

United Way Guelph Wellington Dufferin

Sponsored Employee Program

United Way's Sponsored Employee Program offers a unique opportunity to practice corporate social responsibility in a way that benefits your organization, your employees and our community at large.

Sponsored employees (formerly called loaned representatives) seconded from the public and private sector work with United Way during the annual fundraising campaign. These individuals are an extension of United Way staff, acting as a resource person to the volunteers that help plan, implement and monitor workplace campaign strategies for over 250 organizations across Guelph, Wellington and Dufferin.

How can my organization participate?

It's easy. Your organization sponsors an employee from your own organization to work full-time for United Way during the campaign period.

What are the benefits to my organization?

There are many benefits to the program. On the public relations end, your organization will receive profile and public recognition via United Way publications, events and the internet and at hundreds of workplaces throughout Guelph, Wellington and Dufferin. Internal to your organization, your participation will demonstrate your organization's commitment to employee development.



Sponsored employee Vanessa Young (University of Guelph, 2009, at right) working at a community fundraiser with Ken Dardano and Jean Thompson of United Way. Vanessa is now a member of United Way's Board of Directors.

Sponsored employees learn new skills, bolster their community understanding and establish new business contacts.

Your employee will learn new skills via professional coaching and training with United Way, bolster their community understanding and establish new business contacts. They will return to you motivated, re-energized and refreshed.

What are my financial responsibilities with the program?

Sponsoring organizations continue to pay their employees' salaries, benefits and incidental expenses such as parking and mileage.

What skills will my employees learn?

Your employee will interact with both the internal United Way team and outside business contacts via the workplace. Acting in a motivational role, they will hone and refine their skills in:

- sales techniques and customer service;
- public speaking;
- teamwork and interpersonal relationships;
- strategic analysis and planning;
- leadership capabilities and project management; and
- new contact development and networking opportunities.



What can my employees expect?

United Way staff will train, monitor and evaluate your employee throughout the entire experience. They will equip them with all the tools necessary to succeed in the role.

Training

United Way will provide:

- education on community issues, the United Way movement, and fundraising basics; and
- training on sales techniques, customer service, presentation skills, analysis and planning.

Each sponsored employee works closely with a United Way staff member who will provide them with support and a final evaluation.

Sponsored employee Monica Spinu (Linamar, 2013) helping out at United Way's Giving Tuesday event.

Says Monica of her role:

"Being a Sponsored Employee was truly an eye opening experience. It was shocking to me to find out how great the need in our community really is. It was incredible to see how our community rallies together and how much of a positive impact we can have when we unite."

United Way staff train, mentor and monitor your employee throughout the entire experience.

Key Responsibilities

Sponsored employees will:

- be an ambassador for United Way, providing support to volunteers running workplace campaigns by assisting with the planning process, coordinating campaign materials and promotional items, delivering training programs for committee members and canvassers, as well as speaking about United Way to employee groups;
- monitor activities, report results, and complete a final evaluation on each account; and
- travel within the Guelph-Wellington-Dufferin area to attend campaign events and other functions as required.

Who makes a good sponsored employee?

The ideal candidate is passionate about the community, comfortable in a team environment, ready and willing to learn, confident and innovative, a problem solver, and eager for new challenges.

Enthusiastic and interested, they are ready to make the most out of the experience and bring their new learning back to your workplace.

Attributes, Skills & Abilities

We are looking for:

- excellent interpersonal skills and the ability to build relationships, motivate others, encourage involvement, and instill a sense of excitement;
- strong organizational and time-management skills and the ability to balance multiple priorities;
- excellent teamwork skills and the ability to work with a variety of individuals (including top-level management) from diverse backgrounds; and
- flexibility, high energy level and the willingness "to do whatever it takes to get the job done."



Sponsored employee Kelli Rice (OMAF & MRA, 2013) speaking to staff at a workplace campaign kick-off.

In 2013, sponsored employees were instrumental in helping raise over \$3.41 million for our community.

Past Sponsors

In 2013, four organizations provided United Way with the people power required to run a very successful annual campaign:

- Ontario Ministry of Agriculture, Food and Rural Affairs, OMAFRA
- The Co-operators
- Linamar
- University of Guelph

Duration of Assignment

Tuesday, September 2 to Friday, December 12, 2014 (includes professional training)

For More Information

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Sponsored employee Isabella Barreto (OMAFRA, 2010) staffing the United Way's agency fair at Stone Road Mall.

Says Isabella of her role as a sponsored employee,

"When you work as a loaned rep you get a true understanding of the real needs that exist within our community. It raises your awareness of the United Way funded programs that support everyone in our community, from children to seniors. When you raise funds during the campaign, you are truly making a difference in someone's life for the better. Being a loaned rep is a rewarding and exciting experience."



Also from OMAFRA, Kathie Noble, seen here (second from right) with United Way staff at campaign event, served as a sponsored employee in 2009.

Says Kathie about her time with the United Way:

"What an amazing experience. I improved my presentation skills by speaking to groups of various sizes about my own personal experience while at the same time promoting a great charity—United Way. I also found that I improved my organizational skills and learned more about goal setting and problem solving while working with United Way's campaign coordinators to plan and implement workplace campaigns. I worked with amazing "teams" from businesses and nonprofits across the city."

I would be a United Way loaned representative again in a heartbeat. During my time there, I regained my outlook on humanity."