

## Structure and Roles

<p><b>Bhavana Varma</b> <b>President &amp; CEO (CEO)</b></p>	<ul style="list-style-type: none"><li>• Advisor and support to Board of Directors, develops strategy, provides strategic direction and organizational leadership, relationship building, official spokesperson, representing United Way externally</li><li>• Leads: Community Impact, Resource Development, Strategic &amp; Operational planning, Governance, Stakeholder engagement, Strategic Initiatives, Marketing and Communications</li><li>• Chairs Youth Homelessness initiative; Food Access Planning Committee</li></ul>
<p><b>John DiPaolo</b> <b>Vice President Operations (VPO)</b></p>	<ul style="list-style-type: none"><li>• Provides strategic and operational support to CEO</li><li>• Leads risk management processes, talent management, policies, procedures, processes.</li><li>• Staff support to Finance/Audit Committee and Investment Committee</li><li>• Oversees audit, finance, budget, controls, health &amp; safety, facility management</li><li>• Privacy Officer</li><li>• Leads: Corporate Services, Finance &amp; Administration, Information &amp; Technology, Health &amp; Safety</li></ul>

OPERATIONS	LEAD: VPO
<p>Jeremy Robins Director Labour Community Services (DLCS)</p>	<ul style="list-style-type: none"> <li>• Provides guidance and leadership related to organized Labour</li> <li>• Maintains and develops relationship with Labour Council and all local unions</li> <li>• Supports the annual campaign, including troubleshooting, proactive approaches</li> <li>• Delivery of Labour Community Advocate program</li> <li>• Member of Health &amp; Safety committee</li> </ul>
<p>Jana Clark Finance &amp; Facilities Manager (FFM)</p>	<ul style="list-style-type: none"> <li>• Manages bookkeeping for United Way and 417 Bagot Street joint venture,</li> <li>• Manages facilities, provides troubleshooting, facility management</li> <li>• Provides budget updates, month-end reconciliation, financial reports to VPO,CEO</li> <li>• Support for the audit, implementing financial controls, procedures</li> </ul>
<p>Olga Karavai Database Specialist (DS)</p>	<ul style="list-style-type: none"> <li>• Manages database (Andar), ensuring data standards and accuracy are maintained</li> <li>• Provides reports to CEO &amp; campaign staff for campaign</li> <li>• Provides updates, reports; monitors protocols, accuracy of database,</li> <li>• Provides reports for auditors and Finance department</li> <li>• Receipting, Andar management, Campaign Reports, data standards and training</li> </ul>
<p>Malaya Sagada Database Assistant (DA)</p>	<ul style="list-style-type: none"> <li>• Supports Community Investment, Campaign and Operations departments with digital and database support and reports</li> <li>• Database input</li> <li>• Supports community profiles</li> <li>• Support to some workplaces for ePledge campaigns</li> </ul>
<p>Catherine Taylor Office Manager (OM)</p>	<ul style="list-style-type: none"> <li>• Implements talent management strategy, working with staff team on talent recruitment, development, succession planning, employee engagement</li> <li>• Implements HR Policy</li> <li>• Works closely with all departments on projects and initiatives, including those that cross departments</li> <li>• Oversees reception and front desk customer service</li> </ul>
<p>Trina Jones Admin Assistant (AA)</p>	<ul style="list-style-type: none"> <li>• Manages reception, providing customer service and front desk support</li> <li>• Provides admin support for finance, facilities, as required</li> <li>• Implements database and information updates</li> <li>• Provides administrative support and scheduling support for CEO</li> <li>• Support for Board of Directors and its committees, supports Leadership Team</li> </ul>

<p>Blaine Jeffery Communications Specialist (CS)</p>	<ul style="list-style-type: none"><li>• With direction from the Leadership Team, provides communications support to departments</li><li>• Implements communications plans, events support, development of communication materials, formatting and designing some materials, photography, website updates</li><li>• Implements social media strategy for United Way and initiatives, providing regular data analysis and reports</li><li>• Prepares and distributes media releases, packages, newsletters, maintaining accurate media list, liaising with in-kind advertisers</li><li>• Works closely with CEO, VPO on digital strategy, providing indepth analysis and reports</li></ul>
<b>Marketing Content Production</b>	
<p>Mandy Pasch Marketing Content Associate (MCA)</p>	<p><b>Lead: CEO</b></p> <ul style="list-style-type: none"><li>• Works closely with the CEO, Leadership Team and department staff to create, review and revise materials and documents, ensuring these are consistent with brand voice, style and tone</li><li>• Drafts media releases, develops media stories, and works with CEO to find opportunities to promote United Way and its initiatives through the media and other channels</li><li>• Works with Resource Development, Community Impact departments to produce stories, reports and content, including newsletters and targeted communication pieces</li></ul>

