

Why I Give

United Way Donors at VIU



United Way
Central and Northern
Vancouver Island

Ardith Conlin

Human Resources Advisor, Employee Benefits

Ardith Conlin knows the importance of giving. She was always familiar with United Way, but didn't understand its role in the community until her partner, Joe, was injured in a motor vehicle accident 15 years ago. The Nanaimo Brain Injury Society (NBIS), an organization funded by United Way, played a tremendous part in helping with Joe's recovery.



"My donations are personal," explains Ardith, "I started donating when I saw the wonderful work that the Nanaimo Brain Injury Society did, and United Way funds that program." Ever since she experienced first-hand the support provided by NBIS, Ardith has been giving to United Way.

"I saw how far a donation of \$20 a week goes, and I wish people knew more about the programs United Way funds. People don't realize that even a \$5 donation every pay period makes a big difference in the long run." For Ardith, VIU's Payroll Deduction Program is an easy way to give back to the community.

Ardith's experience has really helped her understand the needs of friends and colleagues who have been in similarly challenging situations. By donating to United Way, VIU employees support 94 life-changing programs that help neighbours, co-workers, students, and family members get support in three impact areas: All that Kids Can Be, Healthy People, Strong Communities and From Poverty to Possibility.

With more than 21,500 people helped this year alone, it is easy to see that VIU employees are assisting people by giving to United Way – not only in the Central and Northern Vancouver Island campus region, but all the way from Duncan to Powell River.

To learn more about Employee Giving Campaigns, please visit uwcnavi.ca.