

Area Coordinator

and

Canvasser Guidebook



**Welcome to the University of Guelph’s United Way Campaign!**

You have joined a long (and impressive) history of volunteers on the University of Guelph Campus that have jointly helped raise millions of dollars for community partners in Guelph, Wellington and Dufferin counties. The work that you do is instrumental to the success of the University of Guelph Campaign.

This Guidebook is meant to be a one-stop resource to find all forms, information and contact numbers that you may possibly need during your campaign and will be updated on a yearly basis as needed. If you have suggestions as to what would be helpful in this guidebook as an Area Coordinator or a Canvasser, please contact the [U of G United Way Steering Committee](#_Steering_Committee_Members) and let us know. We’re here to help make your volunteer efforts with the United Way a fun and enjoyable experience.

Share your thoughts, fundraising ideas and even your winning chili recipe with the entire volunteer team. The more that we support each other and share our ideas, the more success that the entire Campaign will achieve!

So, let’s get out there! Let’s raise some money for our community partners and have a lot of fun while we’re doing it!

Thank you. We truly value your contributions to making this year’s Campaign a great success.

The University of Guelph United Way Steering Committee

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# **About the United Way Guelph, Wellington and Dufferin**

Committed, caring, informed, relevant, and local.

## Our Mission

United Way Guelph Wellington Dufferin strives to meet existing and emerging social needs in order to improve lives and build community.

## Our Work

Raising funds. Investing in local programs.

## Campaign:

United Way raises funds for local agencies and programs through the single largest annual community fundraising campaign in Guelph and Wellington and Dufferin counties. This was achieved through the dedication of hundreds of volunteers within the community.

### Community Investment:

* Community Impact: United Way staff work closely with local community groups to achieve meaningful, long-term improvements to quality of life in the communities of Guelph, and Wellington and Dufferin Counties. Community Impact is about addressing not just the symptoms of problems but also getting at the root causes.
* Fund Distribution: United Way invests in local programs that help thousands of people in our community on their journey to a better quality of life. See the list of [programs we support](https://unitedwayguelph.com/wp-content/uploads/2017/07/Funded-Program-Directory-2017.pdf).

United Way Guelph Wellington Dufferin is a charitable organization (Registered Charitable no. 10745 7053 RR0001).

## Our History

The local United Way began in 1940 as the Guelph Community Chest for War & Welfare Services. It was established to conduct a single, annual campaign for voluntary sector agencies that were conducting individual campaigns.

From 1945 to 1970 the organization was known by many names, such as Red Feather, United Community Funds, Community Chest and the Guelph United Way.

By 1971, the organization had adopted the name of the Guelph and District Community Services Council. At this time, an important shift took place – the organization established a Social Planning program to identify and respond to community needs, as well as to develop a rational basis for distributing funds.

One of the first activities of the social planning program was the identification of agencies that provided services in the community. This exercise resulted in the creation of Guelph Information – an information and referral service that helped residents access community services.

Between 1976 and 1982, it was recognized that the public did not easily understand or identify with the “Community Service Council”. Therefore, the name was changed to United Way Social Planning Council to clearly identify the organization’s core programs.

During this period, the campaign experienced tremendous growth, more than doubling its results in ten years. This was attributed to having participated in one of United Way of Canada’s first On-site Campaign Analyses, a thorough assessment of data and campaign practices.

In the following years, the organization made significant gains in its campaign, the number of funded programs increased significantly, and a volunteer leadership development program was established. After the loss of government funding in 1995, the organization re-examined its activities and decided to outsource Guelph Information and the Volunteer Leadership Development service (which became the Volunteer Centre of Guelph/Wellington). This shift reaffirmed the organization’s commitment to three core programs: social planning, campaign, and fund distribution.

Today, United Way funds over 80 local social service programs in Guelph and Wellington County. Additionally, United Way services Orangeville and Dufferin County. In 2012, United Way Board of Directors changed the working name of the organization to better reflect all the areas served.

Donors have contributed over $45 million to United Way over the past twenty years, and the campaign continues to grow, raising over $3.5 million in 2014. United Way Guelph Wellington Dufferin celebrated its 75th anniversary in 2015.

## Community Impact Report

Read the [2017 Community Impact Report](https://unitedwayguelph.com/wp-content/uploads/2017/08/Community-Impact-Report-Final.pdf) to see where the raised contributions are being utilized in our local community.

