



United Way
Northern British Columbia



We Believe ... Investing in Northern BC Communities

We believe in our community. **We believe** that its success depends on the people who live in it. That everyone has something to contribute. That everyone deserves respect. That everyone's potential can be realized. That diversity is vital. That every person has value. That everyone needs help and everyone can offer help. That a safe, supportive community is everyone's responsibility. **We believe** in possibility. **We believe** in our community. **We believe** that its success depends on the people who live in it. That everyone has something to contribute. That everyone deserves respect. That everyone's potential can be realized. That diversity is vital. That every person has value. That everyone needs help and everyone can offer help. That a safe, supportive community is everyone's responsibility. **We believe** in possibility. **We believe** in our community. **We believe** that its success depends on the people who live in it. That everyone has something to contribute. That everyone deserves respect. That everyone's potential can be realized. That diversity is vital. That every person has value. That everyone needs help and everyone can offer help. That a safe, supportive community is everyone's responsibility. **We believe** in possibility.

Leadership Case
for Giving

We Believe.

www.unitedwaynbc.ca



With Leadership Giving we focus on the future.

Every individual has the power to create change. When we *believe*, we create change that improves lives and serves our community and region's most pressing needs. Your investment in Maximum Possible Impact, our community fund, can help prepare a young child to succeed at school, ensure seniors remain involved in their communities, and assist those recovering or rehabilitating to reintegrate into life.

Together we have the power to facilitate change. Together we can face any challenge that comes our way. Together we can make our region stronger for the future.

What is leadership giving?

Leadership givers make a powerful statement of commitment to our community by donating \$500 or more to United Way of Northern British Columbia. This group of donors sets a high standard of giving creating the greatest impact in our region.

Your donation of \$500 through payroll deduction amounts to less than \$1 a day (after taxes). Your donation is divided equally across the number of pay periods you have in a one-year period, typically 26 pay periods, making it easy for you to make a significant donation. A \$500 donation spread across 26 pay periods amounts to \$19.23 per pay (before taxes).

Here is a breakdown of donation levels, per pay amounts, tax reduction amounts and net costs of making leadership gifts.

DONATION AMOUNT	\$500.00	\$1,000.00	\$2,500.00	\$5,000.00	\$10,000.00
PER PAY AMOUNT	\$19.23	\$38.46	\$96.15	\$192.31	\$384.62
TOTAL TAX REDUCTION	\$171.22	\$389.72	\$1,045.22	\$2,137.22	\$3,897.20
NET COST TO DONOR	\$328.78	\$610.28	\$1,454.78	\$2,862.78	\$6,102.80

Note: Your company may have an employee donation matching program in place that could double the value of your investment in community building. Contact your supervisor or your human resources department for more information.

Supporting the United Way is a way of strengthening our neighbourhoods and creating positive changes in our communities and region. Now, more than ever before, it's important to look inside ourselves and find a way to come together as one. We're calling on you, the people of northern British Columbia, to BELIEVE.

"Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future."

- Edwin H. Friedman

We
make a big **impact.**

Everyone has a reason to give at the leadership level.

- ▶ *"By giving to United Way of Northern British Columbia, I know that my contribution is having a very direct and tangible effect on our community and region. Northern BC is a better place because of my commitment to United Way as a Leadership Giver."*
- ▶ *"There is work to be done in every community. Leadership Giving allows me to fully participate in that work by assuring that my gift is wisely invested and stays in the region."*
- ▶ *"I stay engaged in community issues and invest in my community's future through United Way of Northern British Columbia. It's about helping people and taking responsibility for my community and region."*



United Way of Northern British Columbia keeps community challenges in perspective. Our goal is to improve lives for struggling individuals, families and children throughout our region. For over 40 years, United Way of Northern British Columbia has been there to help provide stability under any conditions.

Funding that addresses multiple issues is especially important during difficult times. People in need may face one challenge that can disrupt their family balance and ripple into other challenges; financial instability often leads to additional problems including lack of access to quality child care, increased risk of domestic violence and the inability to provide basic needs such as food and adequate housing. As these issues multiply, more and more of our neighbours, friends and co-workers become in need of more and different kinds of help. This is why giving to Maximum Possible Impact is so important now.

The United Way of Northern British Columbia's Leadership Givers are a group of community-minded individuals who provide financial support of \$500 or more towards Maximum Possible Impact.



We believe in possibility.
Together we can make it happen.

- ▶▶ When you make a leadership gift, you join a group of your peers who care about helping others and care about advancing the common good in our region. Our members **BELIEVE**.
- ▶▶ United Way is improving the way community services are delivered and focusing on critical issues, helping people meet their basic needs.
- ▶▶ Developing partnerships, working together with people like you is the only way we will create lasting change.

