



**United Way**  
British Columbia

Working with communities in  
BC's North, Interior, Lower Mainland,  
Central & Northern Vancouver Island

NEWS RELEASE  
February 14, 2024

## **United Way British Columbia named as one of BC's Top 100 Employers for 2024**

*After Achieving Canada's Top 100 Employers Status, United Way BC Receives Prestigious Recognition Locally*



**Burnaby, BC** – Already named one of Canada's Top 100 Employers in November 2023, United Way British Columbia (United Way BC) - working with communities in BC's North, Interior, Lower Mainland, and Central & Northern Vancouver Island - is proud to announce that it has also been named one of BC's Top 100 Employers this year. Following the market's trend of pursuing a more purpose-driven economy, job-seekers across the province are looking for employers that make a positive local impact – and employers are responding with innovative programs that make a meaningful difference in their communities. The best of these workplace initiatives were recognized as BC's Top Employers (2024).

"The global pandemic has undoubtedly impacted workplace culture at United Way BC – it has led us to approach our People & Culture strategy innovatively and with the goal of employee retention as a key driver. This can be seen reflected in our post-pandemic policies and programs, such as our Family Friendly Workplace policy and our flexible work-from-home policy. As we continue to grow and evolve as an organization, our goal is to ensure employees not only stay but also grow and thrive at United Way BC," said Shaffina Hirji, Provincial Director, People, and Culture, at United Way BC.

From bringing together different organizations with their own cultures and practices to developing an effective remote work model, change has been an exciting constant at United Way BC since 2021 when a

provincial amalgamation of six United Ways resulted in the formation of United Way BC. Today, after also adding bc211 and two additional United Ways to the family, being recognized by both Canada's and BC's Top 100 Employers during this time of change is a testament to the employee-centric focus of United Way BC's People and Culture strategy.

"These recognitions reflect the strong culture that we have been building since our amalgamation in 2021. Merging workplace cultures is no easy feat, especially during such challenging global times, for any corporation. With people-centric policies and growth opportunities for employees during this transformational change, United Way BC has shown that change does not have to be an impediment, and can even lead to increased opportunities for employees," said Michael McKnight, President & CEO, United Way BC.

United Way BC attracts a diverse and community-oriented team. To ensure staff can grow as individuals and contribute to their communities, United Way BC provides regular volunteer opportunities, where staff can utilize the iVolunteer platform, as well as learn new skills, through programs such as the Red Cross Psychological First Aid course.

"This is an astounding recognition that every employee of United Way BC should be proud of. A strong workplace culture requires hardworking and dedicated employees, from across all departments and levels, who feel valued by the organization and make it a great workplace!" said Robin Dhir, Board Chair, United Way BC.

A special feature from BC's Top 100 Employers can be found here:

<https://reviews.canadastop100.com/top-employer-united-way-british-columbia#>

To learn more about working at United Way BC, including current career opportunities, please visit:

[www.uwbc.ca/careers](http://www.uwbc.ca/careers).

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### **About United Way British Columbia – working with communities in BC's North, Interior, Lower Mainland, and Central & Northern Vancouver Island**

United Way supports healthy, caring and inclusive communities by strengthening vital connections that support people in need. Representing the five regions of Central and Northern Vancouver Island, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Northern BC, our organization serves a population of more than 4.5 million people, with a focus on urgent response, kids and youth, seniors, poverty, mental health and food security. [www.uwbc.ca](http://www.uwbc.ca)

Interviews are available with Michael McKnight, President & CEO, United Way British Columbia

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