



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 campaign, and the well-being of your community in 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 the UWNBC provides essential benefit to people within your community

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

Helping each other . . . is the Northern way.

Northern British Columbia is a unique place. A place where people know their neighbours, and where lifelong friendships are made. A place where people smile and say 'hello'. And, where people go out of their way to help those around them. We extend a hand in small gestures that knit our community together.

This one of the most important things that we do. Helping one other IS the Northern way.

It is with this spirit that the United Way of Northern BC realizes its mission to improve lives and strengthen and build communities.

Who is the United Way of Northern BC?

We are a small organization of local people from Northern BC helping our communities stay strong, together.

What is a *campaign*?

A *campaign* is a workplace fundraising initiative in support of the United Way.

Who is involved?

Everyone in the company should be given an opportunity to participate in a campaign. The campaign is typically organized by one or two individuals, who may or may not choose to organize a small committee (up to 10 people) to help plan activities.



How long should a campaign last?

An ideal campaign should last no more than *one to two weeks* so that employees can enjoy their contribution and not become overloaded or fatigued.

What is the role of the United Way of Northern BC?

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.

Why participate in a workplace campaign?

Because contributing as a valuable member of the community is key to a balanced life. A healthy, thriving community that is a vibrant place to live, work and raise our families ensures that all members of our community also enjoy the same.

What is expected of an ECC?

First, we help you identify issues that are most important in your local community. Then, we work with a variety of people and organizations within your community that understand its greatest needs and concerns. We then invest in a combination of local programs and services that address and respond to 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 for every member the community.

Who does the UWNBC help in your community?

We help 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 critical areas:

- We help people who may be struggling financially get back on their feet and gain self-sufficiency
- We help people and families receive the health and social services they need to stay strong and connected within their communities
- We help children receive the education they deserve, beginning at the earliest possible age and continuing through adulthood



United Way
Northern British Columbia
Helping each other... the northern way.
unitedwaynbc.ca

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

- We work with organizations that provide community programs and services to ensure they can focus on what is paramount - helping those in need
- We bring people together to create long-term, lasting positive change for communities in Northern BC

What specific programs and services does UWNBC support in your community?

We work with a vast number of organizations throughout Northern BC that each provide programs and services to address the greatest need within our communities.

A list of our agency partners can be found on our website at www.unitedwaynbc.ca

Does the UWNBC do anything above and beyond fundraising and allotment?

YES. We approach the entire fabric of our communities using all the tools at our disposal to better the lives of everyone in and as a community and a society.

We provide leadership and act as a community bridge. Our primary responsibility is helping you and your community identify and address the issues that are most important to you. And then we find and create the solutions.

Fundraising is an important component of what we do. The funds we work to raise provide the seeds that ensure our communities grow stronger and healthier.

Fundraising **and** bridging the needs of our communities are two sides of the same coin.

Why should you 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 realizing the maximum possible impact.

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

Gaps in crucial services exist due to the lack of sufficient government funding. The reality is that these gaps are widening. In a caring, balanced society we are all responsible for helping each other. We understand that reaching out a hand to help *one* improves the quality of life for *all*.

Who decides where your donation will be invested?

YOU. Our *Community Impact and Investment Committees* across Northern BC are comprised of community volunteers. People who want to make a positive impact in the lives of those in our communities who face challenges at various times in life. YOU contribute to decision-making that best addresses the needs of your local community.

Give. Volunteer. Act



United Way
Northern British Columbia
Helping each other... the northern way.
unitedwaybc.ca

What is “Maximum Possible Impact” and why should you support it?

By supporting the *Maximum Possible Impact Fund* your donation is assured to have the greatest impact on the most people in the most critical areas of need within your community.

The *Community Impact and Investment Committee* in your area together determines the greatest need and decide how to best use donated funds to reach the root causes of issues to find long-term, lasting solutions that benefit the entire community.

Will your money be invested in your community?

YES. We ONLY invest the funds received through our annual United Way of Northern BC campaign back into the communities of Northern BC. And we ensure that all invested funds are accounted for and reflected in the results they achieve and impact they make.

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

We are community connectors working with local people and agencies to determine gaps and provide resources where they are needed most.

