



United Way Sponsored Employee Program

Position Description:

Every year hundreds of local workplaces collaborate with United Way Waterloo Region Communities by running their own fundraising campaigns. These campaigns are the backbone of United Way's annual fundraising drive that raises millions every year for supports and services used by thousands of residents across Waterloo Region.

As a Sponsored Employee you will support United Way's fundraising campaign by managing a portfolio of our workplace partner accounts and supporting the Philanthropy team. You will be the primary contact for your portfolio of accounts and support their efforts to run a successful United Way fundraising campaign and/or other events and activities. This includes assisting with campaign planning, sharing materials and packages, hosting in-person and virtual presentations, participating in special events, placing phone calls, sending electronic communications, and liaising with employee campaign managers. Celebrating successes and the ability to motivate and engage others is a significant component of this role.

Through this experience, you will...

- Enhance your communication, sales, networking, project management and presentation skills
- Meet and interact with local community and business leaders and expand your personal and professional network
- Gain mentorship and professional development opportunities from United Way staff and volunteers
- Work with like-minded, passionate people to enhance our relationships with our workplace partners and individual donors
- Learn about social issues in your community and United Way's unique role in our local sector
- Be part of the largest fundraising campaign in Waterloo Region
- Set an example in your workplace and inspire others to take action
- Feel proud knowing you are contributing to positive social change on our local communities

Timeframe: September 8, 2026, to December 18, 2026 (15 weeks)

4 days per week in-office and 1 day per week remote if desired. Regular working hours are 8:30 am to 4:30 pm Monday to Friday, some early morning; evening or weekend work may be required.

Location: United Way Waterloo Region Communities office, 50 Sportsworld Crossing Rd, East Building, Suite 220, Kitchener

Position Specifications (Attributes, Skills and Abilities):

- Superior communication skills (verbal and written), including the ability to create and deliver engaging and inspiring presentations
- Superior interpersonal skills, including the ability to engage and motivate others and to work effectively in a cross functional team
- Excellent organization and task management skills, the ability to manage competing priorities and meet deadlines while working independently
- Ability to cultivate and enhance relationships with a diverse group of stakeholders
- Strong knowledge of Microsoft Office Products (Outlook, Word, Excel, MS Teams), experience with a database or CRM is an asset



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Position Responsibilities:

- Develop relationships with Employee Campaign Managers (ECM) and campaign support staff.
- Deliver in-person and virtual presentations to employee and leadership groups during the workplace campaigns to educate and inform about United Way and to solicit donations.
- Attend in-person and virtual campaign presentations and special events hosted by workplace partners.
- Assist in training workplace campaign committee members or the ECM.
- Maintain ongoing communication with the ECM and other campaign support staff and track updates in an internal database and report back to team members.
- Accurately and promptly update internal database with information from workplaces.
- Follow-up with workplace accounts and individual donors through in-person and virtual meetings, phone calls or electronic communications
- Recognize and thank ECM's and campaign support staff by preparing and distributing personalized stewardship touchpoints.
- Assist with campaign data entry as required.
- Support the philanthropy team as required during the campaign.
- Actively participate in United Way activities, meetings and discussions

Training: Training about United Way's mission, vision, fundraising best practices and soliciting donations, developing & performing presentations and database software is provided during onboarding and orientation.

Travel: Will require access to a vehicle to visit workplaces for presentations, and deliver campaign materials to workplace partners and/or pick up campaign packages and donations.

For more information, please contact:

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