



2018 CAMPAIGN HEROES

UBC COMMUNITY UNIDED WAY CAMPAIGN

Each year, we take a look at all the events that take place and the volunteerism involved. From this, we select UBC employees or students that stand out. We call them Campaign Heroes.

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 is about 2018 UBC Community United Way Campaign Heroes.



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Joel is a wonderful supporter of the United Way, and has lead the Faculty of Medicine's campaign on top of supporting the Association of Administrative and Professional Staff (AAPS) campaign.

For the Faculty of Education campaign, Joel organized a digital communications strategy, sending regular newsletters and emails to staff and faculty about the work of the United Way. He also planned a 'Masters of Wine Raffle' encouraging people to donate through payroll, and hosting a pancake breakfast.

Furthermore, Joel spoke at the AAPS AGM in October to share information about the campaign and to encourage his colleagues to contribute.



*Joel Kobyłka,
Faculty of Education*

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Nova and Deb led the UBC Sauder United Way campaign together. They have the largest campaign on campus, and organize many events to engage staff and encourage participation.

Between them, they sent out emails and letters to all Sauder staff and faculty, sharing information about the campaign. They organized various events, including a large bake sale and an online silent auction that they opened up to the Campaign Champions. They also hosted a holiday raffle to raise additional funds for United Way. In total they raised over \$7,150 from special events in 2018!



*Nova Leaf
& Debra Harris,
Sauder School of
Business*

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Jen worked with her colleagues in DAE to organize an incredible campaign for their department! They hosted a full-team breakfast meeting where Jen, her colleagues, and the interim VP spoke about the United Way. They had a United Way GenNext speaker as well as an impact speaker, and used the time to update everyone on all the events happening during Possibility Weeks.

Jen helped to organize a yoga class open to the public at Cecil Green during Possibility Weeks. She coordinated the communications and added United Way content to the DAE newsletters. Her efforts resulted in an increase in donor numbers, as well as funds raised for DAE!



Jen Bavli,
**Development &
Alumni Engagement**

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Stacy Campbell is the Administrative Manager in the Irving K. Barber Learning Centre. In 2018, she took charge of organizing the Annual Spelling Bee. She created a committee to help with this, and did an amazing job of spreading the word, getting teams involved, and encouraging UBC staff and faculty to donate to the campaign.

Stacy also organized book swaps for her colleagues to come together, swap books, have coffee and to learn more about the United Way from the Campaign Associates. She also successfully engaged new donors and volunteers in the campaign, raising essential funds for our community.



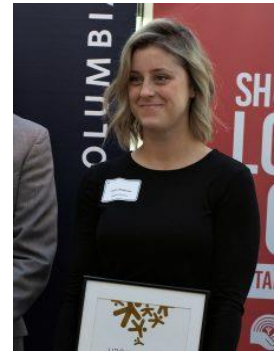
Stacy Campbell,
**Irving K. Barber
Learning Centre**

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Over the past year, Ailish has been working closely with the United Way to develop strategies to help raise funds and encourage UBC faculty and staff to make personal pledges to UWLM.

Ailish works in the Applied Science department at UBC and, alongside the amazing APSC United Way event committee, she organized the 2-part Turkey Tournament in October. Ailish helped to rally her entire department into this fun, social and educational event, which raised almost \$4,000 and encouraged many first-time donors! For the 2019 campaign, she is planning to open the event up to others on campus.



*Ailish Statham,
Faculty of Applied
Science*

