



2019 VOLUNTEER TOOLKIT

Volunteer guide

Our 2019 Campaign Goal:

- Together we hope to raise \$250,000
- Last year we were able to surpass our goal of \$270,000 thanks to dedicated volunteers like you!

Contact Us:

We have a Campaign Office on Campus, our Campaign Coordinator Hilary Hutchins is happy to answer any questions and assist you with anything you might need.

Hilary Hutchins
MC 2010
519-888-4567 ext. 33840
united.way@uwaterloo.ca

For updates on the campaign's progress, to see photos, or for information on events taking place across campus, please check out our website at: www.unitedway.uwaterloo.ca.

Time Line:

The campaign runs from October 1st – October 31st. You will receive an email to your @uwaterloo.ca email in the beginning of October inviting you to register and make a donation on our online e-pledge system. If you used e-pledge last year, you can renew, update or change your donation using your e-pledge login information. If you prefer sending your donation using the 2019 paper pledge form, you can find it on our website at: <https://uwaterloo.ca/united-way/how-donate>

If you are planning events to raise money in your department please organize them for the month of October. Please include Hilary (united.way@uwaterloo.ca) on your email, when informing your department of an event. This will allow her to post the events in the events calendar on the website and so that she can support you with resources, advertising and photographing your event.

Resources Available:

Within your volunteer toolkit you will receive the following items:

- United Way WRC FAQ's
- Our volunteer guide
- Resources for decor such as: balloons, streamers, and stickers



Some resources that can be obtained by contacting Hilary include:

- Agency Impact Speakers for Department Meetings
- United Way stickers
- Participation Rate for your Department
- Information on United Way
- Website: Include Event Updates and Information from across Campus

Some resources available through the website include: the latest campaign progress, upcoming events, event ideas, and much more! See also the United Way Waterloo Region Communities website at <http://www.uwaywrc.ca/> for more things to fill your toolkit!

United Way Campaign Ambassador Tips & Ticks – How to make your campaign a success!

Attend the Ambassador Lunch & Learn

This event is for Ambassadors to learn more about United Way and best practices for supporting the campaign

- When: August 20, 2019 12:00 – 12:45 pm
- Where: MC 2090
- Can't make it? Check it out via Webinar at: [address](#)

Attend the President's United Way Campaign Kickoff Lunch on September 24, 2019

This event's aim will give you the opportunity to:

- Mingle with the president and various organizational leaders across campus
- Meet other volunteers
- Learn new ideas and best practices
- Hear inspirational stories from local agencies
- Learn more about United Way

Confirm Department Chair/Manager Support

The support and commitment of your department chair/manager is critical to the success of your work. Their endorsement and participation sets a good example for others in your organization and their enthusiasm can be contagious! Ask them to provide visible support and leadership for the campaign events you run.

Examples of how they can get involved include:



- Ask them how they would like to get involved – they might have some great ideas!
- Sending a personal letter to each employee endorsing the campaign such as a “Welcome to our 2019 campaign” letter from your department chair/manager- this can help set the tone for the campaign.
- Approving the time necessary to plan and implement campaign events and activities (i.e. meetings, trainings, and events)
- Supporting your department goals, objectives, and plans, or participating in fun special events
- Provide time at a team meeting to share the United Way UWaterloo’s key messages; we can always help set up an agency speaker!

Recruit Others to Help You

The size and shape of your area’s United Way committee will vary depending on the size of your department. As long as it fulfills the following requirements, it is the best committee for you!

- Accurately reflects the structure of your department
- Each committee member has a specific role to play
- Committee members are United Way Waterloo Region Communities supporters and/or donors
- Committee members are enthusiastic about sharing the United Way Waterloo Region Communities message

Set a Goal

Possible Goals for your Department include:

- Increasing participation rate
- Do one new thing (i.e. bring in an agency speaker- connect with Hilary at united.way@uwaterloo.ca, try a new idea for an event, or plan a special thank you message at the end of the campaign)

Participate in UWaterloo Goes Red for the United Way (Oct 1) & Souper Tuesday (Nov 5)

Go Red Day

On **October 1st** our campus is “going red”. We’ll be raising awareness about the campaign and reminding everybody that the campaign has launched, by decorating parts of our campus. There are several ways for you and your area to be involved:

- Decorate your own workplace red
- Wear red on **October 1st**
- Share pictures of your red decorations and outfits on social media



Souper Tuesday

Volunteers will be asked to sell tickets in their areas to this event which will be held in STC foyer. University leaders will be serving up a variety of homemade soups for a great cause. Keep an eye on the volunteer newsletter emails for further detail and instructions.

Promote Your Department's Campaign Activities

Publicity and promotion builds spirit and adds to the fun of the campus' campaign. Use a variety of approaches to give employees opportunities to learn about United Way WRC. Varied promotional materials such as posters, printed material and United Way WRC progress thermometers help deliver the messages.

Successful Activities to Engage Co-Workers Include:

- Participate in our campaign launch on October 1st – UWaterloo Goes Red for United Way
- Use email to provide the latest campaign progress
- Post banners, flyers, and goal thermometers in high-traffic areas
- Coordinate special departmental challenges
- Promote the raffle prizes that will be drawn each week
- Have a brown bag lunch with a United Way Waterloo Region Communities Impact speaker – 'Lunch & Learn' or invite them to a departmental meeting
- Display United Way WRC's posters to share how contributions are improving lives in our community
- See a full list of event ideas which have been successful in past campaigns at <https://uwaterloo.ca/united-way/volunteer/volunteer-toolkit>.