# **Key Roles for the Campaign**

Everyone involved in the University’s United Way Campaign plays a key role in its success. However, you may have questions about who does what, or who to talk to if you have a question? Let me introduce you to the 2019 United Way Steering Committee.

## 2019 Steering Committee Members

**Carolyn Kerr**, Faculty Co-Chair [ckerr@uoguelph.ca](mailto:ckerr@uoguelph.ca) ext. 54051

**Jill Ferguson**, Staff Co-Chair [jifergus@uoguelph.ca](mailto:jifergus@uoguelph.ca) ext. 56202

* Contact Carolyn or Jill for questions related to strategic direction, if you have a university wide idea for fundraising or if you have a question about anything related to the Campaign.

**Amia Khosla**, Student Co-Chair [khoslaa@uoguelph.ca](mailto:khoslaa@uoguelph.ca)

**Parnit Sachdeva**, Student Co-Chair [psachdev@uoguelph.ca](mailto:psachdev@uoguelph.ca)

* Do students in your department want to get involved? Connect them with one of our Student Co-Chairs to help support and market the event to other students.

**Julie Hutchins**, Retiree Chair [jhutchin@uoguelph.ca](mailto:jhutchin@uoguelph.ca)

**Mark Colvin**, Finances [colvinm@uoguelph.ca](mailto:colvinm@uoguelph.ca) ext. 52074

**Mary Visser Kerr**, Incentive Prizes [mvisserk@uoguelph.ca](mailto:mvisserk@uoguelph.ca) ext. 56677

* Do you have a special skill? Know someone that has a special skill? A season ticket holder? Consider donating an incentive draw prize. Do you want to reach out to a local business on behalf of the Campaign? Reach out to Mary first!

**Sarah Goody**, Training Coordinator [sgoody@uoguelph.ca](mailto:sgoody@uoguelph.ca) ext. 52432

* Contact Sarah for clarification on anything you heard during a training session or if you couldn’t attend.

**Jenna Hennessy**, Communications [jhenness@uoguelph.ca](mailto:jhenness@uoguelph.ca) ext. 56039

**Beth Nesbitt**, Hospitality Coordinator [bnesbitt@uoguelph.ca](mailto:bnesbitt@uoguelph.ca) ext. 52813

**Renee Shea**, Pledge Card Coordinator [rshea@uoguelph.ca](mailto:rshea@uoguelph.ca) ext. 52732

**Garrett May**, Community Engagement [mayg@uoguelph.ca](mailto:mayg@uoguelph.ca) ext. 53126

**Heidi Muller**, Administrative Support [mullerh@uoguelph.ca](mailto:mullerh@uoguelph.ca) ext. 56544

**Margaret Barth**, Listserv & Website [mbarth@uoguelph.ca](mailto:mbarth@uoguelph.ca) ext. 56016

**Jane Alexander**, Listserv & Website [jalexand@uoguelph.ca](mailto:jalexand@uoguelph.ca) ext. 52348

* Want to promote your event outside of your own department? Contact Margaret or Jane to get the word out.

## United Way Staff Members

**Stephanie Smith**, Campaign Manager, Education Division

[stephanie@unitedwayguelph.com](mailto:stephanie@unitedwayguelph.com) (519) 821-0571 ext. 30

**Paige Westerman**, UW Sponsored Employee and U of G Co-op Student

[paige@unitedwayguelph.com](mailto:tbd@unitedwayguelph.com) (519) 821-0571 ext. 37

## Area Coordinators

Each department has an Area Coordinator attached to them to help with coordinating their individual campaign efforts and to disseminate information received regarding the wider University Campaign. For a full list of Area Coordinators and their respective areas, please check the [University of Guelph’s United Way website.](https://www.uoguelph.ca/unitedway/united-way-coordinators-2016)

## Canvassers

Our eyes and ears on the ground! This large group of individuals has primary responsibility for department level campaigns. They are tireless supporters that speak to individuals about supporting the United Way Campaign, distribute and collect pledge forms, organize events and coordinate efforts in their own department.

# **Training**

Every May and September the Training Coordinator from the University of Guelph’s United Way Steering Committee will take you through updates, new procedures and tips on how to make your departmental campaign successful. Don’t miss this opportunity to learn from veteran volunteers, or have your concerns discussed with others that are new to the University’s campaign.

# **Let’s Do the Timeline Todayyyy (it’s just a jump to the left)**

Ok, bad Rocky Horror Picture Show reference, but with the Campaign being a relatively short timeframe, staying on top of what you would like to accomplish is key to your success.

