



2017 CAMPAIGN HEROES

UBC COMMUNITY UNITED WAY CAMPAIGN

A Campaign Hero is someone that is recognized for their contributions and achievements. The Campaign Hero goes above and beyond the call of duty.

The following report are interviews with this year's 2017 UBC Community United Way Campaign Heroes.

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UBC COMMUNITY UNITED WAY

How long have you been involved with the UBC Community United Way Campaign?

I have been involved in the UBC Community United Way Campaign for eight years.

Why do you volunteer for this cause?

I believe in giving back to my community in any way I can. United Way helps underprivileged families and that is important to me.

What is your fondest memory from your involvement with the campaign?

This year, everyone kept asking: *When is the chai coming?* It is a highlight of the event. I knew I had better hurry up and get the 13 thermos of chai ready!

I really enjoyed seeing the smile on people's faces, they are here to contribute anyway they can.

What is your goal for next year? What would you like to see happen?

I have already started thinking about it, raising the bar for next year. I have started speaking to other community members to see what else we can do.

I will continue to serve the chai, cookies and samosas. It would be great to have other departments collaborate with us to make it an even bigger event!

**SALMA
MAWANI**

Museum of

Anthropology



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How long have you been involved with the UBC Community United Way Campaign?

Not that long, since August this year.

Why do you volunteer for this cause?

I am the Social Charity Director of the UBC Accounting Club. I took this position because I feel like our generation is so privileged, and the business world is so profit oriented. I thought it would be meaningful to host events that both give back to our community and are fun. My vision wasn't to have people donate a ton, but to show that if people do small things, it can go a long way.

Last year the UBC Accounting club hosted an event on behalf of United Way, but really only handed the money over, and had very little interaction with the United Way of Lower Mainland. This year I wanted a better relationship, and to be able to say we worked together.

What is your fondest memory from your involvement with the campaign?

Our Casino Royale event this year. The UBC Accounting Club held the same event last year, and I didn't feel connected to United Way, it was simply a charity I was giving money to. This year we hosted speakers from United Way and the impact speaker, Amanda Waite, was very meaningful. She was an example of how our small actions can make a difference in the community.

**SARAH
WANG**

UBC Accounting Club



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What is your goal for next year? What would you like to see happen?

My goal is to continue this partnership between the UBC Accounting Club and United Way of Lower Mainland, not go backwards. I would like to see more engagement within the club, specifically the executives. On top of greater commitment from the UBC Accounting Club, further involvement throughout next year's campaign would help get more students out to these events, and to hear these impact speakers.

In this day and age, non-profit solicitation generally feels like a scam, we don't really get to see how our donation is making a difference in the community. Working with United Way, you're given real life examples of where your money is going. I would like to see more students aware of this organization.

**SARAH
WANG**

UBC Accounting Club



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How long have you been involved with the UBC Community United Way Campaign?

I guess it is eight years now. This marked the eighth annual UBC Library Spelling Bee.

Why do you volunteer for this cause?

UBC Library was approached by the United Way and we started to learn about what went on at UBC and the United Way campaign. Personally I am a real proponent of the programs that the United Way offers in the Lower Mainland that helps other people. It is great to be UBC Library's representative for promoting this campaign and creating awareness across campus. To give people an opportunity to get involved and make them aware of the services United Way has to offer to everybody in the Lower Mainland.

What is your fondest memory from your involvement with the campaign?

I think it was early on, maybe the first or second year. It was very popular and busy with all the excitement. I didn't know how exactly it was going to turn out so there was a bit of nervousness. And then there was the speaker series as we always have a moment in the Spelling Bee where we stop and listen to an impact speaker from United Way. This year it was a particular, poignant video from an elderly man talking about his experiences with the United Way. He benefited from a program that a university student reached out as a volunteer to be a companion to this elderly man that was living alone in the downtown east side. It was just a wonderful story of the synergies of these two things. What the volunteer gets out of volunteering and the person that receives the services and the difference it has made in their life. It was profound I thought.