<b>RD: WORKPLACE CAMPAIGNS</b>	<b>LEAD: Director Workplace Giving</b>
<p><b>Nikki Beaulieu</b>  <b>Director Workplace Giving (DWG)</b></p>	<ul style="list-style-type: none"> <li>• Manages workplace campaigns, overseeing timelines, deliverables, events, materials, ensuring all workplaces are supported with the appropriate materials, customer service, training, tools</li> <li>• Manages relationships in specific workplace campaigns, sectors, divisions</li> <li>• Oversees events related to engagement of workplace</li> <li>• Supports Campaign Cabinet and committees</li> <li>• Manages the sponsorship program, oversees the Sponsored Employee program, providing training and oversight to Sponsored Employees</li> <li>• Manages Business Development</li> </ul>
<p><b>Nickolas Kukucska</b>  <b>Campaign Manager (CM)</b></p>	<ul style="list-style-type: none"> <li>• Implements training and plans for Sponsored Employees, sponsorship</li> <li>• Manages and supports events</li> <li>• Manages relationships in specific workplace campaigns</li> <li>• Supports the Director Workplace Giving on initiatives, events, workplace campaigns, as required</li> <li>• Supports Next Gen and their events</li> </ul>
<p><b>Sam Hirons</b>  <b>Campaign Associate (CA)</b></p>	<ul style="list-style-type: none"> <li>• Supports the United Way annual fundraising campaign</li> <li>• Supports events and workplace campaigns, ensuring that all details and logistics are completed within timelines</li> <li>• Develops and coordinates the production, tracking, inventory and distribution of campaign materials and supplies</li> </ul>
<b>RD: INDIVIDUAL GIVING</b>	<b>LEAD: Director Individual Giving</b>
<p><b>TBD</b>  <b>Director Individual Giving (DIG)</b></p>	<ul style="list-style-type: none"> <li>• Implements a year-round fundraising, cultivation and stewardship strategy</li> <li>• Develops plans to grow revenue through community gifts, Leadership &amp; Major Gifts and planned endowment gifts.</li> <li>• Works closely with the CEO, Director Workplace Giving, and key volunteers to identify and develop strategies to grow relationships with individuals through affinity groups, in the community and in workplaces.</li> </ul>

<p>Cynthia Delahaye Campaign Associate (IG) Individual Giving</p>	<ul style="list-style-type: none"> <li>• Provides support for Major Individual Gifts and Leadership Giving</li> <li>• Ensures timely solicitation and stewardship of donors, accurate analysis and record keeping, updating profiles, providing customized reports, research, collection of information, and customized profiles</li> <li>• Responsible for Direct mail, Leadership events, tours and reports, working closely with the campaign department</li> <li>• Supports and implements donor stewardship and donor relationship plans</li> <li>• Supports Affinity Groups: Women United, Retirees, Tech United</li> </ul>
<p><b>COMMUNITY IMPACT</b></p>	<p><b>LEAD: CEO</b></p>
<p>Kim Hockey Director, Community Initiatives (DCI)</p>	<ul style="list-style-type: none"> <li>• Works with CEO on collective impact, shared community plans, supporting steering Committee on initiatives ie ending youth homelessness, food access</li> <li>• Manages HPS funds, committee and reporting</li> <li>• Represents UW, if required, at committees</li> </ul> <p>Leads Youth Engagement, Point in Time Count</p>
<p>Marg Kubalak Director, Community Investment (DCI)</p>	<ul style="list-style-type: none"> <li>• Manages fund distribution process for grants and allocations</li> <li>• Recruits, orients and supports volunteers</li> <li>• Manages agency relationships</li> <li>• Analyzes program outcomes and indicators, developing and communicating impact statements, data and stories</li> <li>• Leads capacity building initiatives, including Leadership Development Services, Volunteer Centre</li> <li>• Leads Speakers Bureau, SIB Tours</li> </ul>
<p>Melanie Cote Manager Community Investment (MCI)</p>	<ul style="list-style-type: none"> <li>• Provides support to granting process and allocations</li> <li>• Coordinates agency site visits for fund distribution</li> <li>• Works with Director CI on outcome measures, statistics and reporting for funded programs</li> <li>• Supports HPS fund distribution, reporting, sub project tracking</li> <li>• Manages speakers bureau</li> </ul>
<p>Mary Bathurst-Pond Program Associate (PA)</p>	<ul style="list-style-type: none"> <li>• Supports Leadership Development Services public workshops,</li> <li>• Develops, supports and monitors the Volunteer Centre program</li> <li>• Provides administrative support as required</li> <li>• Coordinates committees to support to the work of Youth Homelessness initiatives, the Food Access committees, and other community initiatives</li> <li>• Supports projects such as Success by 6 and Youth Forums</li> <li>• Provides logistical and other support to the granting and allocation processes</li> </ul>