



UNITED WAY'S LEADERSHIP DEVELOPMENT PROGRAM

*A unique experience of professional and
personal development*

THE PROGRAM

United Way's Leadership Development Program offers a unique professional, personal and community development experience for the leaders of tomorrow – your up and coming employees. By participating in our program you not only make a meaningful and measureable investment in the community, you also make an investment in your employees and your business.

By supporting United Way's Leadership Development Program you are helping us build the foundation to make our annual campaign a true success. In return, our Program provides a great way to increase the profile of your organization and give your staff the opportunity to discover and develop untapped skills.

THE ROLE: CAMPAIGN REPRESENTATIVE

Employees loaned or sponsored to United Way through the Leadership Development Program plan, implement, monitor and evaluate United Way's annual Workplace Campaign.

Working under the management and guidance of a United Way staff member, Campaign Representatives play a crucial role in providing leadership and customer service to more than 1,600 workplaces. They are a key resource during campaign and, with their help, we can be confident that we are developing and managing campaigns that will result in the greatest impact for the community.

For more information about the role, please visit the Campaign Representative section of www.calgaryunitedway.org/campaign, there you can view photos, videos and testimonials from past Campaign Representatives.



“ I will continually look back at my time at United Way with fondness. The experience, the people, the energy that seemed to be all bottled up in that one place was extraordinary. ”
– Jessica MacDonald

PARTNER RECOGNITION

United Way values our partners and will recognize your contribution wherever possible. This includes formal online recognition, co-branding opportunities, and further public recognition where appropriate and possible.

THE BENEFITS

Getting involved is good for business, employees and the community!

In addition to a providing rewarding community engagement experience, the Leadership Development Program provides Campaign Representatives with an unparalleled, hands-on leadership development opportunity that's valuable to their career and to their employer.

During their term, Campaign Representatives will acquire over 500 hours of hands-on experience and develop and hone skills such as:

> Project Management

- Goal setting and achievement
- Leadership and facilitation skills
- Time management

> Relationship Management

- Working effectively as a team member
- Effective sales negotiation
- Excellent customer service techniques

> Strategic Thinking

- Identification of opportunities
- Plan development
- Information Analysis

> Sales and negotiations

> Organization and facilitation

> Public speaking and presentation

Each year, Campaign Representatives are challenged, changed, energized and return to their workplaces with a greater understanding of the social issues affecting the community, a renewed sense of confidence and motivation, new skills and perspectives, an expanded professional network and greater leadership potential.

At the end of their term, the skills each Campaign Representative has developed and excelled at are identified and highlighted in a formal evaluation that is sent to their workplace.

HOW TO PARTICIPATE

Companies and organizations can participate in the program in one of two ways: either by loaning us a valued employee to act as a Campaign Representative or by sponsoring the hiring of a Campaign Representative to work with us during our annual campaign cycle from September through December.

Loan an employee. Ideal candidates for the Leadership Development Program are confident, self-reliant team players willing to take on new challenges. The diverse nature of workplaces that participate in the annual campaign ensure that there are opportunities for people with varying skill sets and experiences.

Provide financial support. If you wish to support the program but are unable to send us one of your employees consider donating all, or part of, the \$15,000* needed to hire one full-time Campaign Representative on your behalf.

Access to a vehicle and a valid driver's license are required for the duration of the term.

**15,000 covers the Campaign Representative's salary, statutory benefits and training.*

“When Jason returned to his role as Community Relations Coordinator, he was much more confident of himself and was willing to take on increased responsibilities on his own.”

– Pembina Pipeline

Corporation

HOW TO APPLY

Thanks for your support! To participate in the program please complete the online application form at www.calgaryunitedway.org/main/CR/application_form or if you have any questions about the program please contact Doug Jones at 403.231.6447 or dougj@calgaryunitedway.org

THANK YOU!

United Way of Calgary and Area thanks the following companies for supporting the Leadership Development Program by loaning or sponsoring a Campaign Representative for the 2010 Campaign



ALTALINK

ATCO Gas

ATCO Midstream

Government of Alberta

BD&P



Canadian Freightways



CANADIAN PACIFIC

cenovus
ENERGY

THE CITY OF
CALGARY

ENBRIDGE

ENCANA

FLUOR

Alberta



Canada

nexen

PEMBINA

PROVIDENT
ENERGY TRUST



Scotiabank

Service
Canada



SNC-LAVALIN

Spectra Energy

SUNCOR
ENERGY

TransAlta



TransCanada



United Way
of Calgary and Area

UNITED WE CREATE A BETTER FUTURE

Suite 600, 1202 Centre Street S.E.,
Calgary, Alberta T2G 5A5
T 403.231.6265 F 403.355.3135
www.calgaryunitedway.org



www.calgarysocialvoice.com

Follow us on Twitter
[@UnitedWayCgy](https://twitter.com/UnitedWayCgy)

Connect with us on Facebook
[United Way of Calgary and Area](https://www.facebook.com/UnitedWayofCalgaryandArea)