



Employee Campaign Coordinator Information Guide

Thank you for agreeing to be a United Way of Northern BC Employee Campaign Coordinator (ECC)!

Your role as an ECC is central to the success of the 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
- Liaise with UWNBC staff during your workplace campaign.
- Help your colleagues understand what the UWNBC does and how it benefits people in your community.

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

Helping each other . . . the northern way.

Northern British Columbia is a unique place. It's a place where people know their neighbours. Where lifelong friendships are made. Where people smile and say hello. It's a place where people go out of their way to help those around them, extend a hand, make those small gestures that knit the blanket of a community together.

We do a lot of things differently in Northern BC. We are unique. We take pride in who we are, where we come from and what we do.

One of the most important things we do? We help each other. That's the northern way.

It's with that spirit that the United Way of Northern BC takes on its mission to help improve lives and build communities.

Who is the United Way of Northern BC?

We are an organization made up of local people from around Northern BC helping our communities stay strong together.

What does the United Way of Northern BC do?

From poverty to possibility

We help people who are struggling financially get back on their feet

Healthy people, strong communities

We help people get healthy and stay healthy, physically and mentally.

All that kids can be

We help kids get the education and opportunities they deserve.



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Why do you do it?

So everyone has the chance to live up to his or her potential and be a contributing member of his or her community. And because we want our communities to be healthy, vibrant places to live, work and raise families.

How do you do it?

First of all, we help you identify the issues that are important to your local community. Then we work with a variety of people and organizations in the community to address the whole range of issues. We invest in a combination of programs and services that will get at the root causes of those issues.

We also provide leadership in bringing people together to create lasting solutions that are unique to each community.

And ultimately, we help improve the quality of life in Northern BC by advancing the common good.

Who do you help in my community?

The United Way helps one in three people in Northern BC. The people we help are all around us – our neighbours, our relatives, our friends.

The work we do focuses on three key areas:

- we help people who may be struggling financially do the things necessary to get back on their feet and support themselves;
- we help people and families get the health and social services they need to stay strong and connected to their communities;
- we help kids get the education they deserve, starting at the earliest possible age, and continuing through to adulthood.

Everything we do contributes to the longer-term goal of building stronger communities:

- we work with the organizations that are providing programs and services so they have the ability to focus on what's important – helping those in need;
- we help bring people together to change the things that need changing and create long-term, lasting solutions that work for Northern BC communities.

What programs and services do you support in my community?

We work with a number of organizations throughout Northern BC that provide programs and services to address need in communities.

You can find a list at www.unitedwaynbc.ca.



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What else does the United Way of Northern BC do besides act as a fundraiser and fund dispenser?

What we do is about more than just taking money in and handing money out. It's about looking at the whole system, providing leadership, and using all the tools at our disposal to make things better for everyone as a community and a society.

Like we said, our main job is to help you and your community identify what the issues are that are important to you. Then we help you work on finding solutions to those issues.

But fundraising is an important part of what we do. The funds we raise provide the seeds from which we can help communities grow stronger.

Why should I give to the United Way of Northern BC?

Our approach to community development is unique. We work across sectors, throughout all regions, and we are not issue-specific. We are not about a short-term fix. We are about working together to make sustainable changes that advance the common good for all people in all communities throughout Northern BC. We achieve this by focusing everything we do on having the maximum possible impact.

Why should I give at all? Aren't my tax dollars enough?

Crucial service gaps exist as a result of the lack of sufficient government funding. Unfortunately, those gaps are growing. In a caring society, we believe we are all responsible for helping each other. And we believe that by reaching out a hand to help one, we improve the condition for all.

Who decides where my donation will be invested?

People like you. We have Community Impact and Investment Committees across Northern BC made up of community volunteers. They are people who are interested in making a difference in the lives of people in our communities who face challenges. They help make the decisions that are best for their communities.

What is "Maximum Possible Impact" and why should I support it?

