



## The Role of United Way Community Impact & Investment Committee (CIIC) Members

*We believe in our community. We believe that its success depends on the people who live in it.*

We have the power to build and improve our great region through United Way. United Way provides the forum and opportunity for all of us to work together and invest in strategies that enable people to overcome life's challenges and to live more fully; provide safe, healthy and fostering environments for youth to succeed; and build safer, more welcoming neighborhoods.

**The role of United Way Community Impact & Investment Committee (CIIC) Members is critical to our success in building community. CIIC Members report to the CIIC Chair for their community and are supported by United Way staff.**

### Qualities to ensure success:

- Passion and commitment for the role and United Way's role in the community and across the north
- Community involvement and knowledge of community issues and leaders
- Knowledge of not-for-profit structures, operations and partners
- Connections to not-for-profit, business and community leaders
- Attention to detail
- Enthusiasm
- Leadership and dedication
- Communication and motivational skills

### Responsibilities:

- Familiarize with United Way's Planned Approach and the related CIIC activities
- Familiarize with United Way's mission, mandate and Partner Services
- Become familiar with United Way's investment guidelines and investment areas
- Look for opportunities to build the capacity of local service agencies through partnership
- Stay informed of emerging community issues and population needs by attending United Way events (i.e. Days of Caring and Seeing Is Believing Tours), community social and health events, sitting on community agency committees representing United Way and meeting with community knowledge brokers
- Participate in research undertaken by United Way and lead the creation of strategies to address systemic/root issues that arise through the evidence
- Work as a team member to make investment recommendations to the Board based on evidence, program/service outcomes and community impact to programs and services that address systemic/root issues and meets the current needs of the community
- Identify specific requirements and/or outcome measures for recommended investments
- Follow up with agency representatives throughout the year as required
- Identify opportunities to link identified community needs with known resources
- Participate in training sessions
- Identify other volunteers to join the CIICs and Campaign Cabinets to assist with succession planning for the organization
- Help to establish the United Way brand in the community by using appropriate messaging and promotional tools

### Time Requirements:

At least a one year commitment, including the following:

- Meetings with community knowledge brokers in regards to emerging issues; evidence ground-truthing with communities (Oct-Feb)
- 5 to 10 CIIC meetings with agency representatives to review investment proposals (Feb-June)
- Review of 3 to 4 investment proposals (generally 5 to 20 in total) before CIIC meetings (Feb-June)
- Attend three CIIC/Campaign events (flexible timing)
  - September/October – kick off/grant reception event or activities
  - March/June – Community Campaign Wrap-up Event/grant reception
  - June – CIIC BBQ/Social



The United Way's planned approach is a constant cycle of effort to ensure critical needs are identified, cooperative strategies are developed, and donations are invested in a way to have the greatest impact on the community.

To support our campaign in your workplace please call Prince George (250) 561-1040 • Fort St. John (250) 263-9266 [www.unitedwaynbc.ca](http://www.unitedwaynbc.ca)



United Way