



**United Way**  
Central & Northern  
Vancouver Island

For Immediate Release

## **United Way Launches Annual Fundraising Campaign - Challenges the Community to Become “Agents of Change”**

*Goal to Raise over \$750,000 to Fund 33 Central Island Programs*

**Nanaimo, BC – September 20, 2013** – Today [United Way Central & Northern Vancouver Island](#) (UWCNVI) launched a new twist on their annual fundraising campaign, challenging the community to become Agents of Change and help raise \$750,000 towards 33 critically needed Central Island programs delivered by our 27 Community Partners. The breakfast event sponsored by Coast Capital Savings drew more than 300 supporters and was emceed by CTV’s Bruce Williams.

“Many people here in Central Island are facing tough challenges. By giving to United Way you can help thousands in our community including families struggling with poverty, kids in desperate need of mentoring, people recovering from addictions or the impact of abuse as well as seniors at risk of isolation,” said Signy Madden, Executive Director, UWCNVI. “United Way funds programs that we carefully select and monitor and know are addressing many of the major challenges that people are facing. United Way is about giving hope, practical help when it is needed most and strengthening individuals and the whole community”

Vancouver Island University and the Vancouver Island Health Authority have generously provided *Loaned Representatives* to work exclusively on the campaign for three months.

Donations can be made by contacting the UWCNVI office at 250-729-7400 or [info@uwcncvi.ca](mailto:info@uwcncvi.ca) or directly online through Canada Helps at [www.uwcncvi.ca](http://www.uwcncvi.ca)

### **2013/14 Community Partners for Central Vancouver Island**

Big Brothers Big Sisters Central Vancouver  
Island  
Boys and Girls Clubs Central Vancouver  
Island  
Canadian Red Cross

Columbian Centre Society  
Errington Therapeutic Riding Association  
Haven Society  
Island Crisis Care  
Ladysmith Family and Friends

#### **United Way Central & Northern Vancouver Island**

##### **Change starts here**

Central Island: 3156 Barons Road Nanaimo, BC V9T 4B5 |250 729 7400

Comox Valley : PO Box 3097 Courtenay, BC V9N 5N5 |250 338 1151

Campbell River : PO Box 135 Campbell River, BC V9W 5A7 |250 287 3213

[www.uwcncvi.ca](http://www.uwcncvi.ca)



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Ladysmith Resource Society Association  
Literacy Central Vancouver Island  
Mid Island Abilities & Independent Living  
Society  
Nanaimo Brain Injury Society  
Nanaimo Citizen Advocacy Association  
Nanaimo Community Hospice  
Nanaimo Community Kitchens Society  
Nanaimo Family Life Association  
Nanaimo Region John Howard Society  
Nanaimo Travellers Lodge  
Nanaimo Unique Kids

Oceanside Hospice society  
Parent Support Services Society of BC  
People for a Healthy Community- Gabriola  
Island  
Community Lunch Program -St. Andrew's  
Presbyterian Church  
The Hope Centre- Gabriola Island  
The Parksville and District Association for  
Community Living  
Tillicum Lelum  
Vancouver Island Crisis Society

### **About United Way Central and Northern Vancouver Island**

UWCNVI improves lives and builds community by engaging individuals and mobilizing collective action. Since 1958 UWCNVI has helped strengthen the communities it serves. Because of the generosity of donors and volunteers, UWCNVI is able to fund 53 charities supporting 60 programs in the Central Island, the Comox Valley and Campbell River this year. UWCNVI also manages the Success by 6 early childhood development programs throughout the Central and Northern Island and plays a part in working to reduce homelessness by being the Community Entity for Nanaimo's Homelessness Strategy and working with the Comox Valley Housing Tasking Force to host a community forum in Comox Valley on homelessness this fall. United Way's Better at Home program designed to help keep seniors living at home will begin in Nanaimo, Parksville, Port Hardy, Comox Valley, Port Alberni and Campbell River in 2013 and 2014.

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For additional information please contact:

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