## Campaign Dates to Remember

We know you wouldn’t want to miss out on all the fun. So, we’ve developed a comprehensive list of [important dates to remember](https://www.uoguelph.ca/unitedway/node/330). For you more visual folks – here’s [a brief, overview roadmap](#_UNITED_WAY_ROAD).

# [**Pledge Form**](https://www.uoguelph.ca/unitedway/sites/uoguelph.ca.unitedway/files/UofGPledgeForm2017.pdf)**s**

Although you will receive personalized pledge forms for your department from your Area Coordinator (late August/early September), Human Resources runs the list at a specific point in time, so there may be staff that have left your department or staff that had been recently hired that are or are not included. If a staff member has left your department, please write that on the pledge form and return it with other pledge forms collected. If a staff person does not have a personalized pledge form, then simply [print this blank one](https://www.uoguelph.ca/unitedway/pledge-card) and give it to the staff member. The drop off locations are located at Treasury Operations on the 4th floor of the University Centre and to [Animal Biosciences](http://animalbiosciences.uoguelph.ca/contact) (formerly Animal and Poultry Science) – Room 144. Please ask your Area Coordinator for direction on whether they would prefer you to drop off your pledge forms or if they will pick them up and drop them off for you.

## Options for Donating Through the Pledge Form

**Payroll Deduction:** Probably one of the easier ways to donate is through your automatic deduction that begins the first pay period of January. There are varying levels of donation and we have made it easy for staff to choose this option. Staff can choose pre-populated options; Leader + ($25/wk), Leader ($20/wk), Superhero ($2/day) or Everyday Hero ($1/day). Staff can also choose another denomination that makes them more comfortable.

**Pre-Authorized Payment:** Staff can either attach a VOID cheque or provide credit card information (AMEX, Visa and MC only) and state the amount to come out of their account or to be posted to their credit card every month.

**One-Time Donation:** If staff would rather make a one-time donation to the United Way, instead of payroll or pre-authorized, then they have many options to choose from. They can enclose cash, write a cheque, or make a payment with their credit card (AMEX, Visa and MC only).

# **Tips for Getting Pledge Forms Back from Your Department/Area**

Although you’ve made a conscious effort to help the University of Guelph in our annual United Way Campaign (and we truly thank you!), you may have never worked with your co-workers in this capacity and we know it can sometimes feel overwhelming. So, our first tip is to ask your colleagues, but don’t start the conversation with money. You may have a personal connection, story or reason that you donate or give your time to the United Way and sharing that with others is a great way to open the door and find a common understanding. Some other easy ideas to implement are:

* Hand out the pledge forms with an envelope with the person’s name on it. Ask them to fill out their pledge form and seal it in the envelope (don’t forget that they need to also fill out the bottom portion for the incentive draw prizes) and hand it back to you. This will help alleviate any concerns that you will be able to see how much any other staff member is donating.
* Do it with a buddy! Don’t feel that just because you have been named Canvasser extraordinaire for your area that you have to do it alone. Elicit help from others in your department (especially if your department is large or spread out across campus).
* Garner support from your Manager, Dean or Supervisor. Ask them if you could have a few minutes during a staff meeting to talk about the United Way and hand out pledge cards. Maybe they would be willing to host a coffee break where you can reach the greatest number of staff at once.
* Consider handing out a department incentive for those that get their pledge cards back early. For example, a card that grants people a coffee from Hospitality (Hospitality can make these for you), or an incentive raffle prior to the start of the University wide incentive draws.
* Make it fun! Consider a game that could be tied to getting pledge cards back. For example, each person gets a puzzle piece and there is an incentive for the puzzle to be completed by a certain date.

We ask that even if someone doesn’t donate to the United Way that they still return their pledge form (in a sealed envelope). This will not only help you keep track of who in your department you must follow up with, it also helps the Steering Committee and the United Way with determining participation rates across campus.

## Incentive Prizes

The University provides incentive prize draws starting the week after the Campaign Kick-Off. These prizes are for all employees that hand in their pledge cards. The draws are held for five weeks during the Campaign and must be received at either Treasury or Animal Bioscience by 9am on Wednesday to be eligible for that week’s draw. Just let your staff know to complete (but not detach) the small slip at the bottom of their pledge form and send it back as part of their pledge.

