

# United Way's Sponsored Employee Program



United Way's Sponsored Employee program is a unique professional development opportunity, supporting the advancement of knowledgeable, skillful, and productive employees, all the while helping United Way achieve its annual campaign goals for the community.

This 16-week, full-time assignment engages people from many sectors, providing extensive training, and a deeper understanding of the needs of the people in the communities we serve.

The SE program at United Way has been developed to augment our own staff complement during the busiest time of our fundraising year, when more than 800 workplace campaigns are in full swing, thus allowing United Way to support many of them, while keeping costs low.

In addition to the outreach these individuals provide, the program also helps them to increase their effectiveness by building and refining job skills as well as gaining a greater knowledge of their own company's Social Responsibility focus as well as those in the community in which they live and work.

As most of our former SEs will tell you, the United Way's Sponsored Employee program can be life changing. It prepares your personnel for increased or new responsibilities and broadens individuals as a whole.

## United Way's Sponsored Employee Program:

- Helps create a greater sense of community and understanding of the programs and services that United Way funds.
- Hones skills and practices by providing opportunities in work-related areas such as leadership, project management, time management, team building, public speaking, and customer relations.
- Improves interpersonal skills, teamwork and productivity by providing ongoing communication and coaching by managers.
- United Way's Sponsored Employee program may lead to greater job satisfaction and promotional opportunities.

## Creating Leaders That Care

- Confident, innovative and with a commitment to the community in which they live and work, Sponsored Employees are seconded for a 16-week period to work for United Way.
- Under the management and guidance of a professional fundraiser, they play a crucial role in supporting and inspiring more than 800 workplaces in London and Middlesex.
- Participating in your company's social responsibility mandate in action is a great way to inspire company pride.
- **A great opportunity for potential leaders in your organization.**

"It's difficult to sum up in a few sentences the rewarding experience I've had in being a Sponsored Employee for the United Way. It has been a fulfilling & humbling experience. I am impressed and in awe with United Way of London & Middlesex and all that they do. I have learned that hard work, humour, collaboration, support and working towards a similar goal are fundamental in this position. Thanks to all the supportive and wonderful Staff and Sponsored Employees at the United Way and the generosity of the community who played a role in this experience for me. I am truly grateful. Thank you."

**Geraldina Meriano**  
2010 Sponsored Employee  
London Health Sciences Centre



**Send us your best... We'll send them back better!**

## Sponsor an employee

- Sponsor an employee from August 29 - December 16, 2011. A seconded employee's salary and benefits continue to be paid by their employer. Day-to-day management is the responsibility of United Way.

**OR**

## Provide Financial Support

- Financial support of \$10,000 gives United Way the flexibility to hire an individual with specific skills to support our fundraising efforts, even those beyond workplace campaigns.

# Thank you

Since 2006, the following organizations have participated in the Sponsored Employee program:

3M Canada Company  
Amway  
BCTGM Local 154G  
Cami Automotive Inc. (now General Motors)  
Canada Revenue Agency  
PIPSC  
CAW Local 27  
CAW Local 88  
CAW Local 1520  
CIBC Mellon Global Securities Services  
City of London  
CPRI  
CUPE Local 107  
CUPE Local 101  
Fanshawe College  
Ford Motor Company of Canada  
General Dynamics Land Systems - Canada  
Great-West Life, London Life and Canada Life  
Kellogg Canada Inc.  
London Health Sciences Centre  
London Police Service  
McCormick Canada Ltd.  
Ministry of Transportation  
Ministry of Revenue  
OPSEU Local 109  
PSAC/UTE  
RCMP  
St. Joseph's Health Care  
Service Canada (London)/Canada Employment & Immigration Union  
Sykes Assistance Services Corporation  
TD Bank Group  
The University of Western Ontario  
Teletech  
Vari-Form Inc.

## Here is what our organizations have to say about our Sponsored Employee Program:

"United Way provides learning opportunities that enable employees to bring back new skills to their workplaces. It offers a challenging and exciting experience to employees who wish to develop both personally and professionally in a team environment while giving back to their community. The program also offers employers the opportunity to invest in their employees and in making London and Middlesex County better for us all."

Howard Rundle  
President, Fanshawe College

## Ideal candidates are:

- Passionate about the community
- Potential leaders
- Confident
- Innovative
- Goal-oriented
- Seeking new challenges
- Team builders

## Benefits to your organization include:

- Public recognition as a committed community supporter
- City and county-wide positive exposure to your organization
- Professional coaching and training for your employee

## To participate or for more information, contact:

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**United Way**  
of London & Middlesex

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