**HARRY
YOUNG**

UBC Library



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What is your goal for next year? What would you like to see happen?

We are going to keep going with the Spelling Bee. So it will be the 9th Annual and it just seems to gain in popularity every year. On some level I think it gets easier but there were a lot of things I noticed this year that we can improve upon for next year. I have those things in mind but it is sort of a competition so I can't tell you what those things are.

**HARRY
YOUNG**

UBC Library



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How long have you been involved with the UBC Community United Way Campaign?

Richard: I have never been involved in the campaign other than a supporter of the campaign for years, donating money each year. That's what I have been doing forever and as far as volunteering for anything this is the first for me.

Shaun: I have been involved with the United Way for a while now, but always from behind the scenes. Such as helping with providing event support and needed AV equipment. We have also done some team building activities benefiting the United Way. One of which was participating in a Day of Caring at the Kitsilano Neighborhood House. It was a group of us from various UBC departments, we all participated in maintenance and gardening outdoors.

However, to date, the building of the haunted tour of the old Power House was the most amazing thing!

Why do you volunteer for this cause?

Richard: Why? Why not? Well really, somehow this project (Haunted tour of the old UBC Power House) hit a passion of Shaun's and mine, which was perfect. And the opportunity to do it for a good cause coincided at the same time; so it ticked all the right boxes at the right time.

Shaun: The stars aligned, I guess.

Richard: I am going to be honest. I am one of the silent majority that always intends to but never follows through on these things and it just so happens that a vehicle came my way and an opportunity that fit my passion. It aligned perfectly with UBC's campaign in donating to a greater cause and it just became a marriage in that respect. If that didn't happen I would just be a nameless Joe on the street doing my thing like so many people out there. Maybe it was in me all along and I just needed something to sprout from it, to actually become that person in this time of my life.

**RICHARD
HUGLI**

Energy and Water

**SHAUN
FILWOK**

UBC IT Audio Visual



From left: Shaun Filwok, Richard Hugli

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I do stuff at home for personal benefit and for the entertainment of the neighborhood and it's always come across to do it as a fundraiser for a charity. I never knew how to do it. I didn't know how to bring a charity on board, collect for charity. It's always been in the back of my mind to do something like that, but this opportunity was one of those things where other people could help me along, with a whole world of wealth and knowledge from this organization and it just worked. The timing was right, everything fell into place. It was just meant to be.

Shaun: For me, I have always been somewhat behind the scenes with United Way but never directly in the spotlight. It is not just me. It is the whole team at UBC IT AV Services that supports the United Way cause. We try to help as much as we can, donating time to helping the United Way and their fundraising events. This last one, The Haunted Power House, just fell into my lap. If it wasn't for my wife Kelly, her knowing Richard and David and their plans for a United Way event... At the first meeting we had on site I knew this was going to be something special. The ideas and passion for this was apparent. As we worked and built on this, I met many incredible people with big hearts that just kept giving and giving. There were probably 30 people (volunteers) involved in this. It was probably the most fun I have ever had with an event at UBC.

Richard: It's funny he says that as the sentiment was shared by myself, my managing director and several other people within the organization at a relatively high level. People that are suit and tie wearers by day had unleashed their inner child during this event. It was quite a transformation to see people getting really immersed in it. The minute I saw my director taking on his part and actually getting completely immersed in his role and his character, it wasn't a charity event. I don't know what you would call it. It just became a big child's game we were playing. For anybody that was there it is just one of those events they will remember forever. However, after everything was said and done and the doors were closed, we were back in the office wearing the suit and ties just like nothing ever happened.

**RICHARD
HUGLI**

Energy and Water

**SHAUN
FILWOK**

UBC IT Audio Visual



From left: Shaun Filwok, Richard Hugli

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Shaun: Yeah, it was great. I do not know if it was the spirit of Halloween or we just got to do something that was completely different on campus. It just seemed like I had a chance to meet people that I didn't know, and even people that I knew fall into roles that were completely out of their day to day professional lives. It was fabulous!