By supporting the Maximum Possible Impact Fund, you can be sure your investment will have the greatest impact on the most people in the most critical areas of need in your community.

Community Impact and Investment Committees made up of community volunteers make the decisions about where the greatest need is. They can then decide how to best use donated funds to get at the root causes of issues and find long-term, lasting solutions that benefit the whole community.

Will my money be invested in my community?

We only invest the funds received through the annual United Way of Northern BC campaign in Northern BC communities. And we ensure the funds invested are accounted for in the results they achieve.



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What are the benefits of donating to the United Way of Northern BC?

The number one benefit is that you know more than 90 cents of every dollar is invested in programs and services that are helping create positive change in the lives of one in three people in Northern BC.

The United Way of Northern BC also makes it easy to be part of the solution. We're easy to find. We operate throughout Northern BC. And donors can contribute via payroll, cash, cheque, post-dated cheque, Visa, Mastercard, or monthly credit payment.

And it's all income tax deductible.

How much does the United Way of Northern BC spend on fundraising and administration?

Our operating costs average 9.7% (fundraising 8.2% and administration 1.5%). By contrast, the average operating costs at other Canadian charities is 26%.

We work hard to keep overhead down. We commit to investing resources in Northern BC where they will do the most good.

Why does the campaign goal keep going up?

Unfortunately, the need in Northern BC is increasing at a greater rate than inflation.

Why? Because our population is aging and therefore requires more services. The economy hasn't been great. And governments continue to cut back health and social service funding.

The result? More people are struggling to get by, there are more obstacles for families to overcome in getting the education their kids deserve and the services they need to remain engaged and contribute positively to their communities.

Does the United Way of Northern BC take donations of goods and services?

Donations of goods and services help keep your overhead down, so of course we welcome them. Examples of goods and services include:

- free advertising space from newspapers, radios and television stations;
- products provided by supporters to be used at special events and activities.

Does the United Way of Northern BC use volunteers? If so, why does it need paid staff?

Do we use volunteers? Absolutely. We couldn't do what we do without the help of over 800 volunteers – 300 of them putting in countless hours throughout the year and another 500 working tirelessly during our annual campaign.

Our staff help provide leadership, coordination and continuity across the organization and throughout the vast geography of Northern BC. But the generous contributions of so many volunteers allow us to keep our operating costs to an absolute minimum.



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Can any agency apply for a United Way of Northern BC investment? If so, how?

Any Canadian Registered Charity providing social and health programs or services in the United Way of Northern BC service area may apply for funding. Applications are reviewed annually.

Why do some agencies have their own fundraising activities even though they receive funds from the United Way of Northern BC?

United Way of Northern BC investments are used by those receiving them to cover operating expenses, programs or services. But we're not able to fund all the needs of all organizations. We hope and expect all of our partners to get funding from a variety of sources.

When was the United Way formed?

The first United Way was created in Denver, Colorado in 1887.

The Prince George and District United Appeal began in 1969. The name changed to Prince George and District United Way in 1986 and changed again to Prince George United Way in 1994.

In reality, we have been serving the needs of Northern BC since the beginning. So, in order to better reflect the area that we work in, we changed the name again (and hopefully once and for all!) in 2009 to United Way of Northern British Columbia.

Are there United Ways across Canada?

There are 113 United Ways (or Centraides in French) across Canada. Combined, we invest more than \$440 million each year. There are 13 United Ways in BC, investing a total of about \$45 million a year.

Is the United Way of Northern BC a “branch” organization?

No. United Way is an international movement linked by a similar purpose: improving the common good. But each United Way – including United Way of Northern BC – is independent and locally governed.

What is the United Way of Northern BC's coverage area?

The region we serve reaches from McLeese Lake in the south to the Yukon border in the north, and from Haida Gwaii in the west to the Alberta border in the east. The region includes 22 municipalities, five regional districts and about 80 First Nations communities. About 300,000 people live in Northern BC.