



LOANED REPRESENTATIVE (LR) PROGRAM

Get in it for the reward

Every fall, United Way/Centraide (managers of the GCWCC) raises money to invest in programs, services and initiatives that help thousands of people in your community today — and that will lead to long-term solutions to significant community challenges. We do this with the help of the private and public sectors, non-profit organizations, labour and the media – and, of course, countless volunteers and donors who want to make a difference in this community.

An important component of the success of these campaigns is the Loaned Representative (LR) program. Employees from the public and private sectors are “loaned” by their employers for a 14-week period to help with the United Way/Centraide campaign and the GCWCC.

These LRs help organize more than 400 workplace campaigns. They facilitate and attend campaign meetings and events, mobilize support, promote the campaign, help recruit and retain volunteers and donors, and create awareness about how these campaigns are working to build a strong, healthy and safe community for all.

What's in it for employers?

Benefits include:

- increased staff morale when you demonstrate a commitment to your community
- recognition in workplaces in Regina, at United Way/Centraide and GCWCC events, in print publications, on the website and in the local media
- a recharged employee — one who has learned new skills, absorbed fresh insights and ideas, made important contacts, is more confident and understands the community better

What's in it for employees?

An opportunity to:

- receive professional training and experience in fundraising, project and time management, public speaking, sales, communications and marketing, negotiation, strategic analysis and planning
- improve leadership, management and team-building skills
- learn how a successful campaign works
- build upon existing strengths
- make new contacts and create networking opportunities
- learn about the challenges facing our community and be part of United Way/Centraide's work that is making a difference in providing long-term solutions

How can you get involved?

Options include:

- providing one or more of your employees to participate in the LR program
- sponsoring someone to be a LR



“Being a Loaned Representative for United Way of Regina's 2005 campaign was an amazing experience. I was fortunate enough to be the very first representative from a federal department, Canada Revenue Agency.

“My position as a Loaned Representative improved my public speaking abilities and enhanced my organizational and team building skills. My confidence and my leadership skills have been boosted and as a result this has enabled me to take on more active roles in building community in my workplace.”

Debbi Bernhardt
Canada Revenue Agency

GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN - (GCWCC)

www.gcwcc.org

This campaign is managed by United Way of Regina



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GIVE CONNECT LEAD
Together, we are changing lives

Interested? Contact us...

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