**All pledge information is held in strict confidence –** only a small select group of United Way staff will open and see the submitted pledge forms and donation information. Only these United Way staff will detach the completed slip and submit it for the draws.

Encourage people to hand in their pledge cards early so they are entered in to every week’s incentive prize draw. The draws could be for restaurants, services, hospitality gift cards, treats or homemade goodies from fellow staff. All of the weekly lists will be posted on the [University of Guelph’s United Way website.](https://www.uoguelph.ca/unitedway/incentive-prizes)

As you may have guessed, we don’t do anything small for the United Way. At the United Way closing lunch, three Grand Prize incentive draw winners will be announced… Now who wouldn’t want the chance to win a 1-year parking pass, some extra retirement money, or the chance to take a course through Open Learning & Educational Support?

# **Let’s Talk Taxes**

If the thought of helping the community doesn’t resonate with your coworkers, then maybe a break in taxes just might. [Look at this chart to see what some tax breaks may look like](https://unitedwayguelph.com/donate/). Now how’s that for an incentive?

# **Agency Speakers**

The United Way has numerous speakers from a wide array of funded agencies that are willing and able to come out to a department meeting, an event, or some other gathering to tell their story about how the funds we raise for the United Way impact their ability to help others in our community. Contact [Stephanie](#_United_Way_Staff) Smith, Campaign Manager, Education Division for the United Way to schedule. If you don’t have an opportunity to get together as a group, then consider [sending a video or story](https://unitedwayguelph.com/stories-videos/) that has been produced by the United Way that showcases individuals from our local community.

# **Merchandise aka “Merch”**

Looking for posters, stickers, banners or balloons to help promote your event? The United Way has a wide range of merch that can add to the festive spirit of your event or can showcase you and your department as avid supporters of the United Way at the University of Guelph. If you really want to go all out, they’ll even loan you an Everyday Hero costume – all you need to provide is the enthusiastic person to wear it! Go to the United Way’s website and check out their [Campaign Toolkit](https://unitedwayguelph.com/campaign_toolkit/).

# **Now for the Fun Stuff!**

The University Campaign relies on pledge form donations for the bulk of our total contribution, and therefore these should be the push at the beginning of the Campaign. However, what’s more fun and raises more awareness than a good ol’ fashioned chili cook-off or basket raffle? Around the University of Guelph, food and competition are always fan favourites. Use your imagination, be creative and have fun! Here are some ideas to get you started, but please make sure to check with your supervisor, Dean or Director first!

Although we appreciate your enthusiasm about running events for the United Way, we would be remiss if we didn’t warn you about buying items/tickets etc., out of pocket. The United Way and the University can not be held responsible for shortfalls in event dollars. Also please note that you can use a Hospitality Card reader for purchases, but you can not be reimbursed in cash for these donations.

## Basket Raffles

Everyone has their own spin on the basket raffle. Consider themes when choosing what you raffle off. A movie night (with tickets to the movies, microwave popcorn, popcorn seasoning, pop, M&M’s, a popcorn bowl….) you get the idea. Some other thoughts: Beers of the World, Grillers’ Delight, A Golfer’s Dream, For the Love of Gardening, Wine Not? and countless other ideas. You can leave the idea to the imagination of your staff and either have them purchase items for the basket or donate money toward purchasing it.

## B-I-N-G-O. B-I-N-G-O. B-I-N-G-O and BINGO was its name oh!

An easy way to get a little competition going in the office. Print out bingo cards (there are a lot of sites, but try this one <https://bingocardgenerator.com/print-bingo-cards/>) and generate a random list of numbers between 1 – 75 (<https://www.random.org/sequences/>) – remember no repeats! Have staff sign up using their email and charge for the cards ($2.00 for 1 or 3 for $5.00). Every morning sends out as many numbers as you wish (depending on how long you want the game to last). The first person to ‘yell’ “BINGO!” is the winner of a portion of the funds raised. To be fair, give all participants until the end of the work day to check their numbers (and then split the pot if there is more than one “BINGO!!”)