Organize a Kickoff and Finale

The UWaterloo United Way Campaign kicks off on October 2nd and finishes on October 31st. You can build on these dates within your department with tailored kick-off and finale events or unique initiatives to mark the timeframe of the campaign.

Evaluate Your Work

It is helpful to analyze and evaluate all aspects of what you did for this year's campaign. The analysis can be an important planning tool for the future. Review your results and compare them to your original goals. Recommendations will be valuable in planning next year's approach.

Report Back Your Results

Once your event is complete please contact Hilary Hutchins at united.way@uwaterloo.ca to arrange a time and location to exchange donations raised. Hilary will count the money with you present and you will sign a special event sheet, indicating the correct amount of donations received. Please try to do this after every event occurs.



Recognize and Thank Your Team

Be sure to celebrate your success and the success of the overall campaign and say “thank you” to everyone who helped make it a great campaign.

Event Regulations

Charity Ticket Sales

Pricing on ticket sales can be mandatory, but if you are charging a fee for tickets/admissions, then you must charge HST on the price of the ticket/admission. If you want to avoid HST, then admission by donation is completely acceptable; however, it cannot be mandatory. Donations need to be of free volition.

Lottery Style Event

A lottery style event means there is some sort of lottery scheme. A lottery scheme may be defined as any scheme that has all three of the following components:

- A prize;
- A chance (to win a prize); and
- Consideration for a fee

If these three components are present it's a lottery style event. We encourage volunteers to look for other means of rewarding and/or engaging participants.

Examples:

Examples of lottery style events would include any event that an individual would pay to be involved in for a chance to win a prize: BINGO, 50/50 draws, ballots sold for prize draws, sports pools, stub draw, etc. If you are ever questioning whether an event is lottery style just ask these questions:

- Do participants have to pay to enter? AND
- Do participants have a chance to win a prize?

If you answer yes to these then you've got yourself a lottery style fundraiser/event.

Food Safety

Food safety is a very important factor to take into consideration when planning for food related events or fundraising activities. If you are holding a great event that includes food it is important that you review the information found online: <https://uwaterloo.ca/united-way/volunteer/volunteer-toolkit/event-food-safety>



Frequently Asked Questions

1. What is United Way Waterloo Region Communities (WRC)?

United Way Waterloo Region Communities is committed to making positive, long-term change happen – sustainable change that targets the root of issues so we can all share in our community's success. Funds given through United Way are invested right here in our community where you live, work, learn and play. We work with and through local social service programs and initiatives across the 3 Focus Areas with the goal of ensuring a strong social support network. That means every effort brings as much impact as possible to the community.

2. I already give to my favourite charity, so why should I give to United Way WRC?

Faith, education, health-care, sports and culture play very important roles in our community. Many donors include United Way in their giving to ensure that basic and secondary needs-including food, shelter and counselling support - are available to all citizens. United Way WRC is also investing in the future of the community through prevention programs. By giving to United Way WRC your dollars support a strong social support network in our community and long-term, sustainable change. It takes more than one organization to make that change.

3. I've never used a program or service supported by United Way WRC, so why should I give now?

United Way WRC relies on your support to ensure that community services are in place should you, a loved one, a neighbor or a co-worker ever need them. If you review the list of supported programs and initiatives, you may find that you are connected to one of them. The lists are broken down by focus area: <https://www.uwaywrc.ca/what-we-do/>

- Vulnerable children and youth
- Poverty
- Neighborhoods

4. Will my donation stay within my community?

Yes. Unless you designate your gift to another United Way, your donation will remain within your local United Way WRC and fund your community's programs and initiatives.

5. How does United Way WRC raise funds?

Our fall workplace campaign continues to be our single largest – and most publicly recognized – method of fundraising, but it is not the only method. We also engage donors year-round through other fundraising practices such as direct mail campaigns, special events, and sponsorships. We're working diligently to diversify our sources of revenue even further so we can expand our impact on community issues.

6. How much of my contribution goes to pay administration costs?

Because of extraordinary volunteer commitment and numerous gifts-in-kind, United Way WRC has a 17% year-round administration and fundraising cost.



We work very hard to keep these costs as low as possible through opportunities such as:

- Working extensively with volunteers, including our Board of Directors, Campaign Cabinet, Community Impact Council and Priority Impact Teams
- Partnering with hundreds of workplaces
- Securing sponsorships and gifts-in-kind
- Getting events and communications materials sponsored wherever possible
- Housing our office in space generously donated by the Marsland family

7. Why should I give if I don't support "X"?

All programs and initiatives we fund meet high standards of service and operation. They depend on each other to form a strong network to support all community issues. All applications for funding are thoroughly reviewed by our Priority Impact Teams, made up of community volunteers just like you. Our rigorous and transparent review process ensures that all funds are invested where they will make the most impact in our community. Making positive changes in complex issues cannot be done by one agency alone.

8. How carefully are the expenditures of supported programs and initiatives reviewed?

Each year, volunteers from various backgrounds in the community work together on our Priority Impact Teams. After significant training - and using stringent guidelines - these teams review the funding applications of each program and initiative, while a team of financial professionals reviews the financials of each program and initiative. Funding recommendations are then made for the Community Impact Council to approve.