Competition/Challenge

A competition based on increases in participation, or dollars or even the first group to turn in all pledge forms can be conducted between departments, floors or locations within your workplace. You could also challenge another organization within your industry/sector/office building.

#### CEO Challenge

Your CEO/senior management commits to doing something unconventional such as sing karaoke or dressing in costume if a stretch participation or dollar goal is achieved.

#### Bake Sale

Employees contribute baked goods to be sold at work.

#### Chili Cook-off

Employees donate money in order to sample and cast votes for their favourite.

#### Relay

Childhood games in a timed, relay format are fun and can be a great team builder, e.g. bobbing for apples, potato sack races, suitcase/dress-up relay etc.

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### **Hidden Talents Show**

Employees perform silly, hidden talents, e.g. drinking water while standing on head, reciting the alphabet backwards and impersonation.

### **Live or Silent Auctions**

Auctions can be great fun. Dollars raised through auctions are not tax receiptable. Some examples of items:

- homemade cookies or cheesecake
- restaurant gift certificates
- services gift certificates (e.g. car wash by co-worker)

### **Pancake Breakfast and Barbeque**

Make this part of your kick-off event. Invite senior executives to help serve pancakes that day.

## **Thank You!**

On behalf of your community and those who benefit from the dollars you raise, UWNBC staff and volunteers would like to thank you for your commitment to the role of ECC. You truly make northern BC a better place to live, work and play for everyone!

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