## Chili/Stew/Soup/Taco/Curry/Mac ‘N Cheese (or whatever you want) Cook-Off

Think your grandma’s famous seven-layer dip is the best ever? What about the cake that your co-worker Sally says will melt in your mouth? Well then, put your money where your mouth is Sally and let’s have a cook-off! Put a sign-up sheet in your lunch room (or electronically send one out through email) and cajole your fellow co-workers into a challenge. Generally speaking, for a cook-off, the person that makes one of the entries doesn’t pay, but also donates the ingredients (and time) for the entry. Everyone else donates $5.00, $10.00 or whatever your department feels is fair. Not only will your team enjoy the benefits of someone’s creation, but also enjoy some good bonding time with colleagues. Don’t forget the vote! Have slips of paper handy to tally the winner and bragging rights for the person with the best entry. If you’d like – invite other departments and have a departmental challenge.

Please consider whenever you are hosting an event with food you must fill out the Sales and Solicitation form. Also, consider not naming your event something that may be perceived as culturally insensitive and considers dietary restrictions and sensitivities of your colleagues. Label your ingredients to ensure everyone has a safe and fun experience.

## Community Garage Sale/Auction (either in person or on-line)

You don’t have to go it alone! Join with other departments or units around campus and host either an in-person or on-line garage sale. This one may take a little longer to plan, but it will help get your co-workers to clean out their houses and raise some money for the United Way at the same time. For an on-line garage sale, try setting up a Facebook public group and have your colleagues start posting pics of their items for sale.

## Company Carwash

Find some willing teammates who don’t mind rolling their sleeves up and some colleagues with really dirty cars. At lunchtime, put your volunteers to work car washing in one of UofG’s parking lots. Join with another department and make it HUGE! (Check with Parking Services regarding permission for the date and location…and where the closest water access might be).

## Co-worker Night Out

Get your co-workers together and hit the town. There are businesses all around Guelph and Wellington County that are willing to lower their prices if you can guarantee a crowd and they know it’s a fundraiser for the United Way. If the price is $25.00, charge $30.00 and that extra $5.00 not only goes to a great cause, it’s also a great team builder for your department. Activities can range from axe throwing and escape rooms to painting, stenciling and ceramics.

## Dress Down Day(s)

Some offices have a strict “no jean” policy, so how much easier could it be to charge a couple of bucks for the privilege once a week? No planning, no muss, no fuss…just pure profit! The United Way even has stickers to provide your casual co-workers that read “I’m dressed this way for the United Way” and can be provided by the United Way office (see contact information earlier in this document).

## Lunch by Leadership

Ask your leadership team if they would be willing to cook for the department. It doesn’t have to be extravagant (soup, sandwiches or lasagna) and sell tickets to staff. It’s not only a great way to raise some funds, it’s also an opportunity to get together as a team. Consider inviting an [agency speaker](#_Agency_Speakers) to join and have a presentation to showcase one of the agency’s that the United Way supports.

## Tuck Shop

Head out to Costco and buy some snacks in bulk (think gum, chips, chocolate bars and peanuts) and wait for your coworker’s 2pm munchies to settle in. Sell them for a profit and not only help the United Way, but also your hungry co-workers.

# **University Wide Fun Stuff!**

NB: These are traditional events that have happened in the past few years. Events subject to change.

If you have an idea, bring it to the Steering Committee and we’ll help you get organized. For large events we can help get the word out and the United Way even has an Eventbrite account that can be leveraged for registrations.

## A Time to Be Grapeful

Wine, food and fabulous company. Need I say more? This event is one of our newer initiatives that brings together fabulous wine finds with beautifully paired appetizer options. Not only will you get to eat and drink in style, you’ll also be able to gain valuable insight about each wine from a sommelier; our very own Linda Watt.

## Campaign Kick-off

Come on out and bring your friends and co-workers to the official start of the University’s United Way Campaign. Every September we takeover Branion Plaza and convince leaders on campus to help us sell hotdogs, popcorn, apple crisp with ice cream and candy floss. We’re always looking for new ideas to bring the campus community together – so if you have some thoughts, don’t be shy! Oh, and you won’t want to miss the unveiling of our campaign goal!

## College Idol

On the day of Halloween’s past, you may have asked yourself “Who are those people dressed up in costume and where are they going?” They’re going to one of the most fun lunches that the university has to offer. College Idol! In support of the United Way, staff, faculty and students get dressed up (not that you have to – but it’s way more fun!) and head to Peter Clark Hall for a fabulous lunch filled with “celebrity” guests and fantastic entertainment provided by people in our own community. The best part, for a twoonie you get to vote for the winner of College Idol that reigns supreme for the year. Have a talent? Know someone in your department that does? Encourage them to support a great cause, all while sharing their talents and having a great time. Sorry, Ryan Seacrest not included.

