

For Immediate Release



United Way
Central and Northern
Vancouver Island

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

Comox Valley, BC – September 15, 2017 – The United Way Central & Northern Vancouver Island (UWCNVI) 2017 **Improving Lives Locally** campaign launches on Monday, September 18 with a Kick Off Breakfast at Best Western Hotel at 7:30 am.

Community members are invited to start their day with a delicious hot breakfast, a 50/50 draw, 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 17 life-changing programs in the Comox Valley that are helping improve over 4,200 lives in our community, including vulnerable children, youth, their families, seniors, and individuals experiencing homelessness.

A few of the programs being funded include:

- A volunteer support program offering counselling and weekly visits to people who feel isolated or are facing a variety of challenges;
- A mentorship program for disadvantaged youth who could benefit from having a stable, committed, and caring adult figure in their lives;
- A caregiver support program that offers relaxing, alternative therapies to caregivers so that they may remain healthy and well in their challenging role;
- A drop-in program delivering literacy resources and assistance to people experiencing homelessness, so that they may develop skills and build a better future for themselves.
- For a full list of community partners, funded programs and success stories, please visit uwcncvi.ca.

Today, UWCNVI, in collaboration with other United Ways across British Columbia, is 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 Comox Valley 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 Comox Valley,” says Signy Madden, Executive Director of UWCNVI.”

Kick Off Campaign breakfast tickets are \$28 and available online at <https://comoxvalleykickoff.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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