

Why I Give

United Way Donors at VIU



United Way
Central and Northern
Vancouver Island

Dr. Graham Pike **Dean of International Education**



Dr. Graham Pike learned to give at a young age. His parents always contributed to community organizations, and growing up in England he was taught that, “it’s the right thing to do.”

Dr. Pike is conscious of the privilege he enjoys living here in Nanaimo, and is aware of the security that comes with having a full-time job and a nice home. “I’ve visited many places around the world where those don’t exist. The goals of trying to achieve greater levels of equity and social justice are very important to me, locally and globally. We have to work locally so that we can be effective globally.”

With a common goal to actively engage in communities across the island, VIU and United Way’s partnership has a positive impact on people. United Way researches trends and societal issues that influence our campus regions, and VIU employee contributions help fund initiatives that alleviate challenges. Working together, VIU and United Way in Cowichan, Central and Northern Vancouver Island and Powell River diminish obstacles and prevent acute social problems such as poverty and homelessness. “It makes sense to have a local organization like United Way identify the needs of the community and focus on improving those needs.”

“Poverty itself leads to other things such as lack of education and healthcare. It’s all connected,” said Dr. Pike. That is why he gives through the VIU Payroll Deduction Program. Dr. Pike acknowledges that our collective gifts can make an impact large enough to create a truly global community.

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