When you support United Way, you provide the resources needed to achieve the greatest results for individuals and our region. Your investment not only helps meet immediate needs, such as tools and support for families to give their kids a good start in life, or safe shelter for an abused woman and her children, but also helps us tackle the root of these problems such as information and referral supports, life skills development and grief and trauma counseling. Your investment in United Way goes far beyond providing the resources to strategically invest in a network of well-managed human care services and programs.

It also enables us to:

- Lead and develop community-based partnerships to tackle complex social issues such as poverty, seniors isolation and child and youth development
- Provide training and skills development for agency staff and volunteers to ensure our community has a strong, sustainable human care network
- Invest in one-time activities designed to enhance an organization's capacity
- Fund projects responding to identified barriers that prohibit individuals' full participation in life.

Social issues are complex and interconnected and cannot be addressed by any one group or organization. United Way's ability to bring together people from all parts of our community provides a comprehensive approach to understanding problems and focusing on solutions.

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Why United Way?

Why United Way? For many years I didn't fully understand the impact of United Way or why I should send money through a separate organization rather than directly to the agencies I personally believe in. Now I know. I see a great deal of need every day in my community. Sometimes that need is born out of ongoing personal struggle and sometimes it comes in a moment of tragedy - but it is always there. Like most of us, I am particularly sympathetic to the innocent children who, through no fault or action of their own, end up in circumstances that you and I have never experienced and can barely imagine. In each one of these children I see the potential for the future. Their current circumstances do not need to determine their future. Those innocent victims are the reason I give my time and money to United Way. United Way creates a better future for those who can't create it for themselves.

What I know is that there are no simple situations when someone is in need. Truly addressing the root cause of a problem requires a comprehensive solution. For example, the answer to homelessness requires much more than simply providing housing. The better answer is an inventory of the issues that led to homelessness, an assessment of job skills, financial education, childcare, and safety. All of these things contribute to self-sufficiency, and are the building

blocks to a good life. Like homelessness, the other social problems in our community can be addressed with a temporary, short-term "band-aid" or solved through a more comprehensive approach, led by United Way that guides people out of need and into a better tomorrow.

How does United Way do this? - By connecting agency resources for a better total outcome. United Way invests in three impact areas: Successful kids and empowered families, involved seniors, healthy citizens and safe supportive communities. Funded programs and services within these impact areas all come together to ensure we can give those who need it a hand up out of their current situation. Too often, when someone is struggling, they become dependent upon you and me through other means - a much more costly alternative than the preventive and empowering programs United Way brings together.

I ask you to think about the great life you enjoy as you consider supporting the United Way in our effort to help those less fortunate. Your money will go directly to help your neighbors, friends and family members who may find themselves in need - guiding them from difficult times into a positive future they are able to sustain on their own. A contribution to United Way is a sound investment in the future of our community and region.

www.unitedwaybc.ca

The United Way is a volunteer-driven organization that relies heavily on volunteer involvement, expertise and support to achieve our mandate. We are grateful to our volunteers for their passion, enthusiasm and commitment to making the United Way of Northern British Columbia an effective and efficient regional community impact organization. As we expand our reach, we look forward to including more volunteers throughout the northern BC region.

Campaign Cabinets

PRINCE GEORGE

David Duck	Kelly Batke	Paula Saretsky	Steve Henderson
David George	Kim Rutherford	Rob Jarvis*	Tim Kelly
David Scott	Martin Hooke*	Ruth Sayers	
Jim Martin	Melony Forster	Sean Robinson	

*Campaign Co-Chair

FORT ST. JOHN

Drew Christmas	Jim Eglinski	Russ Beerling
Kellie Antle	John Turner	

Community Impact & Investment Committees/ Community Champions

PRINCE GEORGE

Cheryl Webster	Janice Haley	Lynn Andersen	Sandy Stephens
Chris Kinch	Leona Anderson	Monica Contreras	
Diana Kutzner	Lori Wolfe**	Paula Saretsky	

FORT ST. JOHN

Aimee Foster	Dacia Douhaibi	Marva Kosick	Rick Ekkel*
Andy Ackerman	Lynn Locher	Randy Groff	

QUESNEL

Barb Bachmeier	Chris Hyde	Julie Carlson
Bev Anderson*	Jody Plant	Ron Potter**

SMITHERS

Estelle Wojdak*	Karen Perreault	Rachelle Cameron	Steven Bakker
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DAWSON CREEK

Dawn Wilson	Jeff T. Fowler	Margaret Sutton
Doris Brocke*	Linda Studley	

*Committee Chair | **Vice-Chair | ***Interim Chair

United Way of Northern British Columbia Board of Directors

John Turner	Board Chair
Ellen Cranston	Vice-Chair
Leona Anderson	Secretary
Robert Hill	Treasurer
Rob Jarvis	Chair, Governance
Sandy Stephens	Labour Representative
Corey Jonsson	Director
Terry Shepherd	Director

For more information on volunteer opportunities and United Way's impact and activities in your community, please call **250-561-1040** or visit our website:

www.unitedwaybc.ca

