

United Way Yukon

Whitehorse

Started: 1994

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United Way Yukon is likely best known for the fundraising it does to support social, health and human services. However, this registered charity also promotes collaborative efforts on community development, undertakes social planning, and promotes volunteerism in the territory. Twice a year, the United Way funds projects throughout the Yukon based on the priority areas its social planning committee has identified. The Yukon's United Way is one of 130 or more United Ways in Canada. Although they share a common logo, each group has its own by-laws and makes independent decisions.



Community benefits: Through its social planning initiatives, the organization is able to identify priority areas for spending and direct donations to these areas. As priorities change, the United Way is able to respond quickly and redirect its resources as needed. It is also able to direct resources to programs in Yukon communities where the local population may be too small to support such efforts.

Lessons learned: The United Way is only able to fund programs of registered charities. As this excludes First Nations and some other groups delivering community programs, the United Way encourages them to partner with a registered charity. This helps fulfill its goals of promoting collaborative efforts and directing resources to priority areas. While the United Way has benefited from secondments in the past, the organization has learned it prefers hiring its own coordinators.

Future of the project: The United Way plans to continue to increase the number of workplace coordinators that help them raise money each year. The group also wants to focus more on the non-financial aspects of its mandate and work on community building initiatives such as volunteer training and support.