

United Way Geelong Region

Loaned Executive Program 2010



“The success of United Way Geelong Region’s Loaned Executive Program is a testament to the people of Geelong and their commitment to mobilize resources and the caring power of the community. During my visits to Australia, I have become aware of this special program and its contribution. I congratulate those businesses and individuals who have been involved in the 44 year history of Geelong Loaned Executives and strongly encourage others to consider being part of the program’s next chapter in 2010.”

*~ Teresa Hall-Bartels
Senior Vice President, United Way Worldwide*

What is a Loaned Executive?

A Loaned Executive (LEX) is any employee from any Geelong business who is ‘loaned’ by his/her employer to United Way for a three month campaign. Following an initial 3 days of training, it is expected that the time commitment of these LEXs will be approximately 3-4 hours per week.

What do they do?

Loaned Executives will be allocated a small number of companies including their own. Their role is to work with these companies to develop strategies to enhance the profile of United Way within the workplace. This may include presentations to employee groups, updating posters/newsletters etc and thanking current contributors. The presentations also provide an opportunity for others to commence contributing.

Date	Time	Commitment
Tuesday February 23	8.30am - 4.30am	Loaned Executive Training Day 1
Wednesday February 24	8.30am - 4.30pm	Loaned Executive Training Day 2
Monday March 1	5.30 – 7.00pm	Campaign Launch – The Loaned Executives and their companies are introduced at a civic reception.
Tuesday March 2	8.30am - 4.30am	Loaned Executive Training Day 3
March - June	Choice of meeting night either Monday, Tues, Wed or Thurs.	Weekly meetings for 1 hour (approx 8 meetings across the 13 week program)
March - June	Flexible	LEXs conduct workplace campaigns in allocated companies
Thursday June 17	6.30 – 8.00pm	Loaned Executive Awards Night – a great night to celebrate the LEX achievements.

What are the benefits to the company?

- The LEX receives quality training drawn from accredited modules – this training includes Communication, Time Management and Presentation Skills. Your employee gains skills which are useful back in the workplace!
- Companies nominating staff for this role are acknowledged in a full page of the Geelong Advertiser and the Geelong Business News to coincide with the Campaign Launch.
- Providing a Loaned Executive is a great way for a company to demonstrate its Corporate Citizenship in a very measurable ‘return’ to the community.

What are the benefits to the individual?

- The program is a great confidence builder for individuals
- Skill development through training and mentoring
- Great networking opportunity
- Great eye-opening life experience

And of course the community benefits

In 2009, a total in excess of \$860,000 was raised through Workplace Giving.