



# TRUly United



Stronger Together



**THOMPSON  
RIVERS  
UNIVERSITY**

Foundation



**United Way**

# TRU is a giving community

## Last year

- 600 TRU faculty and staff contributed \$192,116 to the TRUly United Campaign, Thank you!
- We helped more students and people in our community than ever before
- Thank you to all who participated!



**This year – October 9 – October 26**

**Our goal – \$200,000**

**One community – all of TRU.**

**Challenge – let's strive to have 60%  
of employees participating in the campaign**

**Stronger Together**



# Champions for a Stronger Community

- Oct. 9: TRUly United Champions deliver pledge forms to all TRU faculty and staff
  - Encourage online donations for environmental sustainability
- For current donors who give through payroll deduction
  - automatic renewal
  - opportunity to increase their donation



# The Need is Real

## Last year

- 1,600 students applied for and got Foundation financial awards.
- Hundreds more eligible students applied for but did not get Foundation financial awards.
- Our vision: that every student who needs financing, gets it.



# The Need is Real

## Last year

- United Way funding directly impacted 18,000 people in our region.
- Our vision is to provide opportunities for a better life for everyone.



**Kennedy: TRU Student and award recipient**

<https://www.youtube.com/watch?v=UF9OjVyNBIE>

**Keegan: TRU Student and award recipient**

[https://www.youtube.com/watch?v=slu0Wstg\\_g0](https://www.youtube.com/watch?v=slu0Wstg_g0)



# 2018 Campaign Video - United Way TNC





**By contributing to TRUly United  
you can change lives in our university  
and our community ..here's how!**



# **+ The Perfect Match**

**This year, through the generosity of the KPMG Foundation and the local KPMG office:**

- 1. All new and increased donations to TRU will be matched up to \$20,000**
- 2. Watch for matching opportunities throughout the campaign**



# TRUly UNITED begins *now*

- Watch for *TRU Announcements* and [one.tru.ca](http://one.tru.ca) throughout the campaign.
- Together, we ~~can~~ will make a greater impact.



# #mytru, #trulyunited

Help us tell the story of the campaign. Use the hashtag #mytru, #trulyunited when posting to social media about your campaign activities or support. We will pull in all of the posts to share the story of TRUly United



# TRUly United

Stronger Together

[tru.ca/trulyunited](http://tru.ca/trulyunited)



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