## Flippin’ Pie Friday

There’s nothing like tossing a whipped cream pie in someone’s face; especially if it’s for a good cause. Challenge your co-workers, your boss, your students or staff to raise money for the opportunity to throw a pie at you, your boss (get their permission 😊) or someone else that you think would have fun. Not only do you get to throw pie, you also get to watch others get “pied” while eating some pancakes!

# **Forms**

NB: The headings below are also links to the various forms you may need.

## [Deposit Slip](https://www.uoguelph.ca/unitedway/sites/uoguelph.ca.unitedway/files/Event%20Deposit%20Slip_0.pdf)

This sheet is very important to ensure that deposits for events are captured under your department’s fundraising target. Counting the money from the events across the University is a manual task. Wherever possible, please consider writing a cheque for the amount you are depositing. If this is not possible, please roll the coins before submitting your deposit. Attach one completed deposit slip to the outside of the envelope and one on the inside of the envelope as well. There are two drop off spots on campus for handing in your deposits; Treasury Operations on the 4th floor of the University Centre and in [Animal Biosciences](http://animalbiosciences.uoguelph.ca/contact) (formerly Animal and Poultry Science) – Room 144.

## [Event Donation Tracking Sheet](https://www.uoguelph.ca/unitedway/sites/uoguelph.ca.unitedway/files/Event%20Donation%20Tracking_0.pdf)

Use this sheet to track the donations at your special events. Whether it be a chili cook-off, a social with your team or a bake sale, every dollar counts toward your fundraising goal. NB: This sheet is for recording funds OVER and ABOVE the cost of the event. Tax receipts cannot be issued for services that an individual receives. For example, if you have a chili cook-off and the cost to participate is $5.00 and the individual gives $25.00, then $20.00 is what will be issued for the tax receipt. The donation must be greater than $20.00 for a tax receipt to be issued by the United Way.

## [Sales & Solicitation Form](https://www.uoguelph.ca/unitedway/sites/uoguelph.ca.unitedway/files/Sales_Solicitation_Form_0.pdf)

Any person or group wishing to conduct sales or solicit on campus must complete this form. This includes the selling of any food/beverage. Completed forms can be scanned and sent to [Sylvia Willms](mailto:swillms@uoguelph.ca) or dropped off at Hospitality Services, University Centre, Level 4, Room 432. If you require this form in an alternate format, please contact Sylvia Willms.

If you require any of the forms (except the Sales & Solicitation Form) in an alternate format, please contact [Stephanie Smith](#_United_Way_Staff), Campaign Manager, Education Division, United Way Guelph Wellington Dufferin.

# **Awards**

Ask anyone why they volunteer and you’ll be hard pressed to hear “for the recognition”. However, we feel that it’s important to recognize the individuals and groups that help make the University of Guelph’s United Way Campaign **the most successful university campaign in the country**!

Consider nominating someone or a group for one of these [prestigious awards](https://www.uoguelph.ca/unitedway/volunteer-awards). The awards are presented annually at our volunteer closing lunch in December and have a place of honour the rest of the year in the Executive Board-room on the 4th floor of the University Centre.

# **Answers to Some (Possibly) Tough Questions**

Individuals give (or don’t give) for a wide variety of reasons and we must respect that choice as co-workers and individuals. However, you may find that you are asked questions by some of your colleagues that may stump you or just questions that you may have about your role. We’ve encountered a lot of them before, so here are our best responses in order to help you craft your own.

**“Overhead costs are really high. I’ve heard the Director gets paid over a million dollars a year. Why would I donate if most of my money isn’t going to the cause?”**

At the United Way Guelph Wellington Dufferin, we are so proud to say that our overhead costs are only at 18%, which means that only 18 cents of every dollar donated goes toward administration costs. The national benchmark is 26%, so we are happy to say that we are well below that. As well, while fundraising costs are important to consider, industry experts agree that these costs are not the only measure of a charity’s success. Impact in the community, good governance, adequate financial reserves to cover unforeseen costs and other factors need to be considered when looking at an organization’s effectiveness.

**“What agencies are supported by the United Way Guelph Wellington Dufferin?”**

United Way supports a network of local programs that help thousands of people in our community on their journey to a better quality of life. Thanks to the generosity of our donors, we are pleased to be funding [76 programs at the following 53 community agencies](https://unitedwayguelph.com/agencies-we-support/) in 2018-2019!

