

For Immediate Release



United Way
Central and Northern
Vancouver Island

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

Duncan, BC – September 19, 2017 – The United Way Central & Northern Vancouver Island (UWCNVI) 2017 **Improving Lives Locally** campaign launches on Thursday, September 21 with a Kick Off Breakfast at The Ramada Duncan (formerly the Silver Bridge) 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 17 life-changing programs in the Cowichan Valley region that are helping improve over 12,000 lives in our community, including vulnerable children, youth, their families, seniors, and individuals experiencing homelessness.

A few of the programs include:

- An empowerment program that allows girls to connect, express themselves, and be heard;
- A 41' renovated Bluebird bus that provides literacy and learning activities to children who otherwise would have limited tools during their early development;
- An Indigenous parenting program that supports and empowers caregivers to cultivate healthy relationships with their children;
- A food basket program that delivers protein-rich food baskets sourced from local businesses that will improve the overall health and wellbeing of low-income families.

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 Cowichan 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 Cowichan region,” says Signy Madden, Executive Director of UWCNVI.”

Kick Off Campaign breakfast tickets are \$25 and available online at eventbrite.ca/e/united-way-cowichan-2017-campaign-kick-off-breakfast-ticket.

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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