

## **Mid Island Co-op Donation of Lots of Small Change to United Way Equals Big Change in the Community**

**Nanaimo, BC** – July 25, 2014 – Once again, Mid Island Co-op and their members have decided to invest in United Way’s support of life changing programs for local children, youth, adults and seniors, donating a total of \$1,265 to the local organization.

Members raised \$765 through Co-op gas station coin boxes in Ladysmith, Nanaimo, Gabriola, Parksville, Whiskey Creek, Chemainus and Salt Spring Island locations. To further boost United Way’s work, Mid Island Co-op has donated \$500 towards a Gas Card for the organization’s frequent travel to Central and North Island communities during its fall Community Fund campaign.

All of the small change dropped in the coin boxes will lead to big change in the community. The \$765 donated by Mid Island Co-op’s members will be invested in United Way’s Community Fund that currently supports 33 needed programs in the Central Island. In Nanaimo, for instance, those funds will match 63 children with adult mentors, provide outreach services to 300 vulnerable people who live in poverty, and organize visits to 79 isolated seniors.

“Mid Island Co-op members are generous and care about the health of their local communities. They know that when they give to United Way, their dollars stay local and help local people,” said Laura Heikkila, Resource Development, Annual Giving with United Way. “Their donations over the years have given hope to countless people in the community.”

All of the profits generated by Mid Island Co-op stay in the community through contributions to local organizations, equity allocations to members, and re-investment in the Co-op. “Our members care about their community and it’s important to them to take care of all the people in our community,” states Susan Urban, Marketing and Community Relations Manager of Mid Island Co-op. “United Way does that by supporting local programs that help children, teens, adults, families and seniors.”

Susan Urban, Marketing & Community Relations Manager, Mid Island Co-op and Laura Heikkila, Resource Development, Annual Giving, United Way



### United Way Central and Northern Vancouver Island

Since 1958, United Way Central and Northern Vancouver Island (UWCNVI) has been mobilizing collective action to strengthen our community's social support network so that every person has access to the help they need during a crisis and for the long term. Thanks to the hard work and generosity of thousands of community heroes, this year UWCNVI invested in 50 charities and 60 programs in the Central Island, Comox Valley and Campbell River.

### Mid Island Co-op

Mid Island Co-op has been in business since 1959 and was created by local citizens as an alternative way to provide themselves with goods and services. Mid Island coop currently has more than 51,000 members throughout their territory that spans from North Cowichan to Whisky Creek. Mid Island Co-op has thirteen retail petroleum locations, fourteen Co-op Convenience Stores, four commercial Cardlocks, a Serious Coffee Bistro, as well as the Co-op Centre on Bowen Road that houses Coastal Community Credit Union and Medichair.

For additional information, please contact:

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### United Way Central & Northern Vancouver Island

**Change starts here**

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Comox Valley: 250 338 1151

Campbell River: 250 287 3213

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