



United Way
Kingston, Frontenac,
Lennox and Addington

United Way Sponsored Employee Program

What is the Sponsored Employee Program?

The United Way Sponsored Employee Program is an opportunity for employees with potential in your organization.

Employees from public and private sector organizations are “sponsored” by their employers to help with United Way’s annual campaign. They bring with them great energy and enthusiasm to the campaign. They benefit personally and professionally through this unique opportunity.

Sponsored employees work as part of a campaign team that supports workplace campaigns in approximately 250 worksites in KFL&A. They facilitate and attend campaign meetings and events, mobilize support, promote the campaign, train, motivate and support volunteers, and create awareness about the impact of United Way funded programs in KFL&A.



2017 United Way Sponsored Employees (left to right)
Colleen White (City of Kingston), Kathy Naish (Assurant), Kim Casselman (Ministry of Children & Youth Services, Youth Justice Services), Jackie Edwards (Correctional Service Canada), Tim Wistead (Novelis), and Tyler Fehr (CFB Kingston).

What’s in it for employers?

Benefits include:

- Increased staff morale when the organization demonstrates commitment to the community
- Recognition at United Way events, in print publications, on the website and in the media
- A re-charged employee; one who has learned new skills, absorbed fresh insights and ideas, made important contacts and understands the community better
- Professional development and training for the employee

What’s in it for employees?

An opportunity to:

- Receive training and experience in fundraising, project and time management, public speaking, sales, communications, negotiation and planning
- Improve leadership, management and team-building skills
- Learn how a successful campaign works
- Build upon existing strengths
- Make new contacts with networking opportunities
- Learn about the issues facing our community
- Be part of United Way’s work, making a difference in our community
- Personal and professional development and training

Join our Participants:

- Assurant
- Canada Revenue Agency
- CFB Kingston
- City of Kingston
- Correctional Service Canada
- DuPont Canada
- Empire Life
- Goodyear Canada Inc.
- KGH-CUPE 1974
- Kingston Garrison
- Ministry of Advanced Education and Skills Development
- Ministry of Government Services
- Ministry of Transportation
- Novelis Inc.
- Parole Board of Canada
- Providence Care
- RBC Royal Bank of Canada
- Royal Military College
- South East Community Care Access Centre
- TD Canada Trust

Testimonials from Sponsored Employees

"This experience was nothing short of amazing! From the training you receive, to the people you meet, to the immediate needs of so many people in our community that are being met thanks to the hard work and dedication of United Way and it's many umbrella agencies.

- Scott Thompson, Novelis Inc.

"The Loaned Rep (Sponsored Employee) position has been a life changing experience. Through interactions with the United Way KFLA's partners and agencies, my awareness of the area's social and economical needs evolved. This is a very unique and fun position that has strengthened my confidence and interpersonal skills. There are not enough words to describe the personal and professional worth gained through this exceptional opportunity. I am extremely grateful to assist the United Way KFLA staff with their annual campaign."

- Allison Seymour, Correctional Service of Canada

"The program is one such activity that Novelis has supported on a number of occasions, there are numerous benefits to both the employee who is loaned to the United Way, and to Novelis. Often, we get employees who return to work with new or enhanced skills in a variety of areas, skills such as public speaking, time management and general office procedures, as well as the benefits associated with hands-on volunteer activities, which they would not normally receive during their regular work activities."

- Clint Bowles, Novelis Inc.

"I found this position to be interesting, challenging, and rewarding. Each day was unique and built on the skills learned throughout my assignment. The position challenged me to go outside my comfort zone and I am so happy I did. The benefit of the experience is beyond words. Thank you!"

- Liz O'Connor, Ministry of Government and Consumer Services

How can you get involved?

- Loan us an employee for the program: August 28 to December 15, 2017
- Provide financial support: Your gift of \$10,000 will fund a loaned representative for the 16-week period
- Provide training expertise: Specialized trainers can volunteer their skills and facilitate training modules during the intensive 2 weeks training.