We have made it as easy as possible to become part of the solution. We have presence and engagement throughout Northern BC. Donations can be made as an automatic payroll deduction, cash, cheque, post-dated cheque, and Visa or Mastercard as a one-time or monthly payment.

All donations are tax deductible.

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

We strive for the lowest possible administrative costs aiming to keep below the 20% industry standard, well below the CRA requirements of max 35%. United Way admin related costs are essentially displaced from the agencies that would otherwise need to take on these costs to secure resources. Since non-profits traditionally have a significant lack of resources, United Way plays a key role in helping with operational capacity and financial burden by doing this work on their behalf.

We are committed to investing your financial resources where they will realize the most positive impact in communities in Northern BC.

Why do campaign goals continue to increase?

- The need in Northern BC continues to increase at a greater rate than inflation
- Our population is aging and requires more services
- The government has reduced funding to the health and social service sectors

What are the negative impacts? More people are struggling to make ends meet, there are more obstacles for families to overcome in getting the education their children deserve and the services they need to contribute positively to their communities.

Give. Volunteer. Act



United Way
Northern British Columbia
Helping each other... the northern way.
unitedwaynbc.ca

Do we need to apply for a gaming licence to run special events like raffles, bingos, poker, social occasion casinos, and wheels of fortune?

Yes. A gaming licence is required if your organization is looking to fundraise through events like raffles, bingos, poker, social occasion casinos, and wheels of fortune. For details on charitable gaming rules, how to apply, and application status, click on the link below
<https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gambling-licence-fundraising>

Please note you will need to submit a minimum of 10 days prior to the start of your event, but this will be dependent on the type of license you need to apply for.

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

YES. Donations of goods and services help reduce our overhead and we do welcome them.

Some examples include:

- Free advertising from newspapers, radios, and television stations
- Products to be used at special events and activities
- Protective and disinfectant products during the pandemic

Does the United Way of Northern BC utilize volunteers? If so, what is the need for paid staff?

Absolutely, we love our volunteers! Without the help of our volunteers - whether through helping at events, participation in committees, policy and fund development, fundraising, or countless other opportunities - we would not be able to do what we do!

Our paid staff provides critical leadership, project coordination, community and corporate partner liaising, and continuity across the organization and throughout the vast geography of Northern BC.

It is the generous contribution of time and effort by incredible volunteers that allows us to keep our operating costs to an absolute minimum.

Can any agency apply to the United Way of Northern BC for funding assistance? If so, how?

Any Canadian Registered Charity that provides social service programs or services to vulnerable population within Northern BC may most certainly apply for funding. The UWNBC website provides current updates on funding streams available with parameters on how to apply. There are many other opportunities to partner with United Way throughout the year. Please contact info@unitedwaynbc.ca to know what current supports may be available.

Why do some agencies also hold fundraising activities even though they receive funding from the United Way of Northern BC?

We expect and encourage all our agency community partners to obtain funding from a variety of sources, not only us. United Way of Northern BC investments are used by agencies to cover operating expenses, programs, or services. However, we are unable to fund all the needs of all organizations

Give. Volunteer. Act



United Way
Northern British Columbia
Helping each other... the northern way.
unitedwaybc.ca

When was the United Way formed?

The first United Way originated in Denver, Colorado in 1887.

We have been serving the needs of Northern BC since 1969 when the *Prince George and District United Appeal* was founded. In 1986 the name changed to the *Prince George and District United Way* and then again to the *Prince George United Way* in 1994.

In order to include the entire region that we impact, we changed the name again (and hopefully once and for all!) in 2009 to the *United Way of Northern British Columbia*.

Are there other United Ways Canada-wide?

There are 77 United Ways ('Centraides' in French) across Canada. Combined, we invest hundreds of millions of dollars each year into local communities across the nation. There are 4 United Ways in British Columbia.

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. Each United Way – including the United Way of Northern BC - is independent and locally governed.

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

Covering almost 600,000 sq kms, the United Way of Northern BC region services almost 300,000 people. From Quesnel northward to all three provincial borders, our region encompasses more than 23 municipalities, 5 regional districts, and dozens of First Nation communities.

Give. Volunteer. Act