**“Why should I give to the United Way instead of giving to the actual charity?”**

With one donation to United Way, you support a broad range of community programs, making sure that this network of services is available for people when they need them. Plus, by pooling your donations, United Way can provide charities a source of stable, long-term funding they can count on, allowing them to put in place programs with real and lasting impact over multiple years. Charities are also relieved of some of the burden of raising funds, and instead can focus on delivering programs and services.

Also, if there are unexpected or emergency needs that arise within the community, the United Way is able to respond to meet those demands; many time being able to react much quicker than other government or private donors.

**“How do I know that my donation is going to be used for what it’s been intended?”**

The United Way volunteer fund allocation committee reviews each program they fund once every three years. This thorough review includes a site visit and a complete financial review. In between, United Way staff annually review each program to make sure it is meeting its stated goals and objectives.

**“Who makes the decision regarding what agencies or programs will be funded?”**

United Way Guelph Wellington Dufferin provides funding to programs offered by registered charitable organizations that address the social needs of our community. We support a network of local programs that help thousands of people in our community on their journey to a better quality of life. Fund distribution goes through a [rigorous multi-step process](https://unitedwayguelph.com/fund-distribution/). As well, since programs are funded for a three-year cycle, annual reports ensure funds are being used as intended.

**“What if someone doesn’t hand in their pledge form, even when I’ve asked them multiple times?”**

Although we ask for as many pledge forms (with or without donations) handed back in, don’t get yourself on the angry side of a colleague if they continually forget or don’t bother to hand it back in. We understand that it happens. The reason why we ask for it back is so that the Steering Committee can keep track of participation rates throughout the University to help determine the department or College that is in the running for the President’s Award for Special Achievement.

**“Why does someone that works out of our department not have a pledge form? /Why is someone that works out of our department not counted in our total pledges?”**

According to Human Resources the “run” for pledge cards are not only done at a specific point in time, staff are also attached to their active “home” department. So, if you have someone that works in your office, but their home department is somewhere else on campus that department probably has that individuals pledge card. I know that we all want to meet our personal department goals, but the bigger picture is that the University as a whole is making an impact.

**“I’m planning an event and I’d like the wider campus community to know about it. How can you help me spread the word?”**

We’d love to help get your event out there! Contact [Jane Alexander or Margaret Barth](#_Steering_Committee_Members) and they will not only put your event on the United Way calendar, they will also showcase it in the weekly email (sent out on Fridays) to all Canvassers and Area Coordinators.

Another avenue would be to go to the University’s intranet. Go to the Campus Events section and click on ‘view more’. Click on the blue Add an Event button and voila! Your event is viewable by the entire University community.

# **And Finally, We Haven’t Forgotten About Our Amazing Volunteers**

During the campaign, we haven’t forgotten about all the hard work that our amazing volunteers have put forth to help us reach our goal and make the University and the Community a better place to work and live. Please consider joining us at these get togethers to share your ideas, come together for some comradery and of course FUN!

## Volunteer Connections Luncheon (August)

A great way to kick-off the campaign before the campaign kicks-off across campus. Meet the City-wide Chair, the Steering Committee, United Way staff and your fellow volunteers. Enjoy lunch in the President’s garden and get excited about the campaign!

## Volunteer Connections Break (October)

Take a break on us and re-connect with your fellow volunteers, Steering Committee and United Way staff. Talk about what’s been going great with your campaign and possibly where you may need some advice or support.

## United Way Closing Lunch (December)

Come out and find out just how much your hard work and effort have paid off. Find out the recipients of the United Way Awards, the total donations (raised so far) and join your fellow volunteers in congratulating you on your accomplishments!

# **UNITED WAY ROAD MAP 2019**

This is a guideline only – all specific dates can be found on the [Campaign Dates to Remember](https://www.uoguelph.ca/unitedway/node/330) page of the University’s United Way page

May August September October November December

Training

Training

Start (and continue) Planning For Your Department/College Campaign

(enlist some help from colleagues)

Volunteer Connections Lunch

Pledge Cards Ready

Campaign Kickoff

College Idol

Pledge Card Returns to UC Treasury (4th floor) or Room 144 Animal Biosciences

Encourage early returns so staff and faculty are eligible for all incentive prize draws!

Weekly Incentive Prize Draws

(every Wednesday for 5 weeks)

Volunteer Connections Break

Department Events AKA: The Fun Stuff!

Campaign Closing Lunch