Richard: I had little faith that it was going to happen, it was just too tight (of a timeline) to do but my managing director, David Woodson, was quite the advocate. He was like, "we can do this" and sure enough he got the people together by starting the meetings. We were having our first kick off meeting with t minus 3 weeks to go. Even then with Shaun's and my expertise in this stuff we knew that the timing was tight but we managed to pull it together. It was a lot of work for a lot of evenings but there was not one day that we weren't laughing and smiling about this whole thing. It just kept.....

Shaun: Morphing

Richard: Morphing. It evolved into something different all the time.

Shaun: The cool part too was there was not one selfish moment from anybody. It was just let's just do this and have fun!

Richard: It was the definition of a team. We were coaches that had some visions but we wanted people to make it their own. These people had never done this kind of thing before like lighting or other effects and we were just like, "go with it - experiment yourself!"

Shaun: The first evening there were truckloads of stuff coming in.

Richard: He is not kidding. His stuff, my stuff, you could not imagine so much stuff. Load after load of lighting, props, speakers, projectors, you would not believe the stuff that came in.

**RICHARD
HUGLI**

Energy and Water

**SHAUN
FILWOK**

UBC IT Audio Visual



From left: Shaun Filwok, Richard Hugli

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What is your fondest memory from your involvement with the campaign?

Shaun: I think my fondest memory was all the fun and cool things we experienced. But right before we were to open up, everyone was getting their makeup and their costumes on and I was taking pictures, everybody was smiling. Everybody wanted to do this. It was amazing.

Richard: For me it was the transformation of the people there. Approximately 25-30 people volunteered for certain roles and they all asked what do you want me to do? And you just sort of set the scene for them and tell them to find their inner character that they think will fit into this scene and all of a sudden you see this meek and mild office person become some post-apocalyptic, demented character. It is just awesome! It's the best thing ever!

What is your goal for next year? What would you like to see happen?

Shaun: The other day David Woodson and I met up at the Powerhouse again to look at a couple of things and he is already scheming for next year. This is what we can do next year, this will be really cool. He also mentioned to me that, to date, this event was the most fun he has had volunteering for a cause at UBC.

Richard: The concept of a haunted house for charity is nothing new. In the city of Vancouver it has kind of died and there has been really nothing of larger scale. There used to be a few that garnered thousands of people over days. There used to be a warehouse under the Oak Street Bridge and I paid my \$10 and it was good but we can do it better. Just doing basic math we (UBC & United Way) could potentially raise thousands of dollars by advertising and doing this again next year.

**RICHARD
HUGLI**

Energy and Water

**SHAUN
FILWOK**

UBC IT Audio Visual



From left: Shaun Filwok, Richard Hugli

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How long have you been involved with the UBC Community United Way Campaign?

Seems like I've been involved forever... in years past, I have been involved behind the scenes with the campaign, helping colleagues with events, posters, jeans day, anything that is needed. This is the first year that I have been directly involved with the committee. It has been amazing to connect with the passionate people who drive the campaign. I feel lucky to represent Food Services and its generous support for UBC United Way.

Why do you volunteer for this cause?

I have always loved the idea of supporting our local community. I buy local and attend farmer's markets. What I love most about United Way is that they help kids, seniors and families in the community.

What is your fondest memory from your involvement with the campaign?

There are so many fond memories, from Haunted Halloween, Campus Wide 50/50 to Education Bake Sale. There is often a different ask – sometimes small, sometimes big and always inspiring. Everyone aiming for the same goal!

This year we introduced the Care Cookie for the annual Customer Participation event. Cookies were \$1 and 100% went directly back to the campaign. Contribution from the event doubled this year and proved that a little cookie could go a long way!

What is your goal for next year? What would you like to see happen?

I would like to see an increase in donations for online pledges and offer an option to contribute online for jeans day, forgetting to bring cash to contribute may be a thing of the past. See you next year!

**JULIANA
CAMPBELL**

Food Services

