

## 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 and its committees</li> <li>• Develops strategy, provides strategic direction, organizational leadership</li> <li>• Staff support to Campaign Chair, supports Cabinet, Leadership, Major Gifts, key relationships</li> <li>• 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 and represents United Way on some external community committees</li> </ul>
<b>OPERATIONS</b>	<b>LEAD: VPO</b>
<p><b>John DiPaolo</b> <b>Vice President</b> <b>Operations (VPO)</b></p>	<ul style="list-style-type: none"> <li>• Provides 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: Finance &amp; Administration, Information &amp; Technology, Health &amp; Safety, HR</li> </ul>
<p><b>Jana Clark</b> <b>Finance &amp; Facilities</b> <b>Manager (FFM)</b></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><b>Olga Karavai</b> <b>Database Specialist (DS)</b></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><b>Malaya Sagada</b> <b>Database Assistant (DA)</b></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><b>Jeremy Robins</b>                  Director Labour                  Community Services                  (DLCS)</p>	<ul style="list-style-type: none"> <li>• Provides guidance and leadership regarding matters related to organized Labour</li> <li>• Maintains and develops relationship with Labour Council and all local unions, supporting the annual campaign. This includes troubleshooting and proactive approaches</li> <li>• Delivery of Labour Community Advocate program</li> </ul>
<p><b>Catherine Taylor</b>                  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 Policies</li> <li>• Works closely with all departments on projects and initiatives, including across departments</li> <li>• Works with Admin Assistant to ensure logistical support of meetings, purchasing</li> <li>• Oversees reception and front desk customer service</li> </ul>
<p><b>Trina Jones</b>                  Admin Assistant (AA)</p>	<ul style="list-style-type: none"> <li>• Reporting to Office Manager, covers reception, providing customer service and front desk support</li> <li>• Supports all departments with purchasing supplies, meeting logistics and arrangements</li> <li>• Provides admin support for finance and facilities</li> <li>• Implements database and information updates</li> <li>• Provides administrative, scheduling support for CEO, supports Leadership Team meetings</li> <li>• Support for Board of Directors and its committees</li> </ul>

<p><b>Marketing &amp; Communications</b></p>	<p><b>Lead: CEO</b></p>
<p><b>Mandy Pasch</b>                  Marketing Content                  Associate (MCA)</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>• Develops media stories, works with CEO to find opportunities to promote United Way and initiatives through media and other channels</li> <li>• Liaises with media, maintaining accurate media lists</li> <li>• Prepares and distributes blogs, media releases, packages, newsletters</li> <li>• Works with CI and RD departments to produce stories, reports and content, including newsletters and targeted communication pieces</li> </ul>
<p><b>Gillian Moren</b>                  Communications &amp;                  Design Associate (CDA)</p>	<ul style="list-style-type: none"> <li>• With direction from the CEO and Leadership Team, provides design and communications support to departments, assisting with the development of materials and plans.</li> <li>• Formatting and designing materials, coordinates photography, website design</li> <li>• Implements social media strategy for United Way and initiatives, providing regular data analysis and reports</li> <li>• Designs ads, print materials, liaising with in-kind advertisers and printers</li> </ul>

<b>RD: WORKPLACE CAMPAIGNS</b>	<b>LEAD: Director Resource Development</b>
<p>Director Resource Development (DRD)</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>• Oversees Business Development</li> </ul>
<p>Shari Doherty RD Officer-Workplace Giving (RDO-WG)</p>	<ul style="list-style-type: none"> <li>• Implements training and plans for Sponsored Employees, sponsorship</li> <li>• Manages and supports workplace engagement events</li> <li>• Manages relationships in specific workplace campaigns, prospecting, sponsorship</li> <li>• Supports and implements the Sponsored Employee program</li> <li>• Supports the Director Resource Development on initiatives, events, workplace campaigns</li> <li>• Supports Next Gen and their events</li> </ul>
<p>Sam Hirons RD Associate-Workplace Giving (RDA-WG)</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> <li>• Provides monitoring reports, meeting materials, ensuring completeness and accuracy of data</li> </ul>
<b>RD: INDIVIDUAL GIVING</b>	<b>LEAD: Director Resource Development</b>
<p>Cynthia Delahaye RD Associate-Individual Giving (RDA-IG)</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, customized reports, research, collection of information</li> <li>• Manages Direct mail, Leadership events, tours and reports, working closely with other staff</li> <li>• Supports and implements donor stewardship and donor relationship plans</li> <li>• Supports Affinity Groups: Women United, Retirees</li> </ul>

COMMUNITY IMPACT	LEAD: CEO
<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 Homelessness Partnering Strategy funds, Community Advisory Board</li> <li>• Leads Youth Engagement, Point in Time Count</li> </ul>
<p>Marg Kubalak Director, Community Investment (DCI)</p>	<ul style="list-style-type: none"> <li>• Manages fund distribution process for grants and allocations, agency relationships</li> <li>• Recruits, orients and supports volunteers</li> <li>• Analyzes program outcomes and indicators, developing impact statements, data and stories</li> <li>• Leads capacity building initiatives: Leadership Development Services, Volunteer Centre</li> <li>• Leads 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>• Assists with HPS as required</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 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> <li>• Supports HPS processes, reporting, sub project tracking</li> </ul>