



United Way  
Toronto

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John Stubbs  
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To whom it may concern

John Stubbs is a valued volunteer and friend to United Way Toronto. Over a period of 3 years John volunteered in different roles in support of our GenNext Strategy (engaging individuals in their 20's and 30's) and fundraising campaign at Scotiabank.

John first volunteered through our GenNext Ambassador program at Scotiabank. The program allows the GenX demographic to create communication strategies and events in support of United Way. John went on to Chair this initiative and through his leadership expanded the program to include 100's of staff. John also helped United Way promote the Ambassador program by sharing the success of the Scotiabank program with other companies

Based on John's proven leadership we asked him to join our GenNext cabinet. He was part of a team that helps United Way strategize and execute programs targeted to Generation X. John provided insight as a cabinet member and championed our volunteer program. Again his leadership and strategic thinking were instrumental in increasing the reach of our program.

John is a dedicated and hard working volunteer. The number of participants in the GenNext program at Scotiabank is a testament to his leadership strength. In all of his volunteer roles with United Way he exceeded expectations and established himself as a role model for new members. He is truly an asset to any organization he gets involved with.

Sincerely,

Quinn Bingham  
Director, Corporate and Community Engagement