



Unite with us.

United Way Southern Vancouver Island

2023 Campaign Kick-
Off Event Sponsorship
and Community
Engagement
Opportunities

Presented to:
Pacific Coastal Airlines

July 17, 2023



**United Way
Southern
Vancouver Island**

Dear Friends at Pacific Coastal Airlines,

Thank you for your dedication to making a positive difference in our local communities. I am so grateful for the opportunity to share this donation request with you on behalf of United Way Southern Vancouver Island. We truly appreciate your commitment to strengthening communities and uplifting the lives of individuals across our region.

It is an exciting time at UWSVI as we are putting together the finishing touches of our **2023 Campaign Kick-Off event**, which will take place in Centennial Square **on Thursday, September 14**, from 11:00 am to 2:00 pm.

If Pacific Coastal Airlines partners with us in supporting the 2023 Campaign Kick-Off event, you'll have an immediate and significant impact. Any support you can provide will allow us to direct our budget and staff to do the real heavy lifting of the 2023 campaign: meeting our fundraising goal for the year.

The proposed partnership will allow us to flow more philanthropic dollars into the vast network of local agencies that we support—agencies that are making life safer and healthier for families, seniors, and people with mental health and addiction issues.

I know Pacific Coastal Airlines understands the importance of the work UWSVI does, and I look forward to sharing this concrete example of Pacific Coastal Airlines' deep commitment to helping communities thrive.

Kindest regards,

Amgad Zaky
Philanthropy Specialist
United Way Southern Vancouver Island
Email: amgad.zaky@uwsvi.ca
Phone: 250.220.8948



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Our story.

For more than 86 years, UWSVI has collaborated with service providers, all levels of government, and people with lived experience to foster solutions to systemic challenges faced by people in Southern Vancouver Island. Fuelled by the generosity of donors, business, labour, community partners, volunteers, and team members, we aspire to support safe, resilient, and inclusive communities for all.

UWSVI invests in programs and collaborations that help solve the social issues affecting our communities. We maximize impact by bringing the right people together, investing strategically to address immediate needs while tackling the root causes of social issues. Our three areas of action focus on providing support for [Seniors](#), [Families](#), and People with [Mental Health and Addictions](#), and are embedded with the principles of [Reconciliation](#) and Equity, Diversity, Inclusion, and Accessibility.

And we can only do this with the support of our community of friends like you!

About the 2023 Campaign Kick-Off Event.

We're holding UWSVI's 2023 campaign kick-off event in Centennial Square, from 11:00 am to 2:00 pm on **Thursday, September 14.**

The goal of the event is to launch our annual campaign, share more about the integral work UWSVI does in the community, and communicate our fundraising goal to the media, public, and significant stakeholders. The campaign kick-off is a priority event for UWSVI.

The event will be high-energy, inclusive, and celebratory. We're inviting food trucks, offering live music and traditional cultural performances, and hosting a raffle and a scavenger hunt.

We will be providing ample story angles for media—especially the newsworthy announcement of our annual fundraising goal. Just as importantly, we are welcoming many of the agencies that UWSVI supports, so they can tell their stories to the media: real-life examples of the kind of positive community impact that UWSVI makes, thanks to the contributions of donors, in tackling UWSVI's three areas of action.

We are also inviting individual donors and workplace campaign participants to the event, as we'll meet our fundraising goal through their combined efforts and contributions.



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By partnering with UWSVI at the 2023 campaign kick-off, you'll be making the most of a high-profile, media-rich public event to show the world that **Pacific Coastal Airlines supports the fundamental goal of United Way Southern Vancouver Island: uniting donors with trusted grassroots service providers who do good work in our great community.**

Unite with us.

As we reaffirm the crucial, positive impact of UWSVI's work at this event, organizations like Pacific Coastal Airlines can position themselves at the forefront of this momentum, publicly showing your support for UWSVI—a brand with tremendous recognition and positive associations for most people on Southern Vancouver Island as a leader in the charitable sector.

Aligning our brand with yours—by proving your commitment to our mission—has real value.

Your participation at the 2023 campaign kick-off is also an excellent opportunity to foster engagement with your employees and customers throughout Southern Vancouver Island, strengthening these essential connections.

We want you to meet your goals. Recognizing Pacific Coastal Airlines' interests and commitment to helping our local communities thrive and building inspiring opportunities to engage employees and customers to make a community impact, a partnership with UWSVI will align with your values to make a meaningful difference in our local communities. Your help with the ask below is an excellent way to communicate to staff and your customer base that you "walk the talk." Employees take note of these actions. So do clients. And so do our local communities.

We invite Pacific Coastal Airlines to donate two round-trip flight vouchers in support of UWSVI Campaign Kick-off raffle.



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Our ask.

The flight vouchers are going to be part of a travel package (tickets + 3-night stay at a hotel) which will be used in support of United Way's Campaign Kick-off. We will be doing an online raffle prior to our Campaign Launch Kickoff this year, and the tickets will be used to encourage the community to come together and learn more about United Way's impact on Southern Vancouver Island. The raffle will be promoted on our website, on our social media platforms, and it will also be shared with our partner organizations, donors and the community at large. The draw announcing the winners will take place on September 14th, the day the event will take place.

What's in it for you?

In addition to the fact that you will contribute to the greater good in our region, a gift from Pacific Coastal Airlines will be recognized in the following ways:

1. Posts on our social media platforms (10,000+ followers): Instagram, Facebook, and Twitter.
2. Pacific Coastal Airlines' logo will be used in all public promotional material for the raffle.
3. Pacific Coastal Airlines' contribution will be recognized publicly when the draw announcing the winners takes place at the live event.
4. Mention in our e-newsletter, which is distributed to approximately 6,500 donors.



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Thank you.

We look forward to continuing this conversation with you. It's an exciting opportunity to work together to help ensure our communities are thriving, safe, and healthy.

Please do not hesitate to contact Amgad Zaky at amgad.zaky@uwsvi.ca or Jenny McLeod at jenny.mcleod@uwsvi.ca for further discussion and ideas – and to learn more about how you can **Unite with us**.

Territorial Acknowledgment

United Way Southern Vancouver Island serves communities located on the traditional territories of the Coast Salish people, including the Lək'wəŋən (Lekwungen) people, today represented by the Songhees Nation and the Esquimalt Nation, the W̱SÁNEĆ people, the Scaí'new (Beecher Bay), T'souke, Pacheedaht, MÁLEXEł (Malahat) and Penelakut Nations. We are honoured to live, learn and work on their territories every day.