

For Immediate Release



United Way
Central and Northern
Vancouver Island

United Way's Improving Lives Locally Campaign Kicks Off with a Community Breakfast

Nanaimo, BC – September 19, 2017 – The United Way Central & Northern Vancouver Island (UWCNVI) 2017 **Improving Lives Locally** campaign launches on Friday, September 22 with a Kick Off Breakfast at The Bastion Inn at 7:30 am.

Community members are invited to start their day with a delicious hot breakfast, a 50/50 draw, inspiring speakers, and an engaging program with the opportunity to learn more about United Way and the local impact of your donations.

Thanks to generous donors who gave last year, UWCNVI is funding 45 life-changing programs in the Central Island region that are helping improve over 17,000 lives in our community, including vulnerable children, youth, their families, seniors, and individuals experiencing homelessness.

A few of the programs include:

- A teen centre that gives youth the chance to develop positive friendships through youth conferences, sporting events, and cooking nights;
- A youth coordinator program that supports multicultural youth to learn English, find a job, and engage more with their community;
- A seniors visiting program that combats the feelings of loneliness and lack of freedom some seniors face by providing weekly visits, phone calls, and outdoor activities organized by volunteers;
- A program that works to minimize the risk queer youth face in the community, and implement coping techniques to deal with issues negatively impacting LGBTQ adolescents.

On Monday, September 18th, UWCNVI, in collaboration with other United Ways across British Columbia, were also pleased to announce an expanded bc211 service on Vancouver Island. Much like how 811 connects people to health information and services, 211 directs and connects British Columbians with thousands of community, social, government, and non-clinical services and programs. In addition to the web platform with online chat launched on the Island in June, bc211 now offers its services via phone and text. This swift expansion of services via bc211 would not have been possible without our donors continued support and generosity.

“So many smart, resourceful local agencies in the Central Island rely on United Way to fund services that will help you, your family and neighbors in the coming year. The United Way Community Campaign Kick Off event is a great opportunity for our generous donors and supporters to hear what the needs are in the community and how

we can all work together to improve lives in the Central Island region,” says Signy Madden, Executive Director of UWCNVI.”

Kick Off Campaign breakfast tickets are \$30 and available online at <https://centralislandkickoff.eventbrite.ca>

With a mission to improve lives and build community by engaging individuals and mobilizing collective action, UWCNVI invests in strengthening people and communities in Central and Northern Vancouver Island. Funds donated annually by local businesses and individuals for United Way’s Community Fund provide an essential network of social services in your community, helping improve